



A MITEL E-BOOK

GOING DIGITAL FOR BUSINESS CONTINUITY

BUSINESS BEYOND THE PANDEMIC

COVID-19 has created a global reorientation in business operations. Global lockdowns have reprioritized entire sectors as essential and non-essential. Social distancing has necessitated extreme change and redefined work processes. Remote working has shifted from an occasional activity to a necessity. Looking ahead, it's clear that the world will not be shifting to a business-as-usual mindset any time soon.

As businesses adjust, there is no escaping reality. Whatever the post-pandemic new normal will be, the days of business operations focused on office centrality are gone. Businesses must rethink how they manage interactions between employees, with partners and with customers.

Communications technology that makes those interactions possible is the key to business continuity and success. With the right communications tools, remote-centric B2B and B2C interactions can be seamless.

This e-book outlines the steps you can take now to chart your path forward, integrate the right technologies into your operation and ensure your business thrives in whatever the new business normal will be.

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“Working remotely is not a trend, it is here to stay... the workforce has, and is, shifting towards work-from-anywhere models to ensure employees are safe, provide better customer support, recruit better talent.”

**Sean Schoenberger, Chief Operations Officer
Sunco Communication & Installation Ltd.**

“Employees can be productive working from home. I believe we will see some companies make that shift permanent.”

Mary McDowell, CEO, Mitel



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DEFINE YOUR NEW NORMAL

Obviously, the quick fixes you applied to your operation at the beginning of the COVID-19 crisis will not support effective and seamless business continuity. More adjustments will have to be made. And, what you do now will dictate how your organization will operate for years to come.

Unfortunately, there is no one-size-fits-all solution. Your unique situation will require a specific approach. It's up to you to define your new normal and adopt the policies, processes, and tools you'll need to succeed.

The reality is that a blanket everybody-go-back-to-work-at-once is unrealistic. Employees that don't have to be in the office probably shouldn't be moving back for a long time, if ever. And a phased approach will probably make more sense for employees who have to go back.

Once you have defined what your new normal will be you can look at what your employees will need to be productive, from the office and from home.

As you chart your new course, consider:

- How should you make the transition to regular operation: full cutover or a phased approach?
- Should everyone go back to the office?
- Can you continue with some employees working from home?
- How many employees should work from home?
- Which employees can work from home?
- What will those employees need to be productive?
- How can you leverage communications technology to maintain effective interactions?
- Which communications technologies will provide the most value?



“The challenge we all face now is the emergence of the hybrid worker and the hybrid workplace / space.”

David Silke, CMO, Mitel

Find out more about how the right combination of HR and IT policies can transform your business to tackle the new era:



Watch the Mitel Webinar
“Powering Connections Through Crisis
- Business Continuity in an Uncertain Time”

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PUT PEOPLE FIRST

People bring companies to life. The quality of their daily interactions and collaborations with colleagues, partners and customers keep companies competitive. Part of redefining your new operating procedure is figuring out how best to leverage the power of your greatest asset: your employees

Fostering and enabling a remote work culture will be the key to success in the post-pandemic future. Although the communication and collaboration tools you choose will be important, promote a remote working mindset that leverages those tools with:

- Workforce planning that accounts first and foremost for the health, safety and wellbeing of employees and customers
- Policies that encourage employees to work remotely, even if they're not sick, as the most effective way to make sure all employees stay well
- Processes and procedures that enable employees to create a work-life balance when work and home are both under one roof
- Dynamic work ecosystems that support hybrid workers and workspaces
- Virtual training opportunities that enable ongoing employee development
- Employee education options that emphasize best practices in the use of virtual communication and collaboration tools

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STRENGTHEN THE TEAM

While social distancing practices and the need for safety have kept people apart, employees still need to be part of a team. But fostering a sense of team while everyone is working remotely can be a challenge.

Rather than looking at the challenge from what you can't do, think about what you can do differently:

- Assemble multiple small teams to tackle immediate and specific priorities that will keep your operation moving forward.
- Create teams to focus on internal operational issues, and separate teams to deal with customer and market issues.
- Give team leaders and their teams the authority to make decisions, take immediate action and deliver solutions based on the best available information.
- Promote an open, transparent environment where people can share their ideas, either through their teams or individually.
- Put processes in place that will enable ongoing communication between teams and with senior management so that everyone can stay connected and informed.
- Give your teams the communication and collaboration tools they need to maintain and build critical connections with colleagues, partners and customers.

By fostering an agile and effective team environment, your organization can weather the crisis and establish the foundation for success in a post-pandemic future.



“A leader must (ensure) that multidirectional communication is taking place—not only across teams within the network but also between these teams and the rest of the organization.”

McKinsey & Company

Find out more about how to strengthen your teams in a remote working environment:



Read the Mitel Blog
“Simple Military Tips for Building Stronger Business Teams in a Crisis”

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SIMPLIFY COMMUNICATION AND COLLABORATION

With the right communication and collaboration tools, people can still interact and be productive working remotely.

Collaboration can take many forms, so it is important to choose technologies that facilitate teamwork with:

- Dedicated workspaces
- Task management
- File sharing for each project

A communication and collaboration environment that allows for quick response is also important. Ideally, your system should include SMS or messaging, as well as telephony and video to help teams have real-time interactions.

No matter which tools you choose, the collaboration environment should be unified, providing a single place to access video, chat, email and shared files. That unified approach can ensure work is neat and tidy, and make it easier for employees to focus on the work, rather than managing the technology.

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“While our entire team is on the front lines to ensure the growing number of people in need are receiving meals for their families, we have phone calls being routed to our cellphones, allowing us to work from any area... Mitel has truly helped us stay organized.”

Zoya Jackson, Minnie's Food Pantry

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INTEGRATE THE RIGHT TECHNOLOGY

Social distancing requirements have made remote working an essential part of work culture. Optimize remote working processes with communication and collaboration tools that enable teamwork no matter where your employees are.

If you haven't made the move to the cloud, now is the time to do it. Establish a healthy cloud backend that provides the functions, features and security you will need to work seamlessly with employees across town or in another country.

Make remote teamwork easier by streamlining the flow of communications within a group and centralizing all group interactions into a single, synchronized workspace with [MiTeam](#).

Enable real-time video conferencing across time zones and geographies with [MiTeam Meetings](#), which allows employees to transition between chat, voice and video seamlessly on a single cloud application.

Give employees the ability to join meetings from any device —mobile, tablet, desktop—and any operating system with [MiCloud Connect](#), a cloud-hosted phone system that puts everyone in a meeting with a single click.

Most importantly, work with a partner that understands your requirements and has the cloud-based technologies to unlock your team's full potential.



"The San Francisco Giants' longstanding partnership with Mitel has been invaluable in enabling a rapid, seamless transition to remote work for our entire front office. We immediately enabled softphone functionality so everyone could make calls from their laptops, while some took advantage of the external assignment feature to transition calls to their mobile devices and others are leveraging the Mitel Connect Mobility app."

Bill Schlough, SVP & Chief Information Officer, San Francisco Giants