

Why does your business need a Digital Workplace

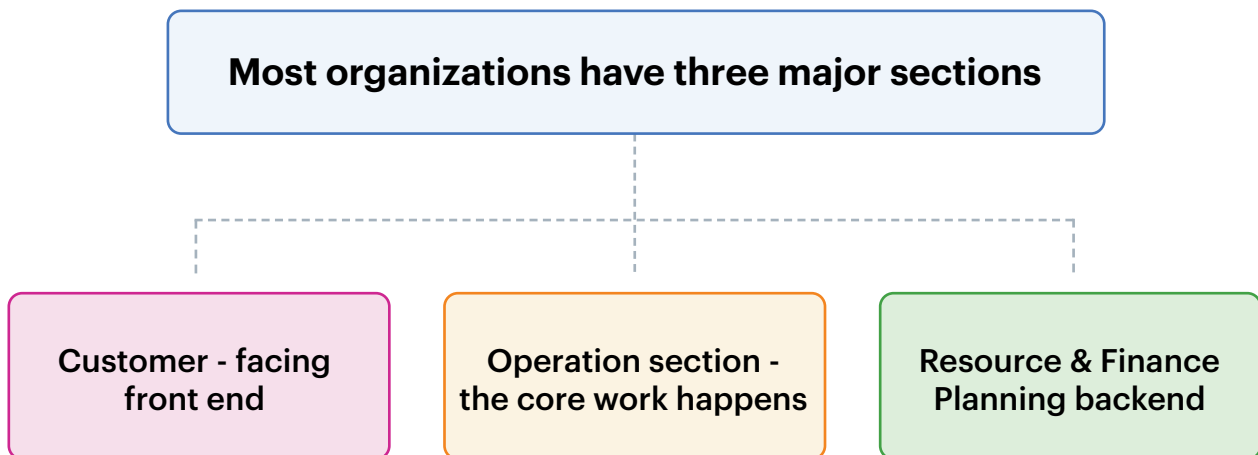
Building a world class company and business is never easy, but here's one platform strategy which can actually help you do so.



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Introduction



Technology has given us easy responses to the first two. Customer relationship management tools (CRMs) have been a known force for a few decades. They took all the disparate tools involved in front-end customer relationships for sales and marketing and put them on a single platform.

Similarly, everyone knows that an enterprise resource planning tool (ERP) is what you need to manage all your backend work. ERP's successfully consolidated all the resource planning and other essential backend operations into an accepted platform. essential backend operations into an accepted platform.

But what about internal operations? **Teams require a lot of different tools to get their work done, but there hasn't been a single platform that united many different types of work in one place.** Projects are handled on one of several applications and automated processes on another. You have three video platforms, two chat tools, email, and dozens of other tools that no one uses anymore.

You need a digital workplace – a standardized platform that brings your entire workforce together to better collaborate on processes, projects, and essential discussions. This ebook

What brings us here?

As a leader in a rapidly growing organization, you are always hunting for ways to improve your internal operations.

At the outset, it seems like what you need is better communication. So you invest in a variety of chat and collaboration tools. But, these just act like a band-aid to the problem and don't really solve it. More communication just means more conversations about work in more places.

This problem is amplified further when cross-functional teams are formed to work together. A detailed study of 95 teams in 25 leading organizations showed that **75% of cross-functional teams are dysfunctional.**

Consider the classic example of revamping your company website. In a digital company, nothing is more cross-functional than the website because everyone wants a say in how it looks and functions.



Imagine you ask for a website redesign. The first round of discussions involves the creative team. They use a specialized tool to manage creative projects and come up with a lot of new designs.

But your lead gen team doesn't have access to that same tool. When the new design is revealed, they bring a lot of suggestions from what they've learned from months of A/B testing.

The sales team, which is in the middle of switching their CRM, wasn't informed there was even a website change happening. When the website launches, there are problems integrating leads into the old CRM, and your technical team has to spend a week fixing that, while also planning for integrating with the new CRM after another week.

When the website launches, there are several bugs. You first ask people to report them in chat, but that quickly gets overwhelming. So, you ask the engineering team to borrow some space on their ticketing tool. They get mad when the website team messes up some other product tickets accidentally.

And so it goes.

When you look at these issues from the perspective of department heads, they all

seem like reasonable requests. But from the outside it looks like a mess.

When work is contained within a single department, the leader can find the tool that suits them best. But that information (and the ability to work on it) gets siloed.

The larger the organization gets, the more pronounced these problems become.

But what if it didn't have to be that way?

- What if everyone had access to the information they needed?
- What if teams could instantly connect and share data?
- What if department leads could keep their autonomy and create their own systems without creating silos?
- What if you could collaborate in the context of work instead of in multiple different applications?

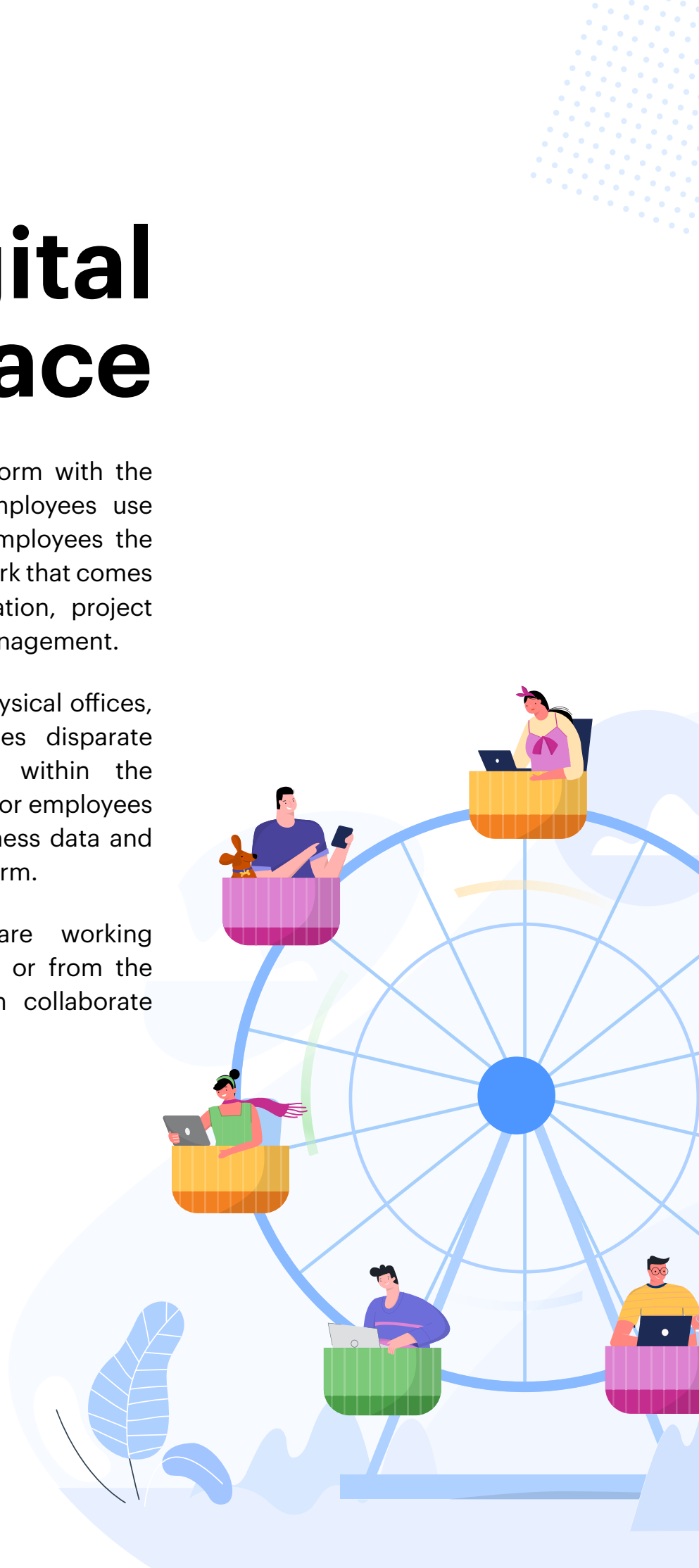
Chapter 02

The Digital Workplace

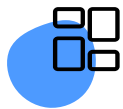
A digital workplace is a platform with the basic set of digital tools employees use to get work done. It gives employees the power to handle any kind of work that comes their way including collaboration, project management, and process management.

As a virtual replacement of physical offices, a digital workplace integrates disparate business applications used within the organization to make it easier for employees to access the necessary business data and tools through one single platform.

Whether team members are working remotely from different cities or from the same office space, they can collaborate through a digital workplace.



A digital workplace transforms the way an organization works



No switching between apps

Employees need access to multiple applications every day just to organize and manage their work. On average, organizations now use over 16 SaaS applications. But too many tools confuse and overwhelm your employees. They end up constantly going back and forth between applications just to accomplish a single task. In fact, more than two-thirds of employees waste up to 60 minutes every day just toggling between applications. A digital workplace offers a central platform to access all your applications, business data, and projects in one place. It saves time from app switching and improves the employee experience.



More visibility and more

A digital workplace platform creates a more transparent working environment where team members can track the status of every project or task they are involved in. This leads to less email follow-ups and more time to do the important work. Team leaders can list out tasks that need to be done, assign them to other members, specify deadlines, and make sure everyone is in sync. With more visibility and control, employees feel more accountable and responsible. Moreover, it also cuts down on excessive meetings and allows team members to focus on their core work responsibilities.



Automation

A digital workplace automates mindless and repetitive processes that take up too much time, such as document approvals and data entry. When employees are no longer bogged down by tasks that require a lot of clicking, they focus better on more complex tasks that require innovative thinking and problem-solving. Moreover, automating mundane processes also allows employees to approach their work with more enthusiasm.



Better collaboration

Offices used to be able to rely on watercooler and other casual conversations for collaboration. But if your teams are distributed, you need better collaboration while ensuring employees aren't spending too much time in pointless meetings. A digital workplace can improve collaboration in organizations by making it easier for employees to communicate with each other. Moreover, by streamlining internal business processes, digital workplaces also improve transparency which leads to fewer email follow-ups and confusion.



Support for remote

While many predicted a slow shift to remote work by 2025, the coronavirus pandemic forced a much faster rollout. As a result, companies had to quickly scramble to find the right tools to manage their work while working from home. No matter how long it takes to completely fight this pandemic, it is clear that remote work is here to stay. By implementing a digital workplace, you can make sure your employees are able to work with optimum productivity, whether they are in the office or working remotely from their homes.

Improved employee experience with a digital workplace

Employee experience is just as important as customer experience. Focusing on employee experience helps organizations create a culture of high performance where employees feel valued and want to perform at their best.

When organizations have engaged employees working with them, they are able to pull **2.5 times more revenue than companies with comparatively low employee engagement.** So, if your organization wants to retain top talent and achieve higher revenue, you need to prioritize employee experience.

Employees and their actions make a bigger difference than any technology you can introduce. No matter how much you invest in technology, you won't see any visible results if your employees are disengaged and they don't find the technological tools helpful enough to manage their work.

Digital workplace platforms follow a bottom-up approach. They keep in mind all the daily challenges of employees. When employees don't have to go back and forth between different applications just to find a few important files, they work more efficiently and are happier.

Whether or not you recognize that you desperately need a digital workplace, or if you feel like you might be able to string one together from your current tools,

It's important to know what a digital workplace is and what it isn't.

Misconceptions About Digital Workplaces

Defining what a digital workplace is not is helpful in knowing how you should adopt one in your organization.



A digital workplace is **not**:



An intranet

For enterprises, intranets are a central source for corporate information, policies, and news. However, intranets are limited in scope and do not encompass active internal processes, projects, and active discussions. They are generally for one way communication. Some digital workplace platforms house internal information.



A collection of apps

Hundreds of business app providers claim to be the solution that will revolutionize your company's future. However, when each department is using a collection of half a dozen or more apps, you are tempted to just call the whole thing a digital workplace. Budgets are blown, data is scattered, and no one likes working in this confusing space.

A digital workplace is **not**:



Productivity software

Microsoft 365 and G Suite with their traditional collection of email, word processing, spreadsheets, and slides, play useful roles, but do not comprise a unified digital workplace on their own. These suites often fall short on collaborative work management, leaving users to find solutions elsewhere for their work.



A collaboration tool

Replacing email with a standalone messaging or collaboration tool doesn't really solve your problem. Collaboration systems connect workers from any location for on-the-spot discussions but are usually limited to communication purposes. A digital workplace needs to have tools for work management that collaboration can't provide on its own.



Only for enterprises

A digital workplace doesn't require a six or seven-figure budget to be effective. Pinpoint what your business needs to run operations effectively. Affordable solutions empower companies of any size to automate processes, manage projects, handle cases, and collaborate, all on one platform. No-code platforms.



All about technology

Team problems such as poor communication, unbalanced task allocations, and bottlenecks are causing so much stress that many workers have quit a job to search for a company that provides a better digital workplace. A system's value is highly dependent upon the people using it. If an application is challenging for employees to maneuver customize.

The Present State of the Digital Workplace

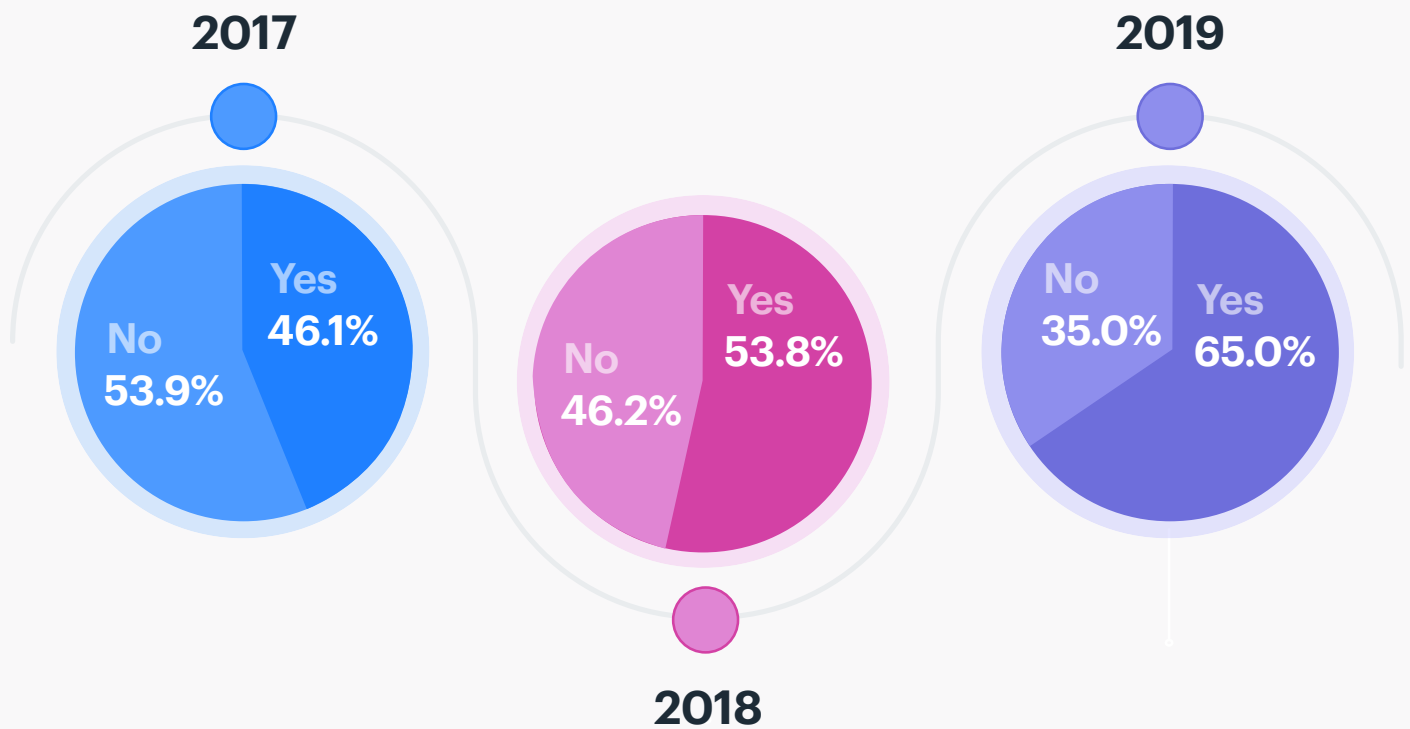
While technology has made enormous strides, connectivity and culture cannot be ignored, there is much ground left to cover for organizations worldwide to arrive at the truly digital workplace. The good news is, technology has helped us traverse the larger part of the journey. We are now at a place where we can begin addressing the finer challenges of digital work.

Most organizations across the world have begun a digital transformation as we speak. Over the last few years, there has been a steady increase in organizations adopting core platforms required for digital work.

The trend is catching on so well that nearly two thirds of organizations across the globe are already on the path to establishing a digital workplace strategy.

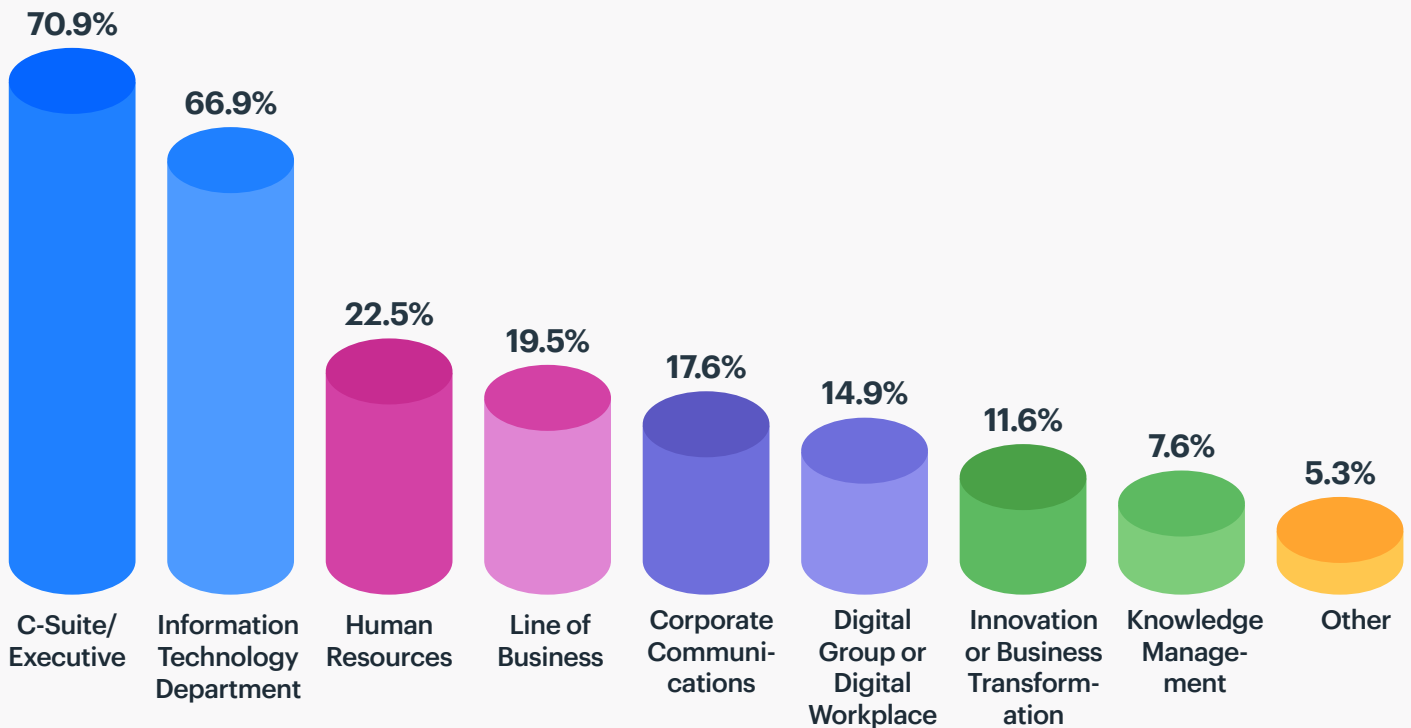


Do you Feel your organization has an established digital workplace strategy or program?



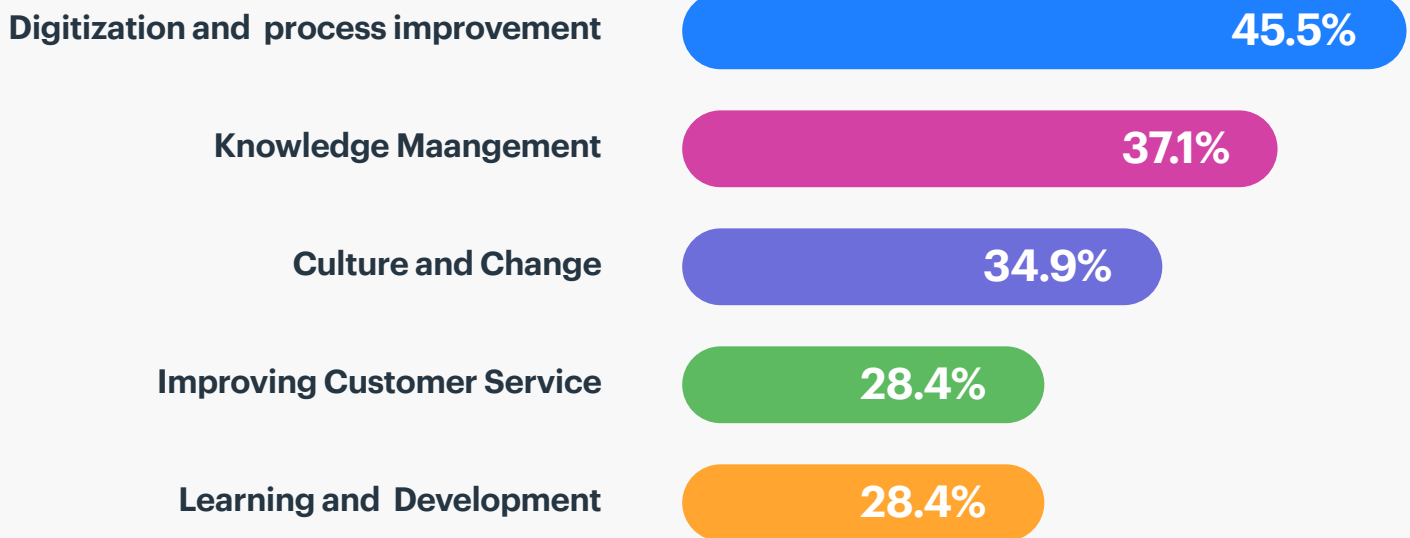
What is more interesting is the pattern in which the decisions to make the transition to a digital workplace has been taken across organizations. While it is common knowledge that the CXO's of an organization are at the forefront in making decisions regarding any kind of work transformation, studies throw up interesting facts about all the stakeholders when it comes to digital transformations. While it turns out that the C-Suite / Executive calls most of the shots in such decisions, a vast percentage of those decisions involve or originate from other departments such as HR.

Who makes digital workplace technology purchase decisions in your organization?



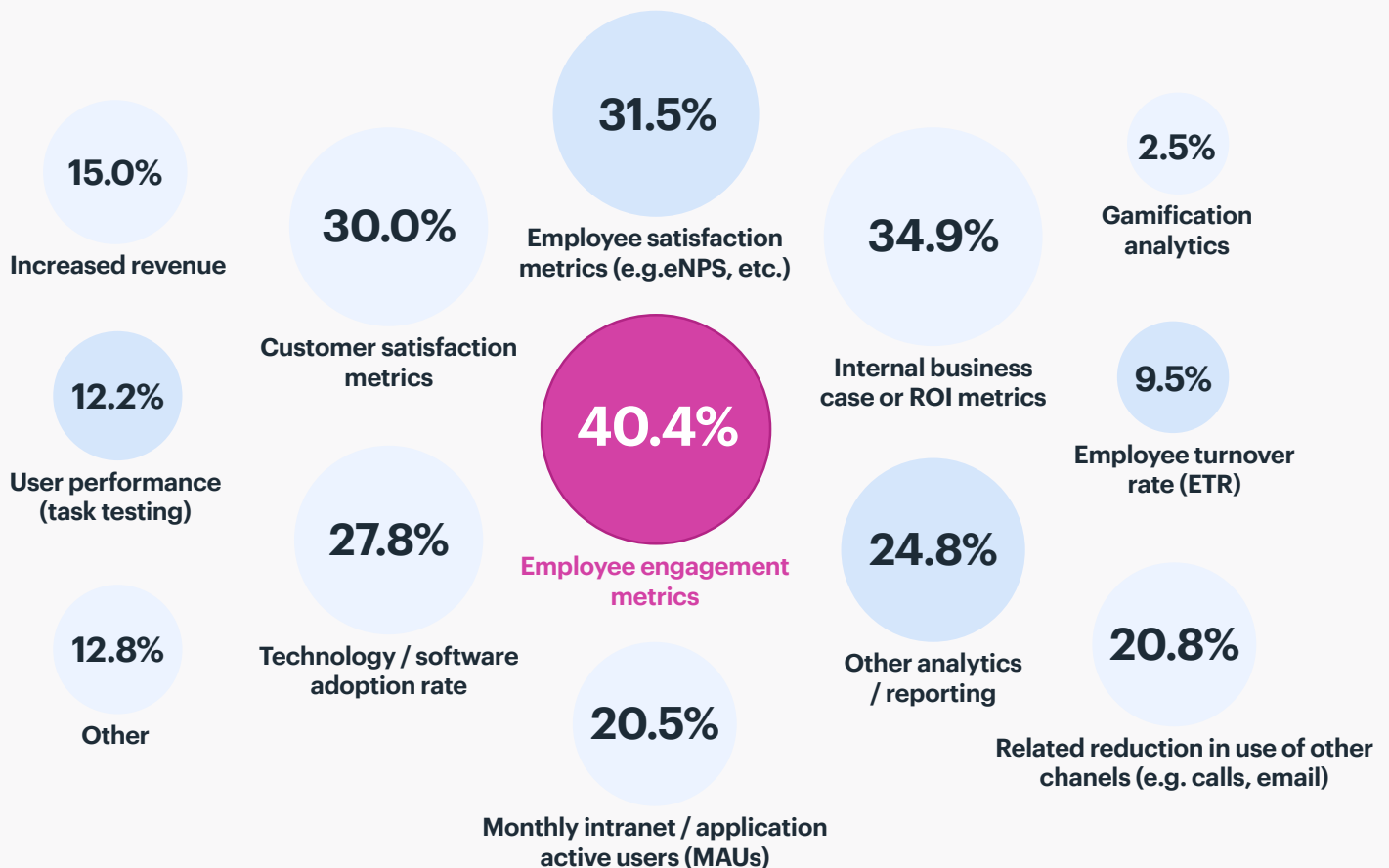
Most organizations have been in the process of transiting to the digital workplace over more than a decade now. To begin understanding the transition to a truly digital workplace, it's best to know the levels of digitization across work verticals.

What are your organization's top five digital workplace priorities?



While a digital workplace largely benefits businesses in terms of productivity and better performance, its greatest benefit has been the vast improvement in employee engagement and satisfaction. Across the board, employee engagement and satisfaction rank the highest in studies about the benefits of a digital workplace. As companies think of digital transformations, this factor is key to most decisions made regarding a digital workplace. When employees are happy, they are naturally more productive.

Which types of metrics does your organization use to measure the success of digital workplace improvement efforts?



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The Cost of a Digital Workplace

There are three options to start using a digital workplace.

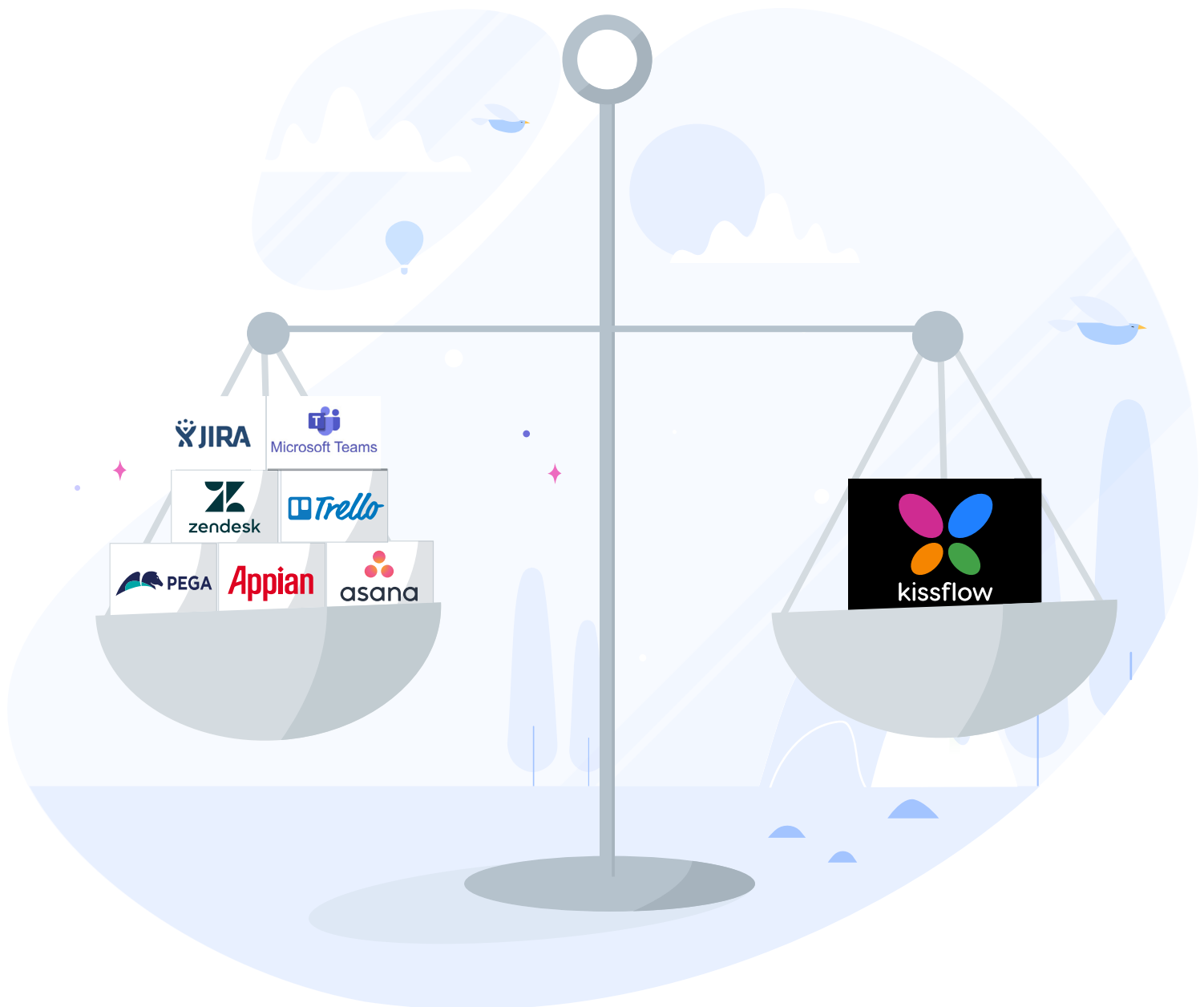
First, you can create your own system from scratch. While you may have very individualized needs, this is the most expensive option out there. Creating something as large as a digital workplace will require a lot of time and effort.

Second, you can use a few handfuls of applications and connect them through APIs or other connectors. This gives you the best-of-breed approach by selecting the best option for project management, then the best for process management, then for asynchronous collaboration, and so on. However, this approach is also expensive. You need to license each software individually, and also pay programmers to keep your connections up to date.

Third, you can invest in a unified platform. This is the most cost effective solution, but only if the platform you choose must have a large chunk of all the functionality you need. You may give up on some of the more advanced features of speciality, point-solutions,



Here's an example of all the tools required by a modern organization to keep things running:



Kissflow Digital Workplace

Kissflow Digital Workplace is a platform built for supporting truly digital organizations that want to take the next big leap towards success. Kissflow provides all the tools that an organization needs to manage any kind of work. It helps you build the kind of consistent digital culture you need to succeed in the future.



With Kissflow digital workplace, you can:

- ✓ Turn your workflows into data
- ✓ Quickly make changes to adapt to new market conditions
- ✓ Transform contributors into digital leaders
- ✓ Build customized tools even before they are available in the market

....and much more. A lot more.

With our people-centric and intuitive digital workplace platform, your organization can grow into the digital workplace it needs to be.



Digital Workplace

<https://kissflow.com/digital-workplace>

We'd love to talk!
Reach out to us

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