



## Empowering your team with mobility to improve productivity and customer service.

Today's world is mobile and most everyone is connected. Look around and you'll probably see someone who's glued to or stealing glances at a smartphone - whether you're riding public transit, strolling through a shopping mall or even sitting down for a meal.

Mobile phones and other portable devices have transformed our personal lives by putting endless information in the palm of our hands and providing constant and real-time connection with loved ones, friends and colleagues. Technology is also transforming how we work by creating new opportunities to connect and share experiences with our teams and customers, improving productivity and satisfaction, and ultimately driving better business results.

Increased use of digital technology could result in productivity gains of **\$1.36-trillion** in the next five years, **\$38-billion** of that in Canada, according to Canadian Digital Media Network's the Digital Media Landscape report.

The right mobile tools may have a significant positive impact on the way you do business and could resolve many of the challenges you encounter, whether your team members travel or work from home or remote offices.

Here we've busted some common myths about mobile tools and provided some useful tips about how mobile technologies can help you improve efficiency and save you time and money.





## MYTH #1:

Remote teams can't communicate and collaborate effectively.

**FACT:**



Video conferencing and instant messaging tools plus screen-sharing and document collaboration make it easier than ever for teams to work together - regardless of where they happen to be.



## Pro tips for improving collaboration

Ensure everyone on your team has access to reliable high speed internet, whether via Wifi or a cellular network.

Video conferencing platforms like [Skype](#) and [Google Hangouts](#) make it easy for colleagues to chat face-to-face wherever they are. Many platforms even allow users to view one another's computer screens, so teams can collaborate in real time.

Shared calendars can help keep everyone in the loop of work schedules and locations, team meetings and other events. Google Calendar is an easy way to start sharing, but other tools like [UpTo](#) let you to create a web calendar with meetings, events and important dates to share across your organization.

Don't overlook face-to-face interactions. While it is easier than ever to make good communication happen remotely, it's still important for teams to meet in person from time to time to foster relationships and culture.



## MYTH #2:

Mobile solutions are too expensive in Canada because of high data plan costs.

**FACT:**

There are a number of flexible options that help business stay connected and manage costs.



## Pro tips for reducing connectivity costs

Look for a plan that allows employees to share data. This means all employee usage comes out of the same pool, allowing a single plan to accommodate many employees, including those who use a lot of data.

Employees who travel outside of Canada can easily stay connected and use their phones like they do in Canada with [Roam Like Home](#) which now covers 75 countries worldwide.

Consider a wireless plan that adjusts to your usage each month. That way, if you or your employees need more data in a given month, you'll pay a smaller amount for the additional data used and avoid expensive overage charges.

Secure cloud-based storage services like [Dropbox](#) or [Google Drive](#) allows employees to remotely access the documents they need without using a complex virtual private network (VPN). It's a much more affordable and easier solution.

Instead of installing and paying for traditional Internet service at temporary job sites, portable wireless internet hubs offer fast connections and don't require a new installation/setup at every new location where they are used.



### MYTH #3:

Companies can't properly protect their data when employees work remotely.

**FACT:**

There are many ways companies can restrict access to their information and keep important data secure - from private clouds to data encryption.



## Pro tips for keeping information secure

Use the enhanced security and locking features available on phones and tablets. Fingerprint scanners, enhanced passwords and encryption can keep data secure on mobile devices.

Remind employees to change passwords on their phones and tablets regularly.

Purchase privacy screens for employees who work on laptops in public spaces, like coffee shops or airplanes.

Actively manage access to shared documents and other online services. When an employee leaves the company, don't forget to remove them from shared storage accounts.

Use encryption software such as [Boxcryptor](#) to protect sensitive documents stored on cloud services.



## MYTH #4:

Employees who are not in the office can't access the documents and other information they need.

**FACT:**

Cloud-based computing tools make it easy and cost efficient for employees to access what they need, wherever they happen to be.



## Pro tips for improving accessibility

Cloud services such as [Dropbox](#) or [Microsoft Office 365](#) provide a cost-effective way to store documents. Employees can use these apps from any internet-connected device.

Scanner apps like [Genius Scan](#) allow employees to upload copies of physical documents and customer information materials they collect on the road. Some apps will connect to Dropbox and similar storage apps which makes it easy to share scanned documents and access them later on.

Employees don't need to lug around heavy computers to access everything they need on the road. Tablets are light, portable options that can connect to storage and productivity apps.

Remember to ensure everyone outside the office has an optimal connectivity setup, whether it's Wifi, cellular, roaming data or a portable internet connection. It will allow them to access needed documents from wherever they are working.



## MYTH #5:

Mobile teams can't serve their customers as well as those that are in an office.

**FACT:**

Being scattered across numerous places doesn't mean you can't work as effectively as any one office. It's all about access to the right tools so that your employees can provide the best possible customer service from anywhere.



## Pro tips for working together & improving customer service

Store process documents and other assets in the cloud, so employees can easily access them from wherever they are when they need them.

For employees who collect point-of-sale credit payments, transform mobile phones and tablets into portable credit card terminals using [Square](#).

Make customer interactions seamless and improve customer hand-off between employees with a CRM (customer relationship management) software.

Invoicing apps such as [Freshbooks](#) make it easier to automatically track numerous employees' inputs towards a single project to manage customer invoicing and payments.



Are you ready to learn more about mobile tools to empower your team?

Talk to a Rogers Small Business Specialist to learn more about solutions for your team.

We'll work with you to review your main mobility concerns and determine specific steps to improve productivity.

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