
Attention Corporations:

Improving Your Company's Communication Methods Can Make for a Happier, More Productive Work Force

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PRODUCT

YVC-1000MS



In today's crowded, highly mobile world, the traditional way of working — commuting to and from the office, relying on email, and gathering in the conference room for meetings — is no longer efficient or productive. Nobody wants to spend most of their waking hours at the office using yesterday's technology.

We're clearly due for a shift in the way we work. Although most companies know they need to make some adjustments in work style, many don't know what changes to make or where to start. Fortunately, thanks to technology, companies can introduce simple reforms that will make a big difference for employees and the whole enterprise. Change starts with how they communicate.

Why is it so important to reform how we communicate? In a word, time.

Ideally a business uses time more efficiently to increase productivity, reduces work time to increase employee motivation and satisfaction, or both. Reforming the company's means of communication and using the right tools can help this happen.

The shift from the conventional "3F" way of working — fixed time, fixed place, fixed device — and toward the notion of "3A" — anytime, anywhere, any device — is the first step toward changing the company's culture and practices.

One of the most effective work-style changes is telecommuting, with employees taking advantage of the internet to work from wherever they are. When people work from home or a hotel or a café, they can more easily fit work into their day, and this convenience feeds work-life balance.

To affect change in its culture from the top down, the company can start with basic functions, such as meetings. Chat tools and cloud services today let you participate in meetings remotely. By skillfully taking advantage of IT and the right hardware, companies can allow their people to take part in meetings from anywhere.

Some managers think that employees might use chat tools to discuss personal matters instead of work. However, people of all ages routinely use chat tools in their personal lives. Instead of stifling that form of communication in the workplace, why not use it to improve productivity? People will have social conversations with their co-workers, with or without chat tools, and the benefits of such tools to productivity far outweigh the risks.

Case in Point: Skype for Business

Consider Skype for Business, a chat tool that's used around the world by enterprises and start-up corporations alike for everything from internal meetings to international conferences. In Japan alone, more than 60 percent of listed corporations use it. Companies have seen big benefits — faster communication and improved productivity — working with Skype for Business largely because of the huge advantages it has over the conventional email-reliant way of working.

Each email requires a series of tasks. You write a document and send it. The recipient reads it, writes a response, and sends it. You receive the response, read it, and respond back. The cycle is long and inefficient, and it often leads to miscommunication. Chat tools allow for an instant exchange in which participants see one another. The resulting improvement in productivity simplifies employees' work and improves their job satisfaction.

Allowing communication with people no matter where they are, Skype fulfills the "anywhere" part of the 3A premise. The person you are talking to might be working at home, in a regional office, or an overseas branch, or maybe in a café in Hakodate like me, but location no longer matters.

Despite Skype's broad brand recognition and worldwide use, Microsoft continues to improve Skype for Business to make it even more appealing for corporate use. For example, we have enabled users to multitask — like working in Office — while using the chat tool. We also equipped it with functions for clearer audio and provided fully extensive security features.

Companies can use Skype for Business even more effectively when they pair it with Microsoft-certified hardware that enables clear audio. One such piece of hardware is the Yamaha YVC-1000MS, a unified communications microphone and speaker system certified for Skype for Business. The Yamaha YVC-1000MS meets Microsoft's highest standards, providing natural, clear audio that defines the Skype for Business meeting experience. Its echo-cancellation and noise-reduction functions, allow for flawless performance and sound quality. Plus the system can be easily expanded by daisy chaining microphones to easily enhance the user experience.

The Yamaha system plays a big role in creating spaces that reshape our ways of working. Telecommuting will increase, as will meetings between tertiary locations, such as satellite offices or shared spaces. With a system like the YVC-1000MS, companies can more effectively capitalize on Skype's potential and improve the quality of such meetings.

I want to make our society one where people achieve a fulfilling life based not on their jobs, but on themselves. When their lives are fulfilled, they can do good work. By making strategic use of technology, corporations can help create happier, more productive employees — and help make my vision a reality.

About Yamaha

Since its founding in 1887, the Yamaha Corporation Group has developed its business activities focusing on musical instruments, audio products, Yamaha music schools, semiconductors, and other products and services related to sound and music. With its unique expertise and sensibilities, gained from our devotion to sound and music, Yamaha is committed to creating excitement and cultural inspiration together with people around the world. With 10 years of history in the Japan market, Yamaha's dedicated unified communications department focuses on solutions that enhance communication and help organizations reach their business goals.

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