

7 Reasons to Ditch Your Walkie-Talkies for Mobile Messaging Apps

Why Mobile Messaging Matters

“Ever since I’ve been in hospitality management I’ve had the unfortunate pleasure of carrying two devices in my pocket. A radio and a cell phone.

At first it seemed like a simple problem to solve. Why did I have so many devices in my pocket when technology has advanced so much? I just needed fast, easy communication for my teams. Shouldn’t there be an app for that? We knew that there was a better way to work...”

*- Anderson Foote, Director of Room Operations
Hyatt Regency New Jersey*



The background of the page features a repeating pattern of white speech bubbles on a light gray background. Each speech bubble contains three horizontal lines, representing text. The bubbles are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle, modern aesthetic.

Mobile is transforming how teams communicate and coordinate on the go.

Despite the proliferation of smartphones and communication apps, many businesses still rely on walkie-talkies to communicate. Why? Although it's a decades-old technology, its ease-of-use is unparalleled by most modern software offerings. But what feature trade-offs does your organization make for the walkie-talkie's simplicity? The answer might surprise you. Thousands of organizations with highly mobile teams, from hospitality to retail, and

construction to field services, are benefiting from affordable, easy-to-use smartphone communication applications that boost team communication, while enhancing the customer experience and trimming operational costs.

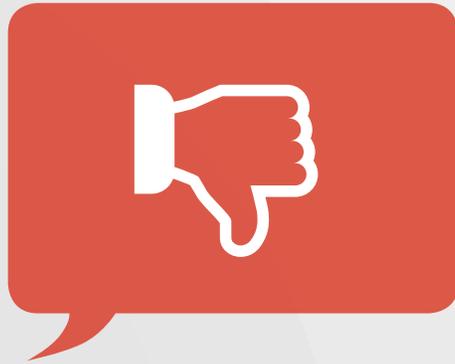
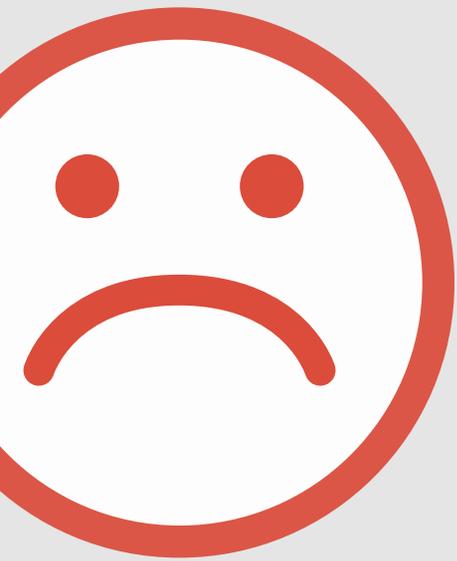
This eBook explores how enterprise mobile messaging apps can provide a more robust, modern alternative to walkie-talkies. As we explore the advantages of enterprise mobile messaging, we'll also touch on the drawbacks of walkie-talkies and additional considerations to take into account when maintaining this type of legacy communication hardware.

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01 Noise

Improve customer and guest experience by silencing the noise.



95% of customers who have a bad experience will tell someone about it. ¹

01 Noise

Walkie-talkies are noisy, and in customer-facing environments unnecessary noise can be a distraction from a great customer service experience. When the average customer can influence up to 42 people for each positive experience they have with your business², it's essential to make every interaction count.

Consider some examples: a technician doing a home cable installation has a loud walkie-talkie that wakes a sleeping baby. A housekeeper mishears instructions over the walkie-talkie and brings the wrong guest an extra set of towels. Basketball fans overhear employees making rude comments about customers while waiting in

line for refreshments. In each of these scenarios, the noise and loud nature of walkie-talkies results in a poor experience for customers.

So it's no surprise that industries such as hospitality and retail, highly customer-facing environments, are shifting towards mobile communication apps. These apps allow employees to communicate in the moment, but in a more private, professional channel.

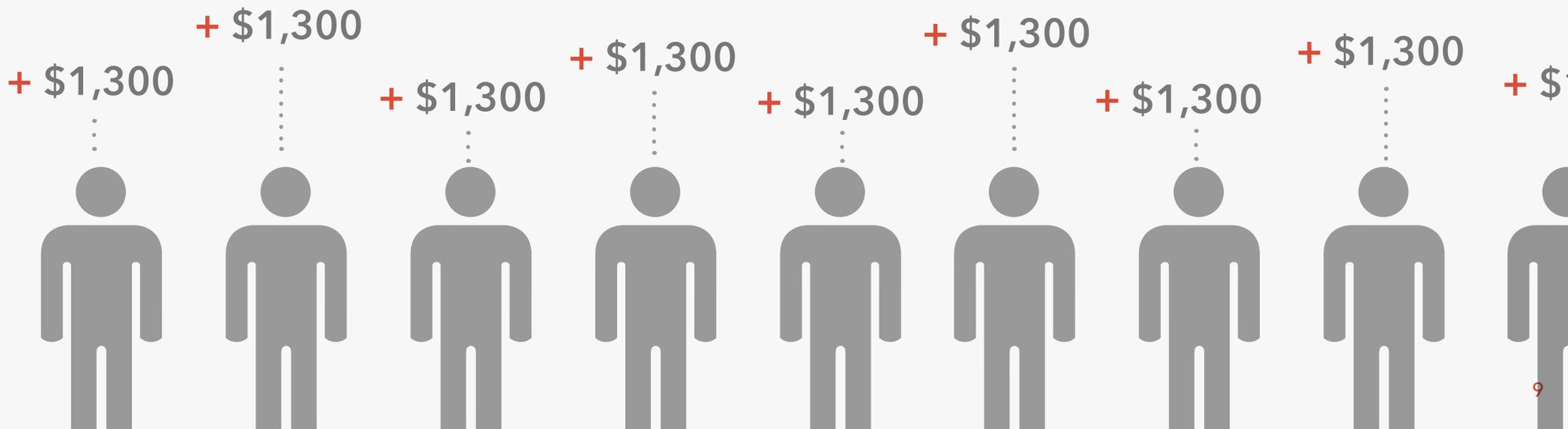
Not to mention conversations can be directed to individuals or groups, so employees only see the messages that are meant for them. This can lead to more efficient communication and faster decision-making, and ultimately greater customer satisfaction.

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02 Costs

Trim operational costs while boosting productivity.

Taking advantage of mobile tools can save organizations nearly **\$1,300 per employee** per year ⁴, and give employees back **54 days** of what was previously wasted time. ⁵



Some organizations spend \$200-\$300 for a single walkie-talkie unit. Now multiply that across your workforce and you see how quickly things can add up.

02 Costs

Maintaining redundant and outdated communication hardware like walkie-talkies is expensive. Some organizations spend \$200-\$300 for a single walkie-talkie unit. Now multiply that across your workforce and you see how quickly things can add up.

Let's take ACME Co. as an example. ACME is a service organization with 100 field technicians serving commercial and industrial HVAC units. Providing each technician a walkie-talkie stacks up to roughly \$30,000 in communication costs, while opting for a mobile messaging app would result in only \$6,000 in costs. That's a savings of approximately \$24,000 by eliminating legacy communication hardware.

The numbers don't lie. Mobile messaging apps provide a cost-effective alternative solution to walkie-talkies. With these apps, costs scale on usage rather than units. Not to mention providing greater capabilities than walkie-talkies, as mentioned in the section above. Letting you reap the benefits of increased productivity while reducing operational costs, sounds like a win-win.

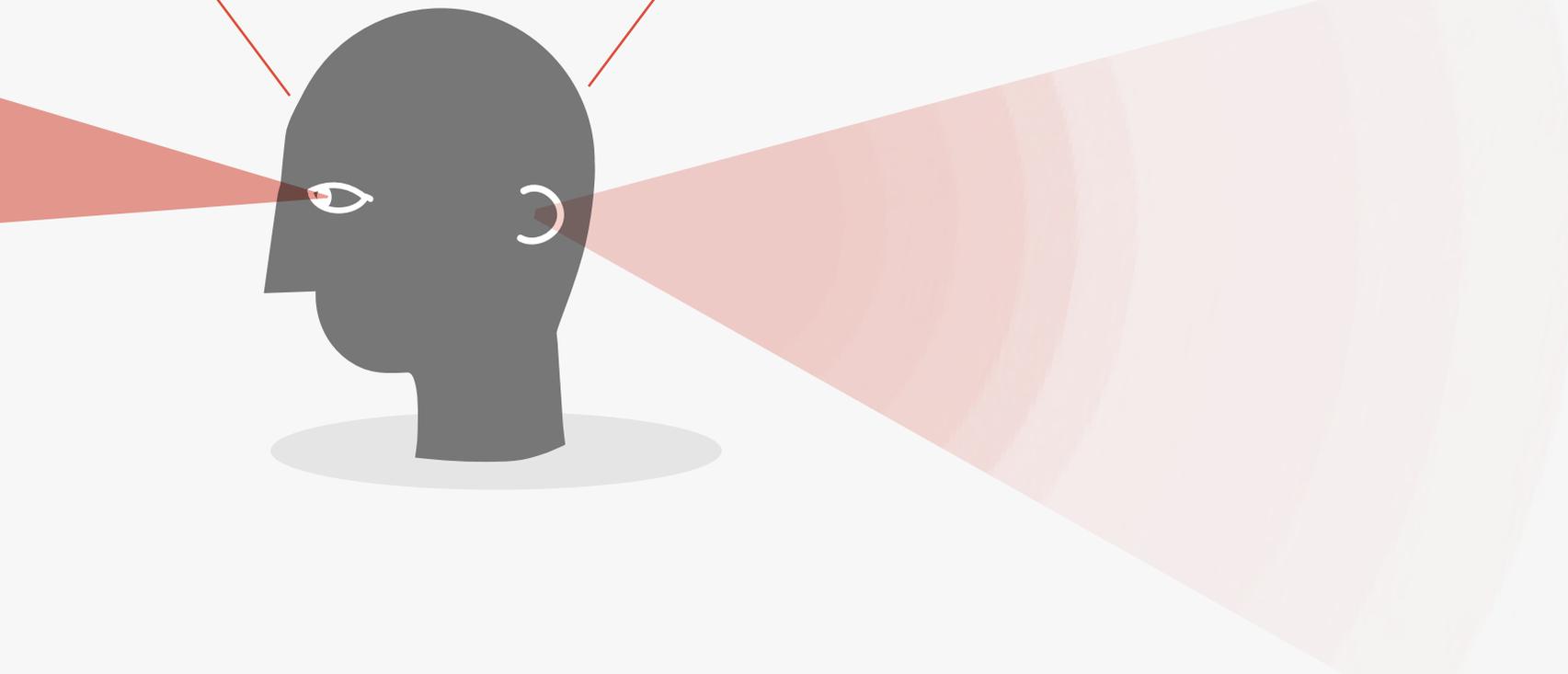
03 Versatility

Go beyond voice to ensure
the right message is received

80%

10%

People remember nearly **80%** of what they see and do, compared to only **10%** of what they hear.³



03 Versatility

There are times in the workplace when verbal communication just isn't enough to properly convey a message. You might need a picture or video to communicate exactly what is happening, so your coworkers can see what you see.

Think about it. When there's shattered glass inside the hotel lobby entrance, it has to be handled immediately. Instead of sending a verbal announcement to the maintenance team, sharing a photo ensures they'll arrive on site with the right tools to address the situation. Or, consider the field technician who encounters a broken part on the job site. She can share a video with support engineers to get faster assistance. Or the store manager who

With the ability to share all types of media, from text to photos to videos, messaging apps offer tremendous advantages for enriching team communication.

shares a photo of a new store opening with team members at other locations. The pictures go much further in fostering excitement than words alone.

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communication. And when you think about how consumer apps like Instagram and Snapchat have changed how we communicate in our personal lives, it makes sense that employees want this same style of communication

at work. Mobile communication apps diversify the ways employees can communicate, ultimately helping ensure the message is received clearly and effectively.

04 Accountability

Reduce the likelihood of miscommunication in the moment.

Miscommunication can cost an organization **25%** to **40%** of its annual budget.⁶



04 Accountability

One of the biggest drawbacks to walkie-talkies is that messages can only be heard once. It's easy to miss the message the first time. This can lead to lost information and duplicated questions, making it difficult to keep everyone accountable.

If you're in construction, hospitality, healthcare or field services, things can get hectic quickly. You have people constantly on-the-go who need to make sure everything is getting done. Whether it's ensuring the construction crew has arrived on time, lab results have been sent to the patient care team, or the right technician showed up for the cable installation, effective communication is key.

With mobile communication apps, you can reference back to conversations immediately. This can go a long way for cutting down in-the-moment miscommunication. And with information such as sender name, photo, and date/timestamps, you can clearly see who sent a message and when. Keeping everyone on the same page and ensuring nothing slips through the cracks.

With mobile communication apps, you can reference back to conversations immediately.

05 Efficiency

Increase value by utilizing a device everyone is already carrying.

Projected 2016
Smartphone Users: **2B**



Projected 2016 Global
Population: **7.4B**

There are expected to be over **2 billion** smartphone users worldwide by 2016.⁸ That's 37% of the global population.

05 Efficiency

Smartphones are now ubiquitous in the workplace.

90% of employees are already using their smartphones for work, and the remainder likely have a personal phone in their pocket.⁹ It's clear that smartphones are carving out their place as the device of choice for today's workforce.

Many industries such as construction, field services and retail are working on mobile initiatives to keep pace with this trend. Yet, when you look at the enterprise mobile apps available today, communication still seems to be lagging. Much of the mobile enablement has focused on improving workflows, such as reporting, logistics, and CRM, instead of communication. Which you can start to

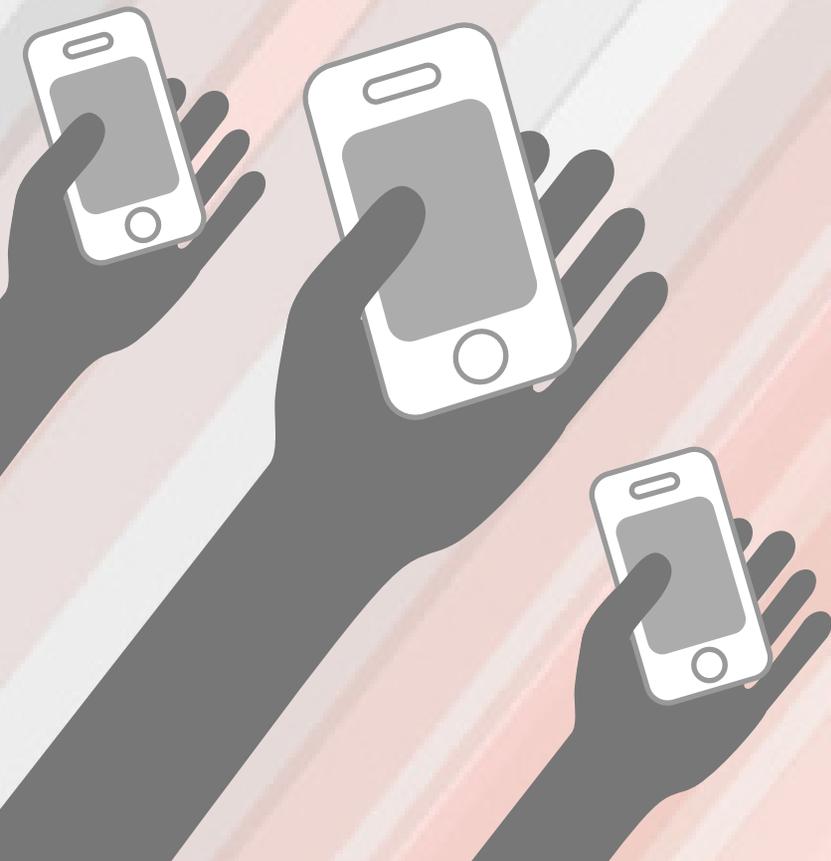
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see as 25% of global workers are already using department-specific apps.¹⁰ While workflows shift into the future on smartphones, communication still happens on an archaic walkie-talkie. Ultimately, the two need to work in tandem, not as separate devices.

Switching between walkie-talkies and a mobile app to communicate about a specific project, task or idea actually forces employees to switch context, breaking their workflow as a result. Mobile communication apps allow you to eliminate walkie-talkies while taking advantage of technology the team probably already has. By unifying all employee workflows in one place the team naturally becomes more efficient.

06 Collaboration

Make sure you're seeing the whole picture.



62% of employees say direct and convenient mobile access to corporate information is essential if they are to be productive.⁷

Sometimes you need a little extra context to get the job done, this is where a file can do just the trick.

06 Collaboration

At work, most collaboration centers around files and documents. But with walkie-talkies, there is no way to share any of this type of information with your team. Period.

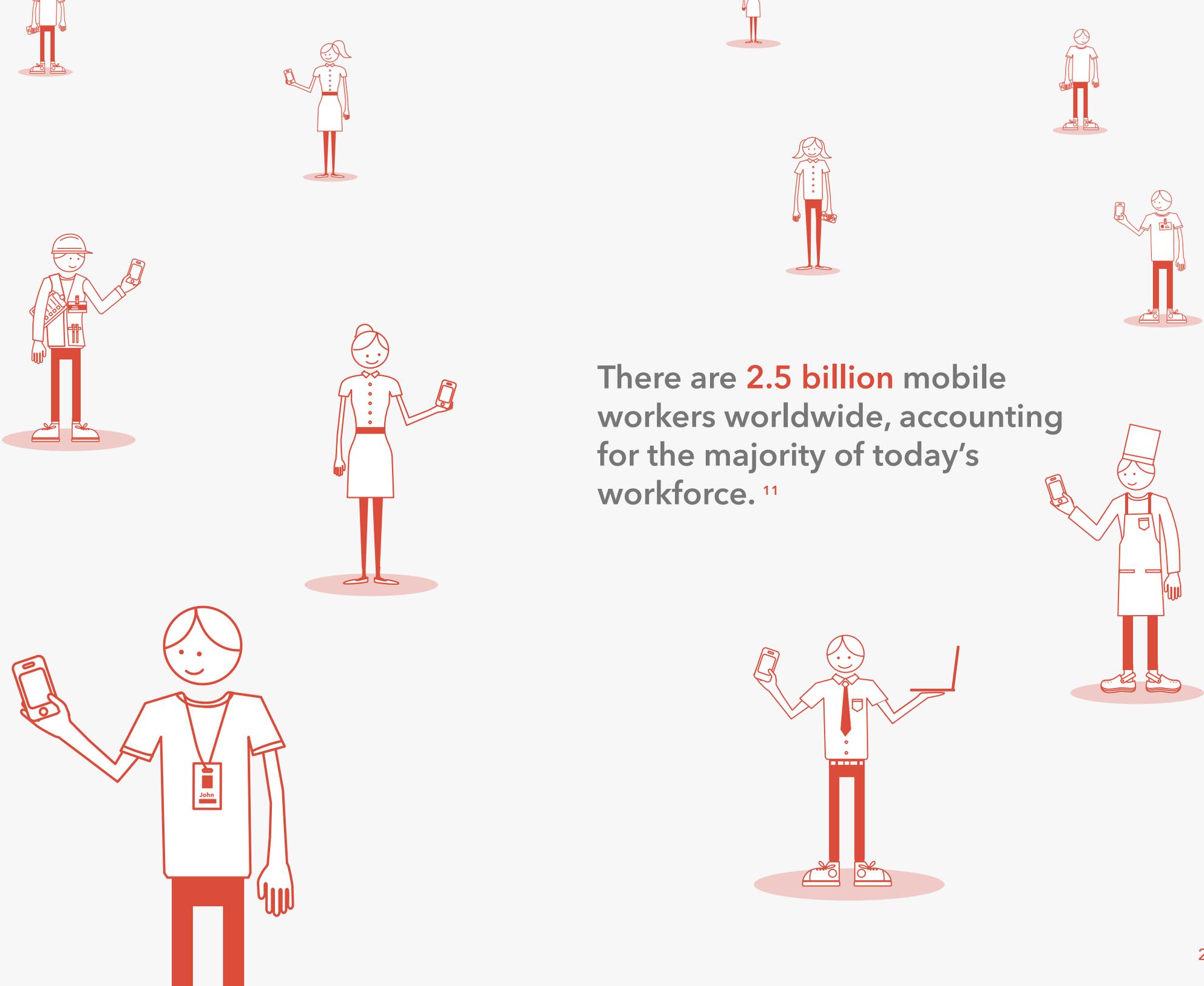
Sometimes you need a little extra context to get the job done, this is where a file can do just the trick. Think about it: product specs for a field tech, a site map for the job crew, or a conference agenda for the hotel events team. With walkie-talkies, this is impossible. You have to resort to another channel instead of using just one app.

Mobile messaging apps built for work make sharing a file as easy as sharing a photo. These apps can connect with enterprise cloud file services you already have in place, such as Box, Google Drive, Dropbox, and more. They enrich conversations by bringing in additional content, ultimately making communication much more efficient.

07 Connectivity

Bridge the gap between mobile and desk-based teams.

There are **2.5 billion** mobile workers worldwide, accounting for the majority of today's workforce. ¹¹



07 Connectivity

Despite being such a large contingent of the workforce, mobile teams are frequently disconnected from office workers when it comes to communication. Often, these groups will use separate tools entirely. While field or floor employees depend on walkie talkies, office workers use instant message or email. The result? Parts of the organization are completely out of the loop.

Mobile teams are frequently disconnected from office workers when it comes to communication.

Many geographically distributed teams have chosen mobile communication apps to bridge this gap. These apps work across platforms, from desktop to tablet to smartphone, helping to even the playing field across the workforce. They provide field teams, who are often on the front lines with customers, a

voice back to the rest of the organization, where traditional channels only supported a one-way information blast. And office-based teams can easily stay connected with those in the field and stay on top of developments from the front lines.

Ultimately, this can help keep your workforce more engaged and the organization aligned and better positioned to quickly respond to customer needs.

Organizations are starting to see significant value, and for the first time the entire workforce is using a shared tool for communication. By connecting all employees, these apps are fostering more open lines of communication and easy information sharing regardless of where work is being done.

Key Takeaways

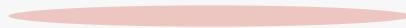
1. Mobile communication apps, as an alternative to walkie talkies, trim operational costs.
2. Mobile communication apps enhance the customer experience.
3. Sharing all forms of media (text, photo, video, and documents) enables more accurate and efficient communication.
4. Communication apps help unite previously disconnected portions of the workforce: field and office-based teams. And by working across desktop to tablet to smartphone, these apps enable communication to flow wherever employees are working.



Want an easy way to
get started?

Try Zinc.

zinc



Zinc is the secure communication platform built to connect employees in the field and in the office.

zinc.it/apps

Sources

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