

Communication Platform Standards to Increase Productivity By At Least 20%

Author: Deonarine Ricky Budhu & Strategy & Standards

Revised Date: 10/01/2022

Communication Platform Standards to Increase Productivity By At Least 20%

Purpose of this document:

- Achieving maximum operating efficiency to both protect/grow margins while also better serving customers by using available technology tools wisely & effectively intended to improve productivity.
- Establishing companywide communication (platform standards)

Problem Statement:

- The abundance of available and commonly used communication platforms where we are wildly inconsistent.
- Some use Teams as a primary communication device even when communicating 1 to 1 and not with a team. Others use email in the exact opposite way.
- Some use teams and email interchangeably. Of course, we then pack in text, cell phone, and office extension calls.

Communication is a key part of any company's success. However, there are multiple ways to communicate with one another, especially with the current state of technology making it difficult to choose how we should communicate. The following are basic types of business communications to help decipher which type you should use:

In person

Easy to express body language and facial expressions, as well as tone of voice. Easy to take the temperature of the conversation and pick up intangible signs.	People are spread out all over, especially in the times of remote work, it's nearly impossible to have everyone in the same place at the same time.
No connection issues to worry about.	Keeping record is subject to everyone's interpretations as you need to take note to document critical communication points and may need to share with concern parties if we are all on the same page before taking actions.
Conversations can flow effectively. It is much easier to tell when it's the right time to speak.	Setting up the time that will work for everyone requires respect to everyone's time, respecting boundaries, co-worker priorities and obligations is paramount. Basic Meeting etiquette need to be promoted: 1: Accept the meeting with commitment to attending on time. 2: Reject meeting with explanation or suggested better time to the meeting organizer. 3: Meeting with an agenda and come prepared.

Some points in person conversation practice to be evaluated:

1. In person conversation usually happen sporadically when one side feels urgency or needs to communicate to the other side, or issues maybe forgotten, or delayed.
2. The feeling of urgency usually is in the moment, a call from customer, something just came to mind. The objective assessment of urgency needs to be clarified and agreed upon by all.
3. When the receiving side of the communication are deep into projects, like scheduling; or deep work, like coding, if interrupted, the efficiency and quality of the work will certainly be compromised.
4. Companywide “red light” protocol certainly helps in this matter, more specific rules need to be created and enforced in this regard.

Phone Call

<u>Pros</u>	<u>Cons</u>
Don't need to focus all attention on a voice call. You can multitask. With text you can't as you usually will look as you type.	People will often interrupt each other, even by accident. You usually are unable to detect a real pause or when a person is done speaking. Moreover, reading body language, mood, and distractions are difficult to interpret on phone calls.
Ability to convey your tone with your voice.	No record of the call unless it's recorded. Also, difficulty to find a specific point of reference in voice files, except: 8*8 phone with customer service license have records and transcripts functions.
Ability to have multiple people on the same call no matter where they are at.	Many things are factored in how well people can be heard. Such as: Accent, connection problems, background noise, etc. Meeting on phone will have limit to share documents, view critical numbers, anything requires visual aid for better understanding.

Text

<u>Pros</u>	<u>Cons</u>
Gets to the point, no small talk	Has no tone, can't really differentiate how the person feels about the message
On the record, able to search it up again	Can easily be misinterpreted
Allows you to be more precise in how we speak. We think of what we need to say and how we wish to convey it.	Texts are very impersonal. You don't get that face-to-face interaction.

Good for very urgent or important communications	No easy way to open things up to a group discussion. Will have to bring someone in and they may not see the history.
Useful for business professionals who are out of the office and/or traveling	No access to the resources on computer.
Quick viewing of attached photos or videos	

Email

<u>Pros</u>	<u>Cons</u>
Reliable form of written communication that can easily communicate with other external businesses	Inefficient use of time because of frequency of checking.
Easily send attachments	Low-priority emails can distract you from more high-priority tasks. Hard to search for historic records if a clear / specific search criteria could not be remembered.
Written trail of correspondence.	High-priority emails might be buried or lost
Can be printed easily and review later at a convenient time.	Emails has risk of spreading malware through website links and file attachments
Best for e-mail blasts / newsletters.	More vulnerable to being hacked

Teams

<u>Pros</u>	<u>Cons</u>
Increased focus on work as this eliminates the hassle of communicating via back and forth, especially internally.	Confusing file structure
Increased Team productivity where it's a single interface to manage many communications. Combines phone, email, text, face to face, file sharing and the benefits of those in one platform.	Limited flexibility (unable to replicate team channels or manage permissions)
Integrates with Microsoft O365 and many more Microsoft applications. This is an unstabbed knowledge / efficiency resources that require all employee's commitment to learn and use. Just like deriving car can be a special skill 100 year ago	

Use Teams with discipline:

- Team group chat to avoid: "I got it, you got it, crickets and nobody got it": we must have a specific question direct at an individual using @ sign.

Video Calls

<u>Pros</u>	<u>Cons</u>
Ability to express / see body language.	Uses up a lot of internet bandwidth, can have a negative impact depending on the network.
Many video call platforms offer many features that allows you to share files and even share screens.	Just having a bad internet connection may end the video call without warning. This is dependent on your network.
	Conference videos calls takes up the most bandwidth and may cause connection / network issues.

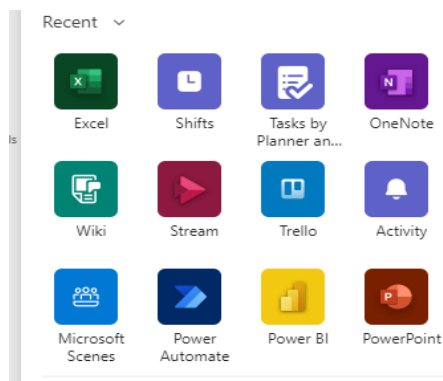
Conclusion

Based on research on our company's everyday usage. For internal communication, the recommended type of communication would be Teams. Teams may be superior to the other types of communication. Everyone may have their own opinion, but here are some reasons why this should be it going it forward:

- Teams Messaging would be the equivalent of Text Messaging. Individual and group messaging functionality is better than regular text messaging. History of Teams Messages is automatically backed up in the cloud and retrievable or easily trackable via the Teams search feature.
- Teams Phone Call feature is like one of a regular phone. You may setup individual or group phone calls, to add to the benefits, you may also activate video to now have a video call.

In short, Teams can fulfill the duties of: Phone calls, texting, and videos calls. It will not fulfill: In person & emails. In person is always nice to get instant information, however, it's extremely important, especially in the business environment, to document conversations for reference / recap. If you were to speak with someone in person, internally, I would highly recommend messaging them of the recap of the conversation. For emails, I would recommend utilizing this specifically for external usage and critical items (a situation that will be considered critical will vary on a case-by-case basis).

More benefit on teams: Microsoft product integrates with Microsoft O365 and many more Microsoft applications shown as below:



This is an unstabbed knowledge / efficiency resources that require employees from all levels commitment to learn and use, starting with Strategy and Standards doing research and documentation. Just like driving a car was a special skill 100 year ago, it is common skill required for anyone to live and work.

Strategy and Standards would recommend the hierarchy of communication as below:

1. In person for quick follow up or status checking.
2. Multi-parties meeting for critical business matter to engage full discussion and action.
3. Team is best when multiple parties involved and document needed, the note is automatically recorded. When people need to access the meeting remote where sharing the document /presentation are needed.
4. Texts usually used for single point to point short conversation.
5. Emails used for more official communication and documentation that involves multiple parties. Email etiquette must be followed.
(Please refer to Day & Nite Email Etiquettes protocol embedded here:)



Email Etiquette -
June 2019.pdf

6. Use email less for making an individual request.
7. Email etiquette rules apply to all forms of communication. To the point, don't copy everyone, be specific.
8. 8*8 full contact center function for client facing communication.
9. From a customer perspective: phone and email are the preferred method of communication.
10. In conference meeting between customers and DNAS team, use video conference tools: Zooms / Teams to share documents, discuss topics and even provided a visual connection.

Knowledge Library: Notion1

Day & Nite family of Companies' key strategy is to build on knowledge worker pool and cultivate a learning organization. Employees from all levels are engaged in contributing to knowledge library and learning from it.

Notion is served as essential communication + education platform to eliminate repetition, organize methods in a highly useful 24x7 reference destination for all to use and populate. Coupled with QA audit to identify the knowledge gaps in all department.

Below is the link and a screenshot to our knowledge library.

<https://www.notion.so/Day-Nite-Wiki-Knowledge-Database-8bfc4b52944b41d990a5520bda50dfb2>



Day & Nite Wiki (Knowledge Database)

Welcome to the Day & Nite Wiki!
This is the one stop for all the information you need when it comes to the company from SOP's to office manual and much
few quick links down below!

Team

- ★ What's New
- 📅 Recent Press
- 🏢 Company Goals - 2021
- 🚩 Mission, Vision, Values
- 👤 Employee Directory
- 💡 Open Positions

Policies

- 📖 Office Manual
- 📖 Day & Nite Employee Handbook
- 🏠 Vacation Policy
- 📅 Request Time Off
- 📖 Benefits Policies
- 🔍 Recruiting-On Boarding-Development
- 📄 Onboarding New Client Contracts
- 🔍 Logistic Coordinator Development

System & Technology

- 📖 Knowledge Database

Quality Assurance

- 📖 Company Standard Operating Procedures