



**High-Yield Methods**  
A world leader in Outside-In Process Design.

## Enterprise Collaboration Applications: Creating an Alternative Messaging Channel

**W**henever we conduct an O/S (office/service workplace) process analysis we know one major problem we'll encounter before we ever walk in the door. *E-mail*. If e-mail was a person, you would have fired him years ago.

Would you let someone gumming up the works so thoroughly and so often stay employed for even a month? Of course, you wouldn't. But e-Mail's been around over a decade because we've lacked smarter, more powerful alternatives that are as proactive as e-mail is reactive. And BTW, the same could be said about voice mail and faxing, two more communication channels that detract mightily from effective and efficient work.

Fortunately, *relief is on the way in the form of a radically improved internal communication approach called "Enterprise Collaboration" (EC)*.

EC uses well-tested technology in a new configuration to overcome communication lapses and breakdowns that reduce work quality and increase costs—and both impacts can be dramatic.

Consider the possibilities. Several staff members are responsible for different steps within the same job—which could be mortgage processing, field service, inside service and support, complex team sales, financial audits, legal research and prep, job applicant screening and processing or *any* coordinated business activity involving multiple people. The various staff members use multiple communication channels including telephone, e-mail, fax, instant messaging, even water cooler conversations. Consequently, no one person knows all about the work. Confusion often reigns. Steps are taken twice or not at

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#### HIGH-YIELD METHODS

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all. And there's often a subsequent blame game. In fact, put a customer into the loop and the damage done escalates dramatically.

Converting these goings-on into effective and efficient process requires tools we've lacked—until now. But now we unsnarl these situations and convert them into streamlined process—with EC.

### **How EC works**

EC's functional capabilities include:

- Tracking personnel status and location, whether inside or outside the office
- Expert routing to find alternative resources when primaries are unavailable
- Auto-assigning incoming work to idle, qualified resources
- Consolidating all communication modes into a single log (UC)
- VoIP “push” messaging to get past voice mail and e-mail in-boxes
- Task assignment and tracking
- Alerts and escalations for actions not taken within specified times
- Multi-dimensional reporting for identifying causes of delayed work

EC will streamline internal communication across the board, which raises customer responsiveness levels while eliminating huge amount of non-value adding employee time invested in internal messaging.