



# GET TO KNOW WHICH COMMUNICATION TOOLS ARE BEST FOR YOUR BUSINESS



In today's digitally driven workforce, interaction and connection are forged online. Teamwork and collaboration are mostly carried out over video, group chats, and email threads. With the growing popularity of remote and hybrid work has come a need for better online communication tools to help your team to excel. Our new digitally driven workforce needs something that's integrated and provides a wide range of communication channels.



## UNDERSTANDING A DIGITALLY DRIVEN WORKSPACE

A digitally-driven workspace is just what you'd expect it to be—a digital-first workplace with all the tools and technology that make up that space. It's all the mobile devices and collaboration tools that employees use within a remote or hybrid work setting to stay connected with one another, regardless of location.

From internal communication tools like email and intranets to SMS messaging, video calling, and even social media or social networks, there's a wide range of tech that is needed to ensure a digitally-driven workspace runs successfully. To achieve this, many businesses are turning to cloud-based communication software.



## **WHAT ARE THE BENEFITS?**

### *Keep Your Conversations Organized*

Communication can get messy when it's spread out across multiple locations - messages and chats can get lost and folders can easily become disorganized. With digital communication tools, you can boost project management and help create a central knowledge base of all conversations and communications. With cloud-based communication software, you'll have all digital tools in one place, making it easier to revisit conversations and toggle between different tools.

### *Enhance Your File Sharing*

Working in person with physical documents can get a little disorganized. One of the perks of communication tools is their file-sharing abilities. Aside from helping teams share content over specific apps, most video sharing and messaging tools already have some sort of file-sharing functionality integrated within their system. This improves team productivity as it makes the whole file-sharing process much more organized, ensuring that files are stored and easily found and that things don't get lost.

### *Increase Connectivity With Your Customers*

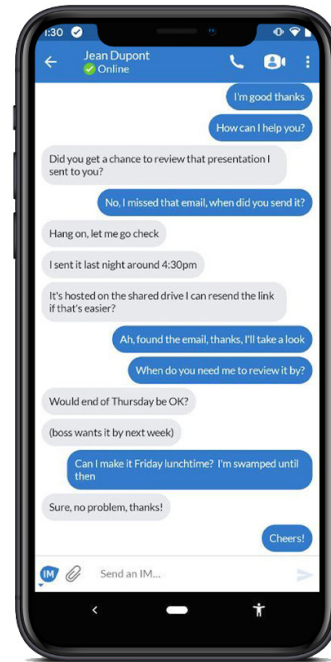
As well as aiding in internal communication, digital tools can also greatly increase your connectivity with customers. Thanks to a wide range of available communication tools, you can provide customers with a number of different channels to communicate through. From video chat and SMS to cloud phone calls, there's something to suit every customer's preference. Digital communication tools also give customers instant access to you, ensuring that inquiries are answered quickly and efficiently.



## HELPFUL DIGITAL COMMUNICATION TOOLS

**Messaging + Chat Apps** – Email is no longer the only form of messaging available to teams. Though having email accounts is still a must, collaborative cloud-based platforms give teams a space to interact, share files, and keep tabs on projects and updates.

Communication is delivered in a succinct, quick manner, supporting all types of synchronous communications in the workplace. Messaging and chat apps are also a lot more organizational than traditional communication tools like email, as chats can be sorted into threads and messages can easily be traced.



**Video conferencing tools** – Perhaps one of the most crucial tools in aiding communication, video conferencing apps help bring your team together and keep them connected.

Aside from giving your employees a space to interact and collaborate, they can be used for external communications with customers. The great thing about video calls and online conferences is that they provide more visual interaction than other tools like messaging and chat apps.





## KEY TAKEAWAYS

With the flexibility and versatility of the digitally driven workplace also come challenges. Communication is spread out across multiple locations and often, a void is left with little social interaction. Communication tools help solve this problem, aiding in employee engagement.

While there's a wide range of communication tools available, it can get difficult to toggle between different apps. Opting for a platform that combines all your favorite tools (video, SMS messaging, cloud phone, and more) makes for a much more seamless communications experience. You can experience such an integrated, all-in-one platform with Northland Communication's Business Unlimited solution.

Have a suite of communication tools at your fingertips, all easily accessed from one, single location. With a range of flexible pricing options, there's something for every organization, whether you're a small business or enterprise. Transform the way you work with Business Unlimited and see why we're a leading provider of cloud-based communications.