

STREAMLINING COMMUNICATIONS FOR VIRTUAL COMPANIES

A virtual company adopts an initiative to expand nationwide, but needs to lessen the expenditures per remote employee to enable the growth. One solution would be to reimburse for cellular services only, instead of cellular and landline services. However, the remote employees rely on those features landlines provide, such as conference calls, recording, and others. The company must provide these capabilities to its remote employees if it is to maintain productivity while expanding to meet their initiative.

Solving this challenge will benefit the company in the following ways:

- ◆ By reducing per-employee costs, the company is able to place additional representatives in more markets, which will lead to solid growth in sales, even during a depressed economy.
- ◆ Choosing a nationwide cellular carrier allows the company to standardize on a specific smart mobile device, and better negotiate the plan cost for service and warranty coverage for each employee.
- ◆ Hosting additional applications to their remote employees' mobile devices allows the company to tailor conferencing, call recording, and messaging type applications to suit its needs.
- ◆ Each employee can configure the applications via their mobile device, eliminating the need for IT department personnel each time an employee wants to create/change applications settings.



THE SOLUTION

- ◆ An employee needs to review a customer requirement; instead of writing down notes and potentially missing something that was said, the employee selects an icon that records the call from their smart mobile device to their customer; later when the employee needs to retrieve the call, they select an icon from the mobile device to select the call and playback as needed.
- ◆ Needing to host a conference call, a remote employee selects an icon to form a group from corporate and personal contacts to include in the call, then initiates a call to each participant to bring them onto the conference bridge.
- ◆ A remote employee selects an icon to form a group of contacts from potential customers, then records a message explaining the new product and sends the message to each contact; results of the sales campaign are captured and available for review.
- ◆ A remote employee is running late for their next meeting; instead of simply calling with an ETA, the employee sends their physical location by utilizing the GPS technology embedded in the mobile device.