The Benefits of Wallboards

Introduction

Organisations today are faced with many challenges. It's a highly competitive world in which our customers have many choices when it comes to buying any goods and services.

Retaining existing customers, controlling costs and seeking competitive advantage have always been difficult goals and a challenging economic environment only adds to that difficulty.

Many companies and organisations however, thrive in such circumstances and this guide seeks to show one way of achieving those goals through the effective use of communications.

There can be no doubt that the pace of technological developments and change within the communications world has accelerated in recent times – the Internet alone has demonstrated this to us all and opened up a myriad of commercial opportunities – and threats for business.

For small to medium enterprises (SMEs), often without in-house technical skills and experience to determine which communications products and applications are best suited to their business, the prospect of using technology for commercial advantage can be daunting.

Get it right and the business could be transformed. Get it wrong and it could be an expensive mistake that could have more than a financial cost.

Have you ever walked through a busy sales or service office and wondered, 'What's happening in this business right now?'

The staff may look really busy but what is the real story?

'How many calls have been missed, how many callers are in the queue waiting to be answered – and how many of them are our major accounts that we REALLY need to prioritise and look after before they call our competitors?

Wallboards, whether actually mounted Plasma screens on the wall for all to see in an office or PC based for individuals and supervisors, can provide instant answers to these questions at a glance.

Such as:

1. **Measure Performance** - Define your own performance objectives and have them monitored automatically and continuously in real-time.

2. **Set Alarms** - Set alarms for unwanted or unexpected events and be informed visibly and by email. For example, when any call waiting to be answered exceeds 30 seconds.

3. **Increase Sales** - Set targets for individuals or teams for the number of calls to be made or answered in a given time, and see progress towards their goals visibly in real time.

4. **Improve Performance** - Drive positive change in your business by aiming to meet or exceed performance targets and by reacting quickly to any alarms that have been raised.

5. **Share** - By sharing both business and external content (such as news feeds) with your teams, you can keep staff involved and highly-motivated to achieve common goals.

Modern display wallboards should be able to integrate fully with your other applications such as Call and Contact Management systems as well as your core communications platform to give the widest possible choice of information that individual companies and users want to see.

Going a step further, some display wallboard systems can mix live call data and XML output from any business database, along with the relevant RSS feeds, web pages and IPTV/video output all completely under the control of the user.
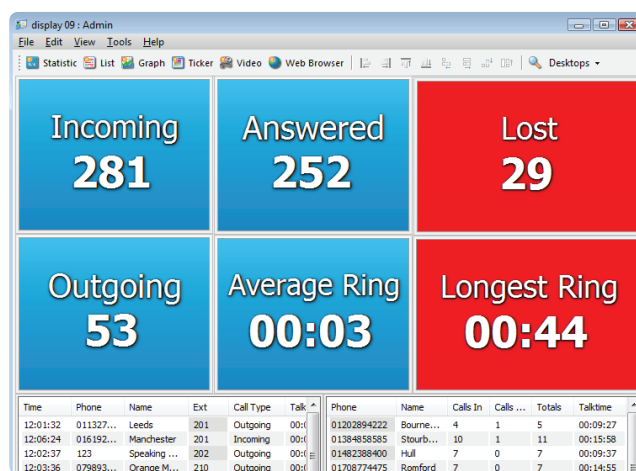
Oak has the right product to meet your needs.
www.oak.co.uk/wallboard