# New ways to manage new ways of working

Only a few years back, a hybrid way of working was a rarity, provided by a few organisations to only some people. The COVID-19 pandemic changed this as it plunged humanity into one of the biggest remote working experiments.

It led to the rapid adoption of remote working across all geographies.

The new ways of working

Now, even as the pandemic wanes and people adjust to new ways of working, it is clear that hybrid working is here to stay. Nearly 87% of companies surveyed by C&W Business and Liberty Latin America say their employees want remote work to stay, and 84% of the survey respondents plan to offer some remote working going forward.

In the past, just being present in the office was seen as a sign of productivity; however, this is no longer the case. Not only is the hybrid way of working empowering employees to maintain a better work-life balance, but it also helps them improve productivity and work performance, leading to greater job satisfaction. All this makes it a win-win proposition for both the employers as well as the workforce.
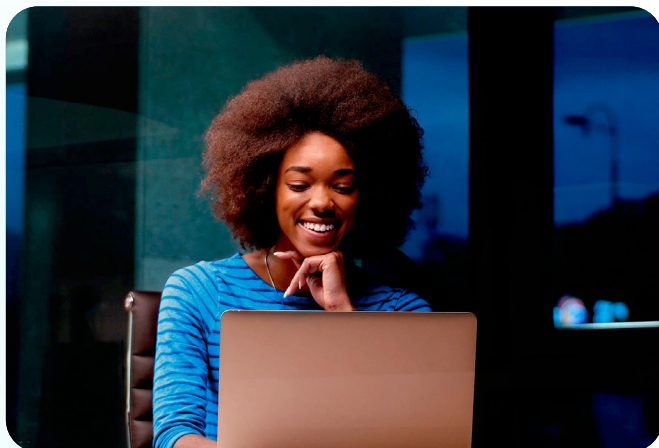
The pandemic is not the only reason hybrid working is becoming a norm. While it made organisations and employees realise the possibility of remote working, the great resignation has pushed organisations to explore hiring the right talent irrespective of their location. Wider acceptance of remote working and a diverse workforce means that organisations need to transform their processes in line with the new ways of working.

The new ways of working are not just about a different workplace; they promise to bring a paradigm shift in how organisations function. So, it is not surprising that enterprises are exploring new ways to better manage their workforce, which now might be spread across several geographies.

Technology enablers for hybrid working

At the foundation of hybrid ways of working is the technology that facilitates it. Organisations need to provide the required tools, both hardware and software, to allow their workforce to work from anywhere on any device and from any location.

This new way of working depends on the quality of internet connectivity, which is now not managed by the employer. Several newer technologies, like 5G and WiFi-6, ensure the same networking experience whether the person is in the office or at home. However, with more and more people working from home, companies face new challenges unaccounted for within their existing IT strategies. To sort this out smoothly and ensure the best possible hybrid work experience, it is crucial to partner with a company that provides wide coverage, quality, and secure internet connectivity.

Secondly, unified communications platforms and collaboration tools are crucial to the success of hybrid working initiatives.

Collaboration tools are possibly the most important enabler of remote working, as they allow people located across several regions to work as a team. Unified Communications has evolved in the last few years to improve the overall user experience, leading to improved collaboration between the different team members. The global total revenue for these tools grew $4.2 billion since the beginning of the pandemic.[1]

The organisations would also do well to transition to the cloud for improved performance and protection for their hybrid workforce and remote offices. Legacy architecture is not designed with the required agility to connect users and applications from anywhere. Cloudbased connectivity, devices, applications, and services can help organisations to easily move to remote working as it allows them to scale resources up and down.

Lastly, the most crucial part of enabling hybrid working is network security. It is easier for an organisation to ensure security on office premises on an internal ethernet network that it completely controls. On the other hand, remote working, especially when employees use the public internet, is more vulnerable and puts the system at an increased risk of viruses and malware. Organisations should work with a partner that adopts a zero-trust approach to secure all access points across the network and applications.

Digital talent platforms for talent acquisition

Over the last few years, headlines about labour shortages have dominated the business sector. Recruiters who employ manual paper procedures will lose the war for talent in a tight labour market. As a result, increasing efficiency through technology becomes essential.

The gig economy is thriving as an increasing number of individuals leave regular jobs. As a result, the utilisation of digital talent marketplaces enables the hiring of freelancers. While human resource professionals have long utilised Applicant Tracking Systems (ATS) to automate the recruiting process, many organisations now use complimentary technology to form a bigger ecosystem.

Human resources information systems (HRIS), as well as applicant tracking systems (ATS) and candidate relationship management (CRM) platforms, build sophisticated candidate pipelines, automate screening and interview scheduling, and match applicants' abilities to job postings. Furthermore, the use of artificial intelligence is becoming more popular in the business world since it reduces unconscious hiring prejudice.

Business intelligence and analytics

Business intelligence is the process by which businesses use data analysis tools to make more strategic decisions. Business intelligence and analytics have evolved into formidable technologies that give organisations a significant competitive advantage and result in substantial gains.

These tools provide us with a full view of what is going on in the workplace by collecting real-time data on employee engagement, productivity, and performance. Business leaders may make better-informed decisions based on data if they measure and analyse these essential components of their organisation.

These sophisticated tools can estimate future talent demands, expose future trends, and develop better procedures. All things considered, human decision-making will be strengthened rather than supplanted by AI and data science.

The path forward

With hybrid working fast becoming the default way of working, it is crucial for organisations to develop a clear strategy for adapting their networks and systems to the new normal. C&W Business has introduced several technology plans to help businesses better manage their distributed workforce.

From improved connectivity and best-in-class security to better support and cutting-edge analytics, we offer a consolidated approach to supporting employers by providing a work-from-home option to their employees.

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. We unleash the digital future of the Caribbean society.

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