



Instant Messaging: How to Promote Collaboration & Employee Satisfaction

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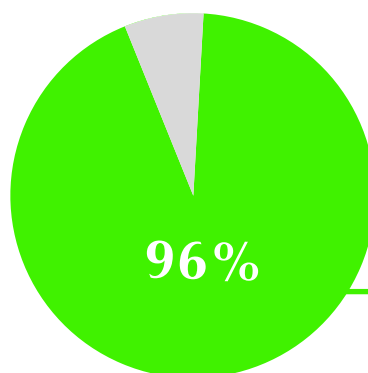
In just the last 50 years, [intra-office communications](#) have changed dramatically. These days, technology is king, and more and more business owners are seeing the benefits from its continuing evolution, and with good reason.

The [McKinsey Global Institute](#) found that productivity improves by 20-25% in organizations with connected employees. That kind of increase in productivity has potential for revenues amounting to \$1.3 trillion per year.

An incredible tool which has evolved deeply into the business communications world is instant messaging. The many benefits offered make including instant messaging into your business's daily workflow a no-brainer.

Instant Messaging Software Helps Improve Collaboration and Communication

When your team doesn't talk to one another as often as they should, it's the business that suffers. The importance of a team to have the ability to easily communicate and collaborate with one another cannot be overemphasized. [Salesforce](#) reports that 96% of execs cite lack of collaboration or ineffective communications as the main source of workplace failures.



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as the main source of workplace failure.**
- Salesforce

The market for social software and workplace collaboration worldwide is expected to grow from an estimated \$2.7 billion in 2018 to \$4.8 billion by 2023, according to a Gartner study.

Granting your team the ability to share a file or securely chat with a fellow coworker with the simple click of a button removes the inhibitions that often come with more personal interaction. No longer will your people have to worry about trying to describe something over the phone, or wait for an email to be answered. Opinions and thoughts can be instantly shared, bringing the greatest benefit to the end product.

Higher Employee Satisfaction Often Equals Higher Productivity

When you give your team the ability to quickly and easily collaborate and communicate in their daily work lives, you empower them with a strengthened resolve in their efforts. When employees can instantly confer about a project, they tend to approach the work with a greater level of confidence.



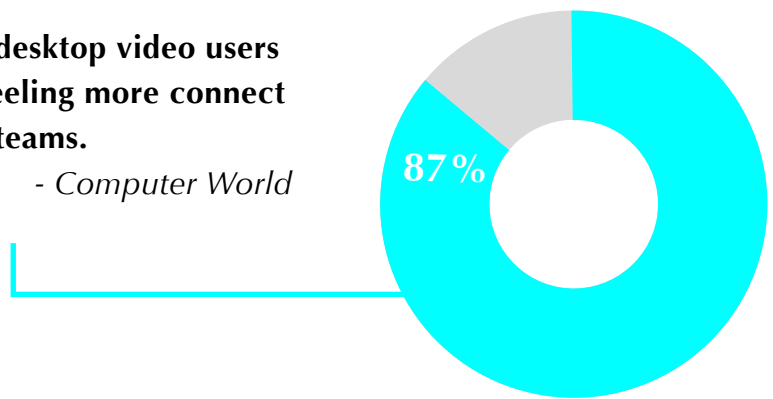
The Workplace Research Foundation discovered that, on average, increasing employee engagement investments within the office by a mere 10% can increase profits by \$2,400 per employee, per year. They also determined that highly engaged employees are 38% more likely to experience above-average productivity, while taking roughly one-third less sick days than non-engaged employees.

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In addition, [Gallup](#) reports that companies with employees engaged in collaboration and feedback have turnover rates that are 14.9% lower than for employees who receive no feedback. The simple act of allowing employees to easily engage one another is a powerful tool!

87% of desktop video users report feeling more connect to their teams.

- Computer World



Bring Remote Employees More Closely into the Fold

A common business practice trend is the inclusion of remote workers, and the number is growing at an incredible rate. A common problem historically associated with remote employees has been an inherent feeling of disconnect with the rest of the team. In fact, between [50% to 90% of communication](#) is considered to be non-verbal, making it impossible for a remote worker to express themselves through body language.

However, instant messaging and collaboration software, such as [Skype for Business](#), is greatly helping to remedy the issue.



users report feeling more connected to their teams. When a connection can be formed between the members of your team – regardless of location – they are able to develop a sense of community and inclusion.

There is a strength which develops between team members when they are allowed to express themselves in a communal forum, such as a team group chat, or allowing them [non-verbal communication](#) through video conferencing.

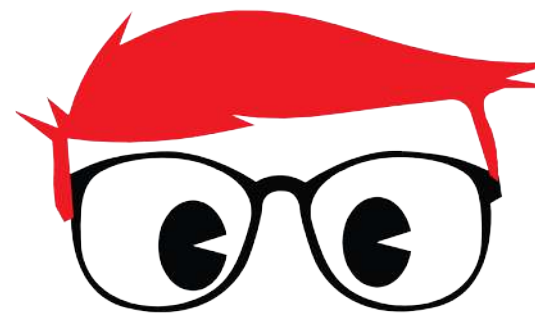
Even when onsite or remote employees are not at their desks, Skype for Business offers the flexibility and mobility of instant messaging and video conferencing through the convenience of a mobile device app, allowing them to collaborate from anywhere they have an Internet signal.

Having a team who know each other and can easily communicate, even when working remotely, brings them both mentally and emotionally closer to the company. With that comes stronger job satisfaction and stronger job performance.

Nerds Support Creates Employee Satisfaction through Instant Messaging

Instant messaging is one of the greatest and fastest ways to improve collaboration and communication within your office. If you're not currently utilizing it, or are

ready to take your company to the next level of business communications, [talk to the experts](#) at Nerds Support. You and your team will immediately enjoy the benefits of increased collaboration and communication within – and beyond – the office.





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