

A person is shown from a high-angle perspective, using a laptop and a smartphone. The laptop screen displays a blurred interface, and the person's hands are visible typing on the keyboard and holding the smartphone. A semi-transparent dark grey box is overlaid across the center of the image, containing white text. The overall lighting is warm and slightly dim, suggesting an indoor office or home setting.

HOW TO EQUIP YOUR MOBILE WORKERS TO SUCCEED THROUGH UNIFIED COMMUNICATIONS



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MOBILE WORKING IS FAST BECOMING THE NORM

UK people working from home has increased by a fifth in the last 10 years to reach 1.5mil people in 2016.⁽¹⁾

58% of UK professionals are offered flexible working in 2017.⁽²⁾



Unified communications empowers mobile workers with a seamless experience across all channels, locations and devices within a single interface. It's vital in today's 'always on' world for estate agencies that wants to be successful and grow. Here's how:

Flexibility is key

Being able to communicate effectively and maintain productivity no matter where your workforce is located is the key to competitiveness. This means giving your employees easy access to information, contacts and tools they need to work.

Attract and keep staff

Attracting and retaining employees is an ever-present challenge. The solution increasingly lies in being willing and able to meet their desire for flexibility and choice in where and when they work.

A significant 68% of employees believe it's either highly or relatively important that their employer be a leader in ICT adoption⁽³⁾.

Responsive to customers

For customers it's all about getting through to the right person on the first time, receiving rapid responses to queries and being able to communicate outside of office hours.



IT'S IMPORTANT TO GET UNIFIED COMMUNICATIONS RIGHT

Having mobile workers is great for estate agencies but if they're lacking in enthusiasm and are not receiving the essential support, they need to be efficient and effective, the knock-on effects for your business will quickly come to light.



Poor service delivered to customers

This is particularly a problem because sales and lettings agents spend most of their time with prospective buyers on house viewings and often can't be easily contacted when they need to be. The risk of missing calls is high.

Important decisions delayed

When key people are away from the office, or poor decisions are made because people don't have access to complete information.

Loss of valuable information

This becomes an issue when an employee leaves and company data or contacts are stored on the worker's personal phone.

Increased risk of security breaches

Employees use non-approved consumer apps to communicate or to store information, as it's simply easier.



HOW TO STEP UP YOUR MOBILITY APPROACH

We all know business is becoming more demanding with increased competition, greater workloads, fewer resources and reduced budgets. The demands of the modern business world mean you need to step up to stay ahead with a unified communications solution.

1. Be accessible to your customers

Streamline your communication tools and allow every call to reach your staff, no matter where they are.

Scenario: A perspective buyer wants to set-up a final house viewing for the following day. It's one of two properties he's considering and he wants to put in an offer tomorrow. It is 5pm so he quickly makes a call to the estate agent, Aaron.

Dan dials Aaron's single number (which works across her landline and mobile). The call is immediately routed through to him by the converged communications solution that his company recently bought, which knows he is currently mobile. He is quickly able to recognise the importance of the call and greet Dan accordingly.

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2. Stay in touch whilst on the move

Empower your staff to not only work independently, but collaboratively too, and drive productivity and efficiency.

Scenario: After discussing the details of the property on the phone the prospective buyer has a number of questions that Aaron will need to speak with his colleague in the rental team about.

Aaron has the company dial plan available on his mobile and simply selects the single number for his colleague, who recognises this as a business call and answers immediately. Aaron discusses the prospective buyers questions and gets all the answers and information back to him with ease.

3. Keep communication simple

Integrating your suite of communication methods makes communicating simple for you and your customers.

Scenario: The prospective buyer then asks Aaron to join a conference call with his solicitor, who is in the office for another hour and then on leave, and wants to talk through the terms of the offer.

The prospective buyer emails the conference call meeting invitation to Aaron, and the conference details appear in his mobile inbox. With all the information available he simply dials in from his business number and joins the call on time. While waiting for all attendees to join the call, he spends a minute or two chatting with the solicitor about their upcoming holiday.



4. Solution - Effective Mobile Working

Through a unified communication solution, the perspective buyer received a quick and efficient response. Aaron makes a sale and accepts the offer on behalf of the seller helping him reach his monthly target.

THE TOOLS FOR BUSINESS GROWTH

Bring the power of your hosted phone system to your desktop or laptop and mobile with Connect. It combines your existing features including security and control of your hosted phone solution with mobile, seamlessly.



CONNECT FEATURES

- 🕒 Review all business call data and call recording from a single portal, regardless of device, location or number.
- 🕒 Improve customer experience by always being available.
- 🕒 Dynamically choose to present your office (user DDI, site number) or mobile number for all outbound mobile calls.
- 🕒 Receive all voicemails across all devices into one mailbox.
- 🕒 Extend your inbound call routing to all devices, including mobiles.
- 🕒 Maintain constant access to your company directory. Dial internal extensions from any location using your mobile phone.
- 🕒 Use a single web portal to manage your telecommunications.
- 🕒 Use your UK mobile to make international calls at internet rates.

1. Trades Union Congress (2016) - <https://www.ciphr.com/advice/10-essential-remote-working-statistics/>
2. <https://www.powwownow.co.uk/smarter-working/flexible-working-statistics-2017>
3. Mobility and the Future of Unified Communications and Collaboration, Ovum Dimension Data

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HELPING YOUR STAFF TO WORK SMARTER WITH A UNIFIED COMMUNICATIONS SOLUTION AND YOU'LL GAIN THE BENEFITS:

- ⦿ Higher productivity and responsiveness.
- ⦿ Increased employee morale and engagement.
- ⦿ Improved collaboration, enabling new ideas and faster decisions.
- ⦿ Better customer experience, encouraging loyalty and referrals.
- ⦿ Lower risks of security breaches and loss of valuable information.
- ⦿ Lower operational costs.

To discuss implementing a unified communication solution that works for your business, get in touch.

SPEAK TO OUR EXPERT TEAM NOW - **CALL FREE ON 0800 180 4290**