

Gaining Immediate Advantage

SMB Quick Reference Series

Eliminating SMB Communication Problems

A recent (December 2008) study by the Siemens Enterprise Consulting (SEN Group) indicated that small and medium businesses face unique and costly communication challenges. Unlike larger businesses, SMBs don't have the capital or technology to integrate their communication methods, leading to an increased cost of doing business and delays in customer/marketplace responsiveness.

The study pointed out the following and most costly challenges:

- Delays in receiving information from colleagues: such delays add time and expense to accomplishing routine and customer-facing tasks;
- Receiving unwanted communications: these unwarranted and unnecessary distractions decline organizational and personal productivity;
- Inefficient communications coordination between staff: the outcome of this is redundancy, error, and increased cost of doing business;
- Barriers to collaboration: leads to missed deadlines, lost opportunity, and higher expense; and,
- Time lost answering customer complaints using different methods: leading to lower customer satisfaction and loyalty.

The study went on to point out the average cost of these communication problems to be approximately \$25,000. Or for a 100-person medium business, the annual average cost, per employee, is approximately \$5,000.

You do the math. How many employees and workers do you have and what might the annual 'costs' to your business be? So, what is the answer? How does a small and medium business gain through reduced cost and time, in how their people work and communicate together?

A large part of the answer comes through unifying the various communication methods into a collaborative technology environment. This environment provides a common 'backbone' for communication of voice, email, and messaging along with shared calendaring, file and information access. To the point, the answer is in removing communication and productivity barriers that keep employees and customers from working closely and collaboratively.

Small and medium businesses can benefit from adopting easy to use and low cost collaboration and communication solutions, such as the SMB Collaborator. The SMB Collaborator unifies and extends the business, while lowering cost and saving time. Your employees and customers are brought together through unified email, calendaring, collaborative workspaces, text messaging, shared file and information access, and business process. In turn, the business significantly speeds up communication, virtually eliminates unwanted communication, lowers redundancy, increases response times, and improves interaction and transaction accuracy. All without having to 'replace' your existing technology.

Isn't it time you checked out the SMB Collaborator and overcame the costly barriers to communication and collaboration? Visit www.getsmb.com or call 1-800-525-6398 and start getting ahead of your competition and increasing profitability today.

1-888-525-6398

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