

# 5 THINGS TO CONSIDER ABOUT PRODUCTIVITY



## KEEP CRITICAL INFORMATION READILY AVAILABLE.

Having the right information when we need it not only helps us make decisions quickly, but also staves off frustration in having to perform tedious searches which waste valuable time and sap motivation. For those engaging customers on-the-go, there's the added headache of potential data network issues and mobile accessibility (e.g. browser-based systems adds page load time). Having the right tool that collects critical information and presents it in an easy-to-navigate, mobile-friendly interface will help your mobile workforce meet customer needs.

## PRIORITIZE NOT ONLY BY URGENCY, BUT ALSO BY VALUE.

Optimally, we would all like to be able to complete every item on our to-do list with perfect execution. In today's fast-paced business landscape however, many of us are juggling multiple deadlines with not enough time. For sales teams managing prospective customer relationships, responding to the earliest email in the inbox can result in neglecting greater opportunities that are nearing closing. Being able to quickly assess which opportunities need the most immediate attention helps maximize the return on time spent, both individually and as a team.

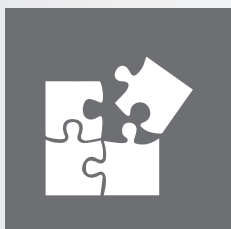


## CREATE FLUID TRANSITIONS BETWEEN ACTIVITIES.

Studies show that it takes 20-30 minutes for a person to return to the same level of concentration after an interruption. While we generally think of interruptions as something active – email notifications, instant messages – passive interruptions such as unnecessary ramp-up time when switching between applications can be just as disruptive. Especially for those in customer-facing roles who often have to juggle account knowledge with customer interfacing tools, having the right technology integrations can help maintain momentum in their productivity level.

## STRENGTHEN TEAM COMMUNICATION.

Meetings allow us to allot dedicated time and people for share knowledge and ideas, as well as make decisions and delegate responsibilities. While an indispensable part of business communication, it can become counterproductive as organizational inefficiency accumulates (e.g. recurring meetings with outdated agenda items and objectives, and meeting minutes and decisions buried in the inbox.). Implementing a standard structure to how meetings are scheduled and conducted, and how all pertinent information is maintained, keeps everyone on the same page at all times.



## MAINTAIN CONTENT RELEVANCY.

As content continues to be generated, older content, such as sites for completed projects or expired campaigns, bog down collaboration platforms while adding little value to current endeavors. Over time, the platform becomes difficult to navigate, costing valuable time when trying to find the right information. Monitoring platform usage trends provide insight into content relevancy, allowing you to better optimize enterprise content for greater efficiency.