

# COMMUNICATIONS TOOLS: A KEY TO BETTER BUSINESS PERFORMANCE

## How Real-Time Access to Information Boosts Engagement and Personalization

**M**ost organizations today understand the importance of gathering data to inform decision-making, but collecting data is only half the battle. After all, data has value only if it's used—and using data to run a business more effectively means getting the right information to the right people at the right time on the right device. A recent IDG survey of digital trends and business challenges indicates that communications tools have a critical role to play in leveraging valuable data for business advantage.

### Using big data is a big issue but not the only one

More than half (51%) of the survey respondents cited big data as a top digital trend impacting their business, ranking it well ahead of other trends, from artificial intelligence to blockchain. Organizations recognize that data has become indispensable and are investing heavily in technologies to collect and store it, but they don't necessarily know how to use their data effectively to improve productivity, engage employees, and inform customers across any screen, from digital signs and mobile phones to computer screens.

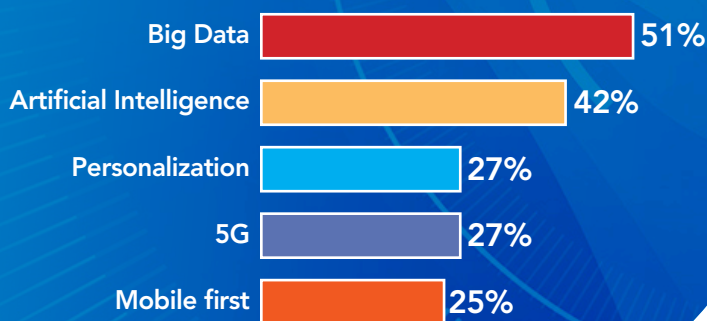
Indeed, they may not even know how best to access their data so they can share it.

Slightly more than a quarter (27%) of the respondents also said personalization is an impactful trend. This ties into their ability to leverage data: information tailored to employees, customers, and other end users is more likely to engage them.

Finally, one in four (25%) of the respondents said mobile-first is impacting their business, which makes sense, as end users increasingly rely on using mobile devices as their first or only way to access information. This suggests an urgent need for companies to ensure that they can present relevant, real-time information in a mobile-friendly way.

### Big Data Clear Leader

What are the top digital trends impacting your business?



SOURCE: IDG, AUGUST, 2018

### Many business challenges involve sharing information

Survey respondents' top business challenges are, unsurprisingly, the perennial issues of improving productivity, managing costs, and driving revenue growth. However, roughly three out of 10 organizations are also prioritizing a cluster of challenges related to finding, managing, and sharing data. These are improving access to information (31%), engaging employees and improving the corporate culture (30%), achieving compliance and maintaining governance (29%), and elevating customer experience (29%).

These challenges are less about analyzing data behind the scenes for strategic purposes and more about making data

easier for end users to access and ingest in real time. By doing so, companies can deliver experiences that are more personalized, reliable, engaging, and safe. Here are three real-world use cases:

- **Customer and employee experience.** Airports must provide travelers, airport and airline employees, and flight crews with information that changes constantly. Arrivals and departures, available parking spaces, navigation within and between terminals, and other operational data is useful only when it's conveyed in real time.
- **Governance and safety.** A company using hazardous chemicals in its manufacturing facility tracks weather, wind direction, and a host of other variables in real time. In the case of a chemical leak, it can instantly calculate the safest building exits and direct employees via digital signs and mobile alerts that not only are personalized but can also change in an instant if, for example, the wind shifts or a doorway is blocked.
- **Productivity.** A global company with large, far-flung facilities needs digital communications to keep executives and employees on the same page. Screens with dashboards that highlight KPIs and other critical information provide instant access across the organization to relevant real-time information, keeping everyone apprised of critical success factors.

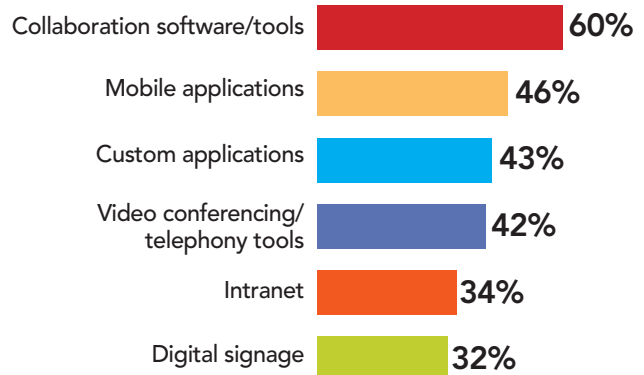
### Array of communication tools considered

Collaboration software and tools are the predominant solution to the respondents' core business challenges, as indicated by 60%. At the same time, almost half (46%) of the respondents' organizations are looking into mobile applications to address these challenges and 43% are exploring custom applications to ensure that the right people get the right information in the right place at the right time on the right device.

This makes sense, given the alignment of current digital trends and the context of the challenges themselves. Collaboration tools are designed to speed up and simplify the process of sharing information. Mobile applications are designed to deliver information to users at the point of consumption, wherever that happens to be. Custom applications can be tweaked and personalized to meet an

### Collaboration Software Tops List

What types of communications tools would you consider to help address your business challenges?



SOURCE: IDG, AUGUST 2018

organization's specific needs, whether that involves industry-specific information, real-time alerts, or way-finding. And the more powerful these tools are, the better they can satisfy companies' need to convey the results of analyzing enormous volumes of data.

### Conclusion

No matter how good an organization is at capturing data, it needs a strategy for finding and delivering that data in a form end users can easily grasp. The best way to develop that strategy, or to improve the one you already have, is to compare it with what similar companies are doing. Omnivex now offers a free assessment tool to assess how well your existing communications tools are meeting your information-sharing needs, provide benchmarks for comparing your results against other organizations', and suggest areas for improvement.

Omnivex also offers communications tools to support that improvement through its software platform, which can integrate data from multiple sources and distribute it to wall-mounted screens, signs, computers, and mobile devices. Using the Omnivex platform, an organization can quickly create custom applications to gather relevant data and then push it out in real time to any screen, anywhere.

**To learn more and access the Digital Maturity Assessment tool, [click here](#).**