

# COMMUNICATIONS AUDIT



## Why do you need a Communications Audit?

Communications is more than mere plumbing – it is the essential vascular system which supports the modern virtual enterprise – supporting seamless interactivity within an enterprise and across the extended enterprise.

New technology has moved the goalposts in terms of feasibility and costs so many companies can now achieve things that were impossible even a year ago. Yet many mobile or home workers say they feel remote and out of touch.

A balanced view of all the various elements of communication is the only way to establish what your current communication infrastructure really delivers, what it costs and the available savings or improvements you could make.

## Elements of the Audit

The Communication Audit is designed on a flexible model to use any quantitative data you already have, fill the gaps and add qualitative assessment. It provides a unique platform to develop a communication infrastructure designed to deliver not only efficiency and effectiveness but also business benefits.

With over 20 years experience in delivering strategic business solutions and 10 years mobile and remote communication solutions experience, we have seen, and been part of, the successful introduction of mobile working initiatives both in support of field operations and traditionally office based roles.

Recent years have seen a rapid change in the technologies (both telephony and internet) that enable mobile workers to increase the productivity of their roles and to enable more functions to become either mobile or be undertaken remotely.

Everybody is affected by poor communications – yet successful communication relies on a blend of processes, channels, tools, behaviours and results in an aligned organisation with a high level of cross-functional co-operation – as well as selection of the appropriate technology.

Mobile and remote worker communications is not a “one-size fits all” solution. It requires an analytical, needs based, approach to identify the appropriate technology that enables quantified business benefits. It also requires an understanding of the changes needed to ensure acceptance of new ways of working.

The Communications Audit looks at the broad communications spectrum within an organisation and uses a variety of tools including:

- Review of key business processes and communications methods
- Research of communications options
- Quantitative survey (questionnaire, telephone or e-surveys) where appropriate
- Review of the current communications infrastructure
- Identification of process improvements and benefits.

The result is a detailed analysis of communications opportunities with recommendations for improvement. All existing channels are included and comparisons made with alternative methods. Feedback is interactive and includes a presentation to senior managers.

The whole process can normally be completed within one month and takes one of our experienced team around 5 to 10 days.

According to Gartner you can get up to 30% productivity improvements from implementation and proper use of effective communications technologies and processes. Don't you think that you should be looking to see what benefits are available to you?

We offer a best practice, pragmatic approach to identify practical solutions to real world business problems – to deliver measurable value and value for money.

