Purpose

The purpose of this report is to explore whether or not using instant messaging apps such as Viber, social media, or other online communication methods will help the productivity of a company. E-mailing is the main source of communication for those who work in a traditional white-collar, office-based company. With the rise of other forms of online communication methods, companies can look to incorporate or replace e-mailing as its primary source of communication. These new apps like, Google Hangouts, Viber, OfficeSuite and GoToMeeting offer easier ways to communicate amongst co-workers. If employees can communicate faster and more efficiently, productivity should increase. Conventional thinking dictates that by allowing workers to access online communication apps or social media, it would have a negative impact on the overall productivity of employees. This is all based on the assumption that by using these technologies, employees would be distracted and not complete their tasks. With the arrival of smartphones, instant messaging has become a staple way of communication in society. The attitudes towards online communication are changing. Companies now look to social media and online communication as an avenue for finding new business opportunities.

Discussion

According to a study conducted by big data firm Evolv, more than 39,000 hourly workers in the United States wounded up staying at their jobs longer when they had accessed four social networking sites on a weekly basis. Those employees also appear to have a higher sales record compared to their colleagues who don’t browse social media. “The fact that they’re better at handling customer interactions may stem from the fact that they’re inherently more social people,” Evolv suggested in its conclusions. They also concluded that the use of social media and online communications appeared to be more creative and collaborative thus boost metrics like productivity. Another study done by business communications company [Fonality](http://www.fonality.com/) and research firm [Webtorials](http://www.webtorials.com/content/welcome.html) indicates that most workers waste an average of 74 minutes per day trying to contact partners or customers. 67 minutes per day on trying to find information about businesses. Those employees who are socially connected know the benefits of using social networks to search for answers. *The Social Economy*, a research report done by McKinsey Global Institute indicates that an average “interaction worker” spends around 28 percent of his/her workweek just managing e-mails. But, “when companies use social media internally, messages become content; a searchable record of knowledge can reduce, by as much as 35 percent, the time employees spend searching for company information.” The research also shows that 72 percent of companies incorporate social technologies in some way, but very few of them actually use it to its full potentials. If these companies made full use of the technologies, they can raise productivity by 20 to 25 percent. Another study conducted for Microsoft by research firm Ipsos found that 39 percent of Microsoft employees don’t think there is enough collaboration in the workplace. These workers also believe that by using social technologies, they could improve on their teamwork.

Sources

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