



# A new era: the remote worker

Remote working eBook  
April 2020

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EMPLOYEE

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# Introduction



Are you ready for the end of the office space era? As many companies have proven they can successfully work from home, the question becomes: is this the new norm?

The practice of working remotely has been around for 50 years, but it's only in the past decade that the modern concept of flexible working and remote workers have become routine. Having the right tools is essential, both physical and abstract, to support your remote team. Maintaining office culture can be difficult, especially when there is no office to go into. There can be pros and cons to this change, as overhead costs such as real estate and office furniture are slashed in half.

With fewer people working in the office, remote work does in fact reduce operating costs for employers. IBM saved \$50 million in real estate costs by allowing employees to work remotely<sup>1</sup>.

It's important to consider the needs of your remote workers and at a minimum, all collaboration and business applications must be made accessible outside the physical office. Upholding relationships with colleagues and customers can be a challenge when there is no daily face to face interactions. Video conferencing and phone calls are a great way to break up instant messaging platforms, texts, and emails.

Calling rather than a quick one-off email goes a much longer way, offering a sense of personality, personalization, and a chance to further build a relationship. Calling customers and colleagues can help

# The Trusted Employee



Working remotely can be a test to employees and businesses alike. How will a business know their employees are working while not in an office?

Can you trust colleagues and yourself to hunker down and increase productivity from the comfort of their own home? As this might be the first question businesses ask themselves.

Routines will start to look different than the standard morning coffee, “getting ready” ritual, and commuting when going into an office is no longer an expectation. The collective number of hours spent commuting to the office can be spent doing other things, one of which might be an earlier start on answering emails and working on projects. Several researchers have found the remote worker is much more productive.

A two-year study found the added productivity of working outside of a traditional office is equal to a full day’s worth of work each week<sup>2</sup>.

It is important when transitioning to remote working conditions, to encourage workers to maintain a routine as this has proven to be most effective to increase productivity levels.

# More Talking, Less Typing



What is the best practice when it comes to working from home? Communication, communication, and more communication. The importance of voice for a remote workforce is essential for thorough productivity. It cannot be stressed enough how important talking with your co-workers, managers, and customers is.

Barbara Larson, a professor of management at Northeastern University in Boston who studies remote working. “Ask [your manager] if they don’t mind having a 10-minute call to kick off the day and wrap up the day. Oftentimes, managers just haven’t thought of it<sup>3</sup>.”

Working from home can become lonely, when you’re not able to effortlessly and easily communicate with managers and colleagues from other teams. When communicating with other team members, customers, and managers via video conferencing and phone calls this offers a chance to ask more questions, hear their tone of voice and quickly bounce ideas off one another.

In fact, around 93 percent of communication effectiveness is determined by nonverbal cues. And, that’s not limited to strangers. Studies have found that even your closest friends can’t interpret your emotions in emails<sup>4</sup>.

# The Right Candidate



Is working from home a good option for your corporation? The answer to this question varies tremendously. Does your business model require physical attendance such as a restaurant, music venue, or hotel? If this is the case, only so many departments can work out of office as the majority of the employees are required to be at an establishment, in order for operations to go as intended. This is obvious, as not every organization has the proper business model to be successful in a remote work setting.

Alternatively, a company that operates 100% in the cloud typically has an easy transition to remote working capabilities. If a business is considering working out of office, there are alternatives to just all remote workers. A company working 100% from home is also known as a distributed company and are completely remote, with no office options or headquarters. A hybrid company offers both remote and in-office options.

42% of remote workers plan to work remotely more frequently than they currently do in the next 5 years, and that more than half of on-site workers want to start working remotely<sup>5</sup>.

If an organization does decide to move fully remote, think of other unique ways to engage employees and customers such as feedback sessions, daily catch up calls, webcam meetings, webinars, and other events are all crucial in creating that digital office culture. Investing in the right technology, data infrastructure, and analytics also puts companies in a good position to be successful.

# Anytime, Anywhere



If you are thinking about how to boost agent productivity remotely, a computer telephony integration (CTI) solution could be in order. It can be a guessing game when it comes to the number of calls an employee is expected to make a day, are they truly making those calls? How can you know if calls aren't being tracked?

Natterbox can help you establish a digital workplace that enables “anywhere, anytime” work. Enabling you to streamline operations, track productivity and ensuring your customers still receive the exceptional service they expect.

With the help of wrap-up codes, phone call conversations become seamlessly tracked within Salesforce, allowing a 360 degree view of voice with other team members.

**Stop second guessing and actually be able to measure employees' performance and give them the tools they need to enhance communication, all with the help of Natterbox.**

Natterbox is supporting over 500 customers in continuing business as usual and keeping their remote workers connected.

# About Natterbox

Natterbox is a global, cloud-based, telecommunications company headquartered in the UK, with offices in London, Chicago and Sydney. Founded in 2010, Natterbox is the world's first global business phone system, 100% embedded and managed entirely within Salesforce.

Natterbox offers the complete telephony solution, including Salesforce PBX, Salesforce CTI, Contact Center, PCI Payments and Call Recording within Salesforce. Encapsulating innovative features that help businesses transform their customer experience and accelerate their employee's productivity.

We invite you to engage with us to learn more about how voice plays an integral part of digital transformation, and why Natterbox is the global telephony solution of choice.



#### References

<sup>1</sup><https://globalworkplaceanalytics.com/resources/costs-benefits>

<sup>2</sup><https://www.inc.com/scott-mautz/a-2-year-stanford-study-shows-astonishing-productivity-boost-of-working-from-home.html>

<sup>3</sup><https://www.bbc.com/worklife/article/20200312-coronavirus-covid-19-update-work-from-home-in-a-pandemic>

<sup>4</sup><https://www.entrepreneur.com/article/296590>

<sup>5</sup><https://www.owlabs.com/blog/remote-work-statistics>

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