

Choosing the right communications solution for your team



With the rise of remote work, there is a growing awareness of the importance of online internal communication tools. Whether an organisation's workforce is office-bound or works from home—or a hybrid mix of the two—the days of relying solely on face-to-face communication have come to an end. Instead, many organisations are investing in digital tools that facilitate the type of efficient and effective communication their employees need to excel, no matter where they work.

The right tools can streamline your organisation's communications, reduce the ever-present silo issue, and boost employee collaboration, engagement, and productivity across teams and throughout your organisation, regardless of location. The pandemic was the top accelerator for enterprises worldwide to invest in reliable and secure enterprise-grade collaboration tools. The challenge lies in choosing the right communication tools for your organisation's needs.

Here are six of the most popular types of internal communications solutions available today.

01. Email

One of the most commonly used and versatile communication channels, email has been around for a long time. Easy to use and accessible, it remains a great option for particular types of messages and is still the most reliable internal communication tool around. However, it is often overused and—with employees receiving an average of 100+ emails a day—messages can often be lost or forgotten once email overload sets in. Therefore, messages distributed via this channel have to be carefully crafted and targeted to ensure that they land as intended.

02. Intranet

An intranet is essentially a private communication hub for your company. Accessible only by individuals within your organisation, it is a secure means of sharing company news and can even offer personalised news feeds for your employees. In order to have a positive impact, your intranet must be carefully designed to ensure that the information is easily accessible, particularly for individuals just joining your organisation, with content being added or refreshed regularly.

03. Video conferencing

In the wake of the pandemic, video conferencing apps have emerged as one of the most essential communications tools. Whether your team is remote, hybrid or in-person, it provides a means of quick and convenient collaboration. While face-to-face meetings remain the gold standard for connecting, video conferencing has proven to be an effective stand-in for giving teams an opportunity to build trust and transparency in communication. The ability to see people while talking significantly improves the quality of communication. At the same time, it enhances understanding by allowing you to connect personally, pick up on verbal and non-verbal cues, and build trust¹.



¹ Forbes - "5 Reasons Why Your Company Needs to Embrace Video Conferencing Now" . 2022

04. Instant messaging

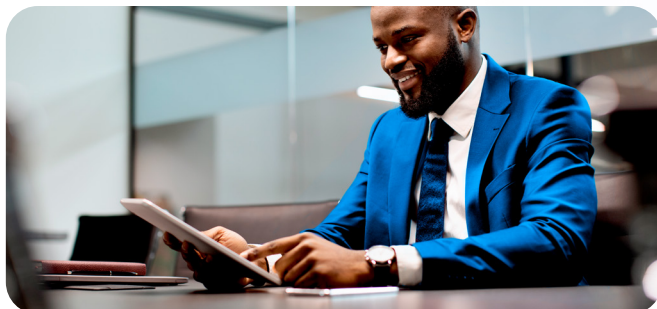
Where video conferencing requires all participants to be available simultaneously and email overuse can quickly lead to overload, messaging platforms offer a means of asynchronous communication that is quick, succinct, and flexible. There are a variety of apps with different sets of features that allow teams to send updates, share files, and interact in the ways that best suit their workflows. Messaging apps also offer an organisational boost to workplace communications, given that conversations can be sorted into threads, searched, and traced. The most robust applications can merge a full set of capabilities into a single platform, like phone calls, video conferencing, chat, file sharing, and more, allowing people to collaborate on any device and location.

05. File sharing and document editing

Digital file-sharing predates the remote work boom, but it truly came into its own during the period when organisations needed to find ways to allow their staff to share information while they worked from home. Now there are countless options for cloud storage platforms that allow teams to share and access files anywhere, anytime. These apps serve as a central hub for your business communications and information, allowing employees to collaborate and communicate in real time, with updates becoming available to the entire team as soon as they are made.

06. Project management tools

Digital project management platforms are about so much more than keeping projects on track and meeting deadlines. These days, they can be used to collaborate from ideation to the final delivery. This includes using whiteboards for brainstorming sessions, collaborative design, sharing presentation control, seamless asset review and approval, as well as communication across teams. With a plethora of types available, you have a wealth of options when it comes to choosing the project management platform that best fits your team's workflow.



Making a choice

Of course, knowing the different communication solutions is only half the battle. The other half is figuring out which will work best for your team's needs. While there is no one-size-fits-all solution to the selection process, here are a few tips to keep in mind as you make your decision:

Mix and match. No one communication tool will suit your needs. Some messages need to be sent in an email, some are better said in a messaging app, and others are best said in a video conference. Be mindful of which channels will get your message across most effectively, and choose an assortment of tools that will allow you to pivot as necessary.

Be willing to experiment. Each type of platform offers its own variety of features, so if one file-sharing platform fails to fit the bill, another one may turn out to be just right for your team.

Encourage your team to own their comms. Set clear expectations that encourage your employees to be responsible for their communications, including expectations for replies and rules for how files should be shared. This helps to ensure that communications remain professional across platforms, prevents things from getting lost in translation and helps to break down silos.

Invite feedback. Choosing the right communication tool can often be a case of trial and error, so be sure to encourage your team to let you know what works and what does not from their perspective. That way, you can be sure you are choosing the right solution for everyone involved.

Remember to bring it all together. Although it is great to have a myriad of communications solutions to choose from, one major (but often overlooked) downside can be compatibility issues. When selecting your communications platforms, make sure they can be easily integrated with each other to avoid headaches in the long run.

Most importantly, remember to choose a full-service communications provider that can support your robust new set of communications solutions, like C&W Business. As always, we stand ready to provide cloud computing and connectivity technology that reliably connects all of your digital communications tools, allowing your team to collaborate seamlessly and successfully.

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At **C&W Business**, we're your catalyst for transformative success. From Cybersecurity to Cloud, Data Centres, Unified Communications, and Connectivity, our streamlined solutions ensure scalability and security. With the pan-Caribbean region's largest and most reliable network, together, we can unleash the digital future of Caribbean society.

