



BCS eBook

HOW MOBILITY SOLUTIONS CAN BENEFIT YOUR BUSINESS



BUSINESS
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ROBUST MOBILITY SOLUTIONS REDUCE COST, SECURE COMMUNICATIONS, AND OFFER EMPLOYEE FLEXIBILITY

Today's workforce is more mobile than ever. Employees are required to work on the go, wherever they may be. Tech-savvy workers expect their business communications to be just as sophisticated and easy to use as personal apps. The mobile VoIP landscape has been evolving rapidly, with the bring your own device (BYOD) trend becoming more popular in enterprises.

Employees can now use their personal devices to take and place their work calls anywhere. While it has also created new security risks that need to be addressed, a robust mobility solution can help organizations reduce costs and secure communications while giving employees the flexibility and control they desire.

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REDEFINING MOBILE STRATEGY

Businesses can have the best of both worlds with the right mobility solution. Workers can be free to use personally owned smartphones and tablets to stay productive at work while keeping in touch with home. And the organization can mitigate security risks while reaping the productivity and cost benefits of BYOD. Equipping your workforce with flexible communication can give your business the edge it needs to succeed.

Turning a smartphone into an extension of the business phone system allows for greater productivity and collaboration. It can also result in less time spent managing multiple phone numbers and devices. This enables organizations to focus on their business goals instead of managing their technology.

BENEFITING FROM MOBILITY SOLUTIONS

Mobility solutions offer organizations a way to improve workforce productivity, increase customer satisfaction and loyalty, and reduce operational costs. When used correctly, they can also help to improve employee retention and morale. Some of the benefits that businesses can experience by using a mobility solution include:

- Reduce capital costs associated with company-owned phones: A significant advantage of BYOD is that your company is no longer responsible for purchasing smartphones and tablets for employees.
- Reduce your company's mobile phone bills: Mobility can help your organization reduce your mobile phone bills by up to 70 percent across a range of smartphones. The Mobility software intelligently switches users to the best network at any given moment, whether a wireless LAN or a cellular network. Users don't have to remember to do anything to reap the savings; it all happens transparently. Companies with international travelers will see particularly impressive savings.

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- **Sophisticated but simple to use:** With Mobility, you can satisfy your employees' desire for flexibility and control. They don't have to carry a work phone and a personal phone. Nor will employees waste time learning how to use the app on their phones. The native dialer on the phone is easy to use, and workers will have the full power of UC at their fingertips. Plus, workers can easily separate their personal and business identities on the device, so they stay in control of when they're working – and when they're not.
- **Improve customer satisfaction:** Customers will appreciate being able to reach you no matter where you are. Customers won't have to play telephone tag or leave messages that your employees do not return. You can take the calls you need to without ever having to give out your mobile number.
- **Increase worker satisfaction and retention:** Studies show that employees who can use their own devices for work are happier and more satisfied with their jobs. They're also less likely to leave the company.

IMPROVING YOUR OPERATIONS WITH MOBILITY

While the benefits of a mobility solution are significant, it's essential to consider how it will impact your business operations and develop a plan for managing and supporting the devices your employees are using for work. Additionally, you'll want to establish policies and procedures related to security and compliance. For example, this can require employees to password-protect their devices and encrypt company data. When done correctly, a BYOD program can be a boon to your business. It will allow you to improve workforce productivity, customer satisfaction, and operational efficiency – all while reducing costs.

If you incorporate all the above into your strategy, you will create a BYOD program that works for your business and your employees. The bottom line is that a well-executed mobility solution can be a game-changer for your business, but it requires careful planning for it to be a win/win for employees and the business.

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