

Can You Solve Your Office Technology War of the Ages?

Your 3-Step Plan for Supporting
Tech-Savvy (and Tech-Challenged)
Workers on a **Single
Communications Platform**



Basic vs. Power Users



Your workforce is probably made up of many different age groups and experience levels. New hires straight out of college may work side-by-side with seasoned professionals who are closer to retirement than not.

It's important to have diversity of views. But different views also means different opinions on how to communicate.

One example:

Pew Research found that Gen Xers (age 35 to 50) and Baby Boomers (over age 50) are more likely to use a cell phone in basic ways. Mostly for things like phone calls and texting. By comparison, Millennials (age 18 to 34) are power users. They do just about everything on their cell: surf the Internet, upload and download photos, FaceTime, SnapChat, play games, listen to music, record videos, check social media, and more.

Fast Fact

Pew Research and U.S. Census data show that Millennials and Generation Xers each make up about 34¹ percent of the American workforce. As Baby Boomers retire, that number will grow.

¹ Pew Research Center, *Labor Force Composition by Generation*

The I.T. Manager Dilemma

The divide in technology experience can lead to a tug-of-war for IT teams trying to find the right tool.

Millennials prefer using the same set tools and apps for work and play. In fact, if your company doesn't provide devices that are up to their standards, they're more likely to bring their own from home. This can risk your organization's security.

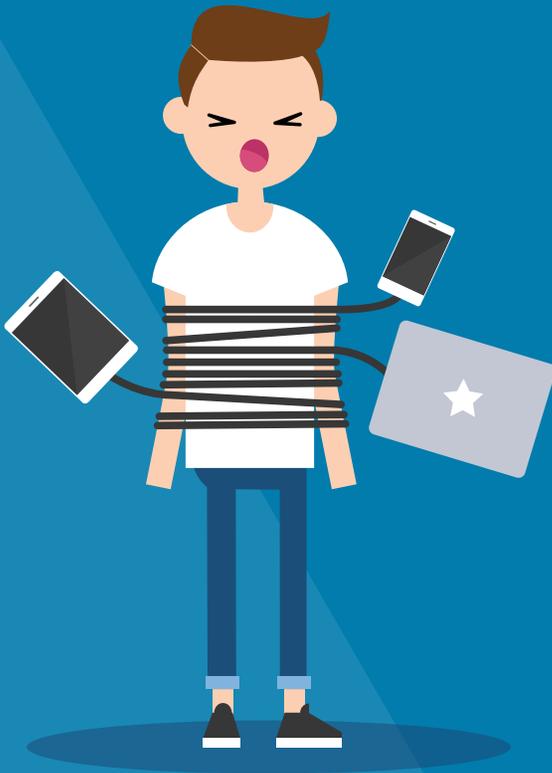
But if you suddenly force the same technology Millennials use on workers who are less tech-savvy, your work might suffer. Low productivity and user adoption could start to impact your bottom line.

With our 3-step plan, you can give each team member a set of communication tools that fits the way they work much better.

Fast Fact

Of 1,000+ employees surveyed, more than half admitted they bring personal devices and apps to the office to make work easier. A third said they do so because company tools are outdated.²

² BusinessWire: *If You Can't Beat Them, Join Them: Survey Shows IT Embracing BYOD, BYOA*



Step 1

Say Goodbye to “One Size Fits All” *Communications Solutions*

So, what’s the answer? Many companies are walking away from premises-based PBX hardware and using flexible, software-based unified communication services delivered over the cloud instead. This is because their current “one size fits all” approach doesn’t meet the tech preferences each generation of their employees have.

These cloud-based services are called “unified communications” because they bring together voice, video, conferencing, messaging and more on a single, seamless platform.

Even though “unified” is in the name, this doesn’t mean everyone is forced to use a single set of communications tools. You can custom-tailor features based on tech savviness and/or job function. This gives you the increased flexibility and will increase user adoption.



Step 2

Profile Your Users

To take advantage of all the benefits cloud-based services provide, first, look at your team's needs. You can slice and dice the features you deliver in many ways. Address technical proficiency, job level (think special features for your executive team) and job type (think contact centers, sales professionals, marketers, etc.). Here is one example of how you might profile and segment your team:

Offer Basic Telephony

to workers who are uncomfortable with technology or who have simple messaging requirements.

Examples:

voice connectivity, a desk phone or softphone, voicemail and unified messaging.

Offer Advanced Telephony

to more tech-savvy users with telephony-centric needs.

Examples:

ad-hoc conferencing, smartphone pairing, single-number reachability, CRM integration and call screening.

Offer Collaboration Tools

to tech-loving Millennials or any workers who are comfortable being “always on” and accessible across many applications and devices.

Examples:

desktop and mobile video conferencing, secure instant messaging, persistent chat and enterprise social media.

Step 3

Invest in Training and *Micro-Learning*

Unified communications solutions are designed to be highly intuitive. But investing in a bit of training can fast-track your team's adoption. Helping employees learn how to work, engage and communicate in these new ways can increase productivity and benefit your profit margins.

Did you know?

A cloud-based unified communication solution can transform video conferencing from end-to-end. It can be easily taught by recording a couple of screens and using micro-learning to show the team how to quickly launch a video conference. It streamlines scheduling by integrating with popular calendaring applications like Google Calendars and Microsoft Outlook. Click-to-join capabilities are even embedded in each calendar notice.



Tips for Successful Video Conferencing Adoption

Video conferencing makes it faster and easier to get work done. But it won't work if your team keeps conducting conferences the old-fashioned way. Encourage upper management to lead by example. Have them record important video conferences, for instance. This allows you to share sessions with those unable to attend live.

Consider training a small internal team to serve as champions for your new solution. Make them a first resource to train coworkers and host demos. They can even conduct "lunch and learn" sessions to help team members get more out of their communication services, faster. Rewarding these super-users with small gift cards and incentives is a great way to get everyone moving in the same direction.



Cloud Benefits Keep Growing

The benefits of moving to a cloud-based communication platform now will only increase over time.

A few examples:

Big-Business Capabilities, Small-Business Budget

Add sophisticated new capabilities that you might be unable to afford with an on-premises system. Think video conferencing, auto attendant features or powerful contact center tools.

Mobility

Stay in touch and share information from anywhere —on the road, at home or working remotely. You will be poised to be more productive and to deliver stellar customer service over any mobile device, including employees' personal phones.

Cost Savings

Eliminate maintenance costs and the ongoing capital investments needed to purchase, update and replace aging infrastructure. Instead, gain access to all the capabilities you need with a predictable, monthly fee.

Scalability

Cloud-based communications can easily scale to support even millions of users. This overcomes the capacity limitations common to PBX-based solutions. Readily grow or shrink your communication resources in response to seasonal fluctuations and business demands.

Carrier-Grade Reliability

Get levels of reliability that would be extremely costly to replicate on your own. These include redundancy, failover and “five nines” availability.