Tips and tactics for sparking a motivated mobile workforce.

Empowering your employees means you’re ready.
Mobile working is a reality. Are you ready?

A range of factors is driving the trend toward increased mobile working:

- Adoption of smart devices
- More reliable high-speed connectivity
- Demographic changes in the workforce
- Changing employee expectations around work-life balance

However, too many businesses are failing to help their mobile workers be successful.

Being effective and productive away from the office is about more than simply having a smartphone and a laptop. It’s about having access to the right tools, the right information and the right contacts—all in a format that meets the particular challenges of the mobile worker.

See inside to discover:

- How ineffective enablement of mobility impacts your workforce
- Key mobile-enablement considerations
- Recommended tools that mobile workers need to maintain their effectiveness
- How cloud communications and collaboration can enable mobile workers
The cost of ineffective mobility can be high.

Mobile workers still face incredible challenges and frustration when they don’t have the right tools to keep them aligned with the rest of the organization.

Ineffective mobility hurts employees and your business, and can result in:

• Poor service delivered to customers
• Important decisions delayed
• Increased risk of security breaches
• Loss of valuable information
• Low job satisfaction
• Feelings of exclusion
• Low productivity

What will help your mobile workers?

Enabling mobile workers to be truly effective means equipping them with the right tools for the job.

So what aspects of their work should you think about? Below are key considerations for any business with a significant proportion of mobile workers:

• Reachability
• Access to information
• Ability to collaborate
• Access to contacts
• Personalizing the experience
• Separating personal and professional
• Full communications functionality
• Cost control
Maintain business performance and mobile productivity.

Factors to consider:

Reachability
- Are employees easy to reach when they’re mobile?
- Do customers have one-number access to mobile employees?
- Do employees have quick access to subject-matter experts?

Access to information
- Do employees have easy access to corporate directories and business applications from their mobile devices?
- While mobile, do employees struggle to find key information when they need it?
- How effectively is information presented to them on their smartphone or tablet?

Ability to collaborate
- Are employees able to easily collaborate and join team meetings while mobile?
- Are mobile employees using video to build and maintain good relationships with colleagues and customers?
- Can your mobile employees easily access team workspaces, and are they automatically notified when a new file or task is added?

Work-life balance
- Do your tools support a balance that helps improve employee retention and satisfaction?
- Are your employees able to effectively handle business calling from their personal mobile device?

Full communications functionality
- Do mobile employees have access to key business features, such as conferencing?
- Are employees using non-IT approved business apps because they lack the tools they need while mobile?

Cost control
- Are your mobile employees able to make business calls over a cost-effective network?
- How do employees separate professional and personal calling on the same mobile device?

Personalizing the experience
- Are the tools you provide flexible enough to adapt to different employee needs and device preferences?

Is the availability status of office workers easy for your mobile teams to discern?
Today's cloud solutions enable companies of all sizes to enjoy next-generation communications and collaboration, without the high cost and complexity of a premises-based PBX.

However, not all cloud solutions are created equal. Businesses with a significant proportion of mobile workers should prioritize solutions that offer:

• Seamless user experience
• Comprehensive collaboration tools
• Design for mobility
• Fixed and mobile integration
• Support for multiple identities
• Flexible functionality
• Full visibility and control

Cloud communications enable delivery of seamless experiences that your employees and customers now expect, and drive improved mobile productivity.
What do your mobile workers need to work smarter?

Here are key features to look for in enabling and empowering mobile employees:

**Design for mobility**

The productivity and motivation of mobile workers can be enhanced by providing intuitive, easy-to-use, context-aware apps built to address their specific needs. The right apps can significantly reduce the time your teams spend searching for information across different platforms.

**Key features to look for include:**

- Embedded contextual intelligence that automatically presents employees with relevant information based on what they’re doing at the time—filtered by contact, topic or information type
- Integration of data from multiple cloud applications (business productivity, customer relationship management, social networks, content) within their mobile app—so the information they need is easily accessible
- Easy access to conference calling and collaboration functionality

**Seamless user experience**

Businesses with mobile workers should look for solutions that offer a simplified communications experience across multiple channels, locations and devices.

**Key features to look for include:**

- Smooth hand-off of calls from different devices such as desk phones, computers and mobile phones
- A single interface to manage all communications and collaboration—voice, video, messaging and more
- Automatic synchronization of contacts and information across devices

**Comprehensive collaboration tools**

Effective collaboration tools close the gap between mobile and office-based colleagues, helping reduce delays and improve outputs.

**Key features to look for include:**

- Virtual workspaces that make it easy to communicate, share and assign tasks across a team
- Easy sharing and updating of files among colleagues
- Full live-meeting functionality with video and screen-sharing

**Flexible functionality**

To cater to the needs of different types of employees, you need to ensure that you have access to a flexible set of tools that can support a diverse range of work patterns and device preferences.

**Key features to look for include:**

- A choice of apps that accommodates the different needs of office-based and mobile workers
- Support for voice, video, chat, collaboration, messaging and team workspaces
- Support for a range of smartphone, tablet and desktop devices
Fixed and mobile integration
Implementing a solution that offers integration across fixed and mobile networks will help deliver a seamless user experience and manage costs.

Key features to look for include:
• A single number for each employee that automatically routes calls to the right device
• Business functionality from mobile employees’ smartphones or tablets
• A single dial plan covering all locations and employees

Support for multiple identities
To address your need for professionalism with customers while protecting your employees’ privacy and enabling a work-life balance, you should implement solutions that can support separate business and personal identities.

Key features to look for include:
• Support for alternate personas for each employee to be applied based on call type
• The ability to present a business identity to a called contact even when calling from a personal device
• The ability to place business calls from a personal device without the employee bearing the cost

Full visibility and control
To help limit your risks, you’ll want full management visibility and control over how employees are sharing and storing company information.

Key features to look for include:
• The ability to centrally control employee business identities, and track business activity
• Mobile VPN support to protect access to your company network and valuable business information
• Centralized storage of contact data and other business information to help lower the risk of information loss when an employee leaves

It’s time to unleash your full business potential.

Transitioning to Verizon's Virtual Communications Express, a mobile-enabled solution, can help your business:

- Improve productivity and responsiveness
- Increase employee morale and engagement
- Improve collaboration
- Drive higher customer satisfaction and loyalty
- Mitigate security risks
- Control operational costs

Cloud communications and collaboration solutions can help transform the mobile worker experience, delivering benefits for the business and the employee.
Leverage the benefits of cloud communications.

Verizon’s Virtual Communications Express affords a low-risk means for securing advanced mobile communications designed to empower your mobile workforce.

Leading cloud solutions
Verizon is trusted for empowering professionals to work the way they want—from virtually anywhere, anytime, using almost any device.

Easy-to-use mobile apps
Verizon mobile solutions are easy to use and help improve productivity through advanced business features for Apple iOS and Android tablets and smartphones.

Wide access while mobile
Verizon cloud solutions can be accessed reliably from almost any network including Wi-Fi, broadband, cellular, and even fixed-line.

Transformative mobile working experience
Verizon solutions are designed with usability and mobile experience at the forefront, creating a seamless and productive experience from almost anywhere.

Mobile workers are fast becoming the new norm. Has your organization found the key to smarter working?

About Verizon
It’s amazing the things technology can do. When companies take advantage of technology, they don’t just drive business; they can change the world. Discover how Verizon and its technology partner, Cisco, can help your organization increase productivity, improve the efficiency of your communications and control costs with cloud communications.

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