



Creating a competitive edge for your business

The way that your employees communicate with each other and your customers can have a significant impact on the image that others have of your business. It can also significantly affect the productivity and efficiency of your business.

Despite the advances in communications technology, or possibly because of them, businesses can experience the frustrations of fragmented communication. **To make communication technology work for you, rather than be ruled by it could transform your business and create that very important competitive edge.**

Too many devices

There are many different communication devices available to us, including

- ✓ Office telephone
- ✓ Mobile telephone
- ✓ Smartphone such as Blackberry
- ✓ PDA
- ✓ Office desk computer
- ✓ Laptop computer

Which of these do you use? What do you provide your employees with? When an employee leaves the office, what does he take with him? Often it's a mobile phone, laptop and maybe a Blackberry.

There are now many different ways to communicate via these devices and from a variety of locations. This gives us the feeling of constant connectivity which can cause some or all of the following

- ✓ Impatience in trying to contact someone urgently
- ✓ A stream of unwanted communications that disrupt your work flow
- ✓ Not receiving important messages that get buried in the mess
- ✓ Added cost of communication for your mobile employees
- ✓ Complaints from your customers about getting hold of people
- ✓ Delayed reaction to important requests
- ✓ Lost business

Too much communication

All of these different devices have made it far too easy to communicate. The main disadvantage of this is the large amount of communication interactions we have. Look at the average employee's email inbox and count the emails. Listen to the employee's voicemail and count the messages. If you spend some time with an average employee and see how many calls and messages they receive, then you begin to see the scale of the problem.

All these voice and email messages need to be opened, filtered, responded to, forwarded, filed for future action or deleted. **Important messages get buried in the mass and this overabundance of communications just restricts the employee's ability to move on and respond quickly to the highest priorities.**

Too much confusion

When you have a hundred messages in your inbox, which do you answer first? Which of those voicemail messages are the most important? How many duplicate messages do you have? Has an important customer left voice messages on your office phone, mobile phone and also tried to email you. When do you pick up the phone and call someone and when are emails or text messages more appropriate? Maybe instant chat is an alternative.

Businesses and employees need to simplify their communications by synchronising all the devices to bring some control to this confusing environment.

Imagine how much easier it would be for your customers if they had a one number access to your employees and were always routed to the most appropriate location.

Please contact us for further information

Telwise Ltd
7 Little Forge Road
Redditch
B98 7SF

Tel: 01527 519930
Fax: 01527 519939
Email: sales@telwiseuk.com
Web: www.telwiseuk.com