If you're customer-obsessed.

Separation anxieties

For employers planning to adopt hybrid working after the pandemic, the cultural implications of operating with a distributed workforce are not to be taken lightly.

Rich McEachran

To minimise disconnection in a hybrid world – where many employees are working from home, or at least remotely – it is crucial to ensure that the human connection is never lost. That requires an interested leadership team with a clear vision and purpose. Once you have clarity about your cultural priorities, you will make better decisions about content changes and digital tools. Huler has encouraged distributed working for more than a decade. This is a fact, but important, difference between remote working and distributed working. The former is purely the act of working at any place that isn’t on the company’s premises. The latter refers to collaboration by teams whose members work in different locations. Even though Huler’s employees have successfully distributed working for years, it has been vital to focus on their workplace experience at GitHub, an open-source software platform. "Giving people the technology they need to work productively in the easy part of rolling out distributed work. Fully supporting changes to employees will be vital for the hybrid working model to succeed. Being prepared to fail sometimes, to keep clients and customers happy, is crucial."}

“While it's important to keep clients and customers happy, it's equally important to keep employees happy…”, says Owen.

Lisa Finnegan, vice-president of global communications at Huler, acknowledges that the hybrid working model poses challenges on its own and for everyone, adding that the hybrid working model is being prepared to fail sometimes, to keep clients and customers happy. In order to minimise disconnection in a hybrid world, it is crucial to ensure that the human connection is never lost. That requires an interested leadership team with a clear vision and purpose. Once you have clarity about your cultural priorities, you will make better decisions about content changes and digital tools.

Huler’s experience working with remote employees has been invaluable in understanding the importance of workplace culture. "Giving people the technology they need to work productively in the easy part of rolling out distributed work,” says Owen. “Fully supporting changes to employees will be vital for the hybrid working model to succeed. Being prepared to fail sometimes, to keep clients and customers happy, is crucial.”

Real-time collaboration tools and communication platforms are a crucial part of the hybrid working model. These tools enable employees to work together seamlessly, ensuring that everyone is on the same page, no matter where they are located. The challenge is to ensure that the human connection is never lost in this new world of working. That is why it is crucial to have an engaged and motivated team. The key to success is to have a strong culture and a clear vision that all team members can relate to.

In conclusion, the hybrid working model presents both opportunities and challenges. By embracing the right technology and creating a strong workplace culture, organisations can thrive in this new world of working. It is essential to invest in the right tools and infrastructure to support remote working, while also ensuring that employees feel connected and supported. The future of work is here, and it is up to us to ensure that it is a successful one.
Hi-tech hijack: how not to get hacked

The cyberattack that cost a US fuel industry $4.4m in May highlights why businesses need to treat the fast-emerging threat of ‘ransomware’ as a service more seriously

Chloe Pickford

As a service

The cyberattack that cost a US fuel industry $4.4m in May highlights why businesses need to treat the fast-emerging threat of ‘ransomware’ as a service more seriously.

The internet of things is about to get a lot more tortuous, according to industrial security expert Karl Triola.

Triola, who has worked with organisations such as the National Cyber Security Centre and the US National Security Agency, says that the internet of things is still “far too vulnerable”.

“People are starting to wake up,” he says. “But it’s still early days.”

Triola is one of the many experts who believe that the internet of things is still in its infancy.

And for good reason.

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The realisation that working at home can be particularly stressful has spawned a range of hi-tech solutions designed to help employers keep their remote workers engaged and motivated.

Bradley Gerrard

Enabling your business conversations

Technology has been the key driver that’s prompted many firms to arrange video calls during the coronavirus. Even friends and families have joined in to help keep their workers’ spirits up.

Companies were able to shift their operations online and stay connected during the Covid lockdowns thanks to various software applications, including the now ubiquitous Zoom and Microsoft Teams.

The fact that work has been possible during these periods of confinement has earned many firms high praise from employees, who say it has been easier to work from home as they have their stress-free zones from work.

When employees have time to themselves to become more productive, they have also found it easier to maintain their work-life balance, which is often difficult to achieve in a makeshift workplace has created its own challenges.

As the fighting worked needed to be activated by the new boss, human leaders would be well advised to look out for tech that will genuinely support their employees’ wellbeing.

Team bonding suffers when people work remotely. Things such as virtual quizzes don’t generate that true connection.

David Miller, CEO of London-based creative agency that think tank Red Chalk

Darwin Miller didn’t need much encouragement to talk to his team about how he would make sure his remote working colleagues were kept engaged in their work.

Many businesses were concerned that their employees were feeling so well during the ordeal of the Covid lockdowns, which is why employers such as Red Chalk have been keen to improve the work experience for remote teams.

Censusorarily thought a digital solution to enhance that engagement if everyone in the company would find part of the role’s work to be more enjoyable.

Miller himself has been a big proponent of using the app, which has other functionality that allows users to turn their phone camera on and have a chat with the human who can’t presently work during the lockout.

The idea is to encourage effective working with employees to better understand their real needs. Many businesses are only surveys at a step to keep what they’ve learned in the past in mind and to adapt their working environment.

Team bonding suffers when people work remotely. Things such as virtual quizzes don’t generate that true connection,” Miller says. “...through human contact can you generate that important team atmosphere...”

INOS is the leading European provider of cloud infrastructure, cloud services and hosting services. InOS Cloud provides everything needed for success in and with the cloud: Compute Engine, Managed Kubernetes, 53 Object Storage and Private Cloud powered by VMware.

While Miller believes that there hasn’t been a period of forced distance to encourage employees to bring their “white collar” work, any concerning division between home life and work life (that’s “disconnectedly”) in order to focus on their work is the key to their work.

INOS Cloud provides everything needed for success in and with the cloud: Compute Engine, Managed Kubernetes, 53 Object Storage and Private Cloud powered by VMware.

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Hybrid theory: time to rip up the rulebook?

Cath Eustace

Businesses that intend to adopt a hybrid working model need to conduct a critical review of their operations and, if necessary, reconfigure conventional wisdom about how work should be organised.

Making the hybrid model work involves both trust and a much more integrated set of digital tools.

"I've been working with it for a while now, and it's the best thing I've ever done. It's my secret weapon, and I use it every day," says one of the project managers at a large multinational company. "It's helped me to communicate with my team more effectively and efficiently, and it's saved me a lot of time and money." - Cath Eustace

Connectivity powers the demands of hybrid working

Successful hybrid working will require a strong, inclusive culture that keeps people engaged, connected, and underpinned by tech that supports higher bandwidth demands.

If you have a healthy workforce, mentally and physically, you have a healthy business

"You don't have to be a computer scientist to understand the concept of secure communication. It's all about making sure that your data is safe and secure, and that you have the tools to protect it." - Cath Eustace

Are you ready for the future of work? - Yes, our bandwidth calculation here in Hybrid

RACONTEUR.NET CONNECTED BUSINESS
When choosing online passwords, too many of us still use unmixed names and numbers. Their simplicity makes our accounts more vulnerable to hacking. Given that the average person maintains about 90 online accounts, people often resort to using a handful of familiar passwords that are easy to remember. But this could be leaving individuals open to fraud – and their workplaces vulnerable to costly cyberattacks.

### WHAT ARE THE TOP 10 WORST PASSWORDS USED IN 2020?

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<td><strong>01</strong></td>
<td>123456</td>
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### WHAT'S IN A NAME? MEMORABLE PASSWORDS

When inspiration is lacking, Britons are likely to use the names of their favourite football teams, musicians and even fictional characters – but this practice makes their accounts more vulnerable to hackers.

### HOW WE KEEP TRACK OF OUR PASSWORDS

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<tr>
<td><strong>32%</strong></td>
<td>Manually enter a different password for each log-in</td>
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<td><strong>29%</strong></td>
<td>Rotate between five and 10 different passwords</td>
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<tr>
<td><strong>27%</strong></td>
<td>Use a password manager</td>
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<tr>
<td><strong>18%</strong></td>
<td>Use the same one or two passwords for all accounts</td>
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### WHAT ARE THE BIGGEST FRUSTRATIONS OF PASSWORD MANAGEMENT?

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<tr>
<td><strong>88%</strong> of consumers across the world reuse passwords for more than one account</td>
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<td><strong>53%</strong> of Asian Pacific consumers most frustrated at needing to keep passwords for consumer websites</td>
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<td><strong>51%</strong> of European consumers find this annoying</td>
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<td><strong>44%</strong> of European consumers frustrated by being asked to enter private information</td>
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### WHAT WERE THE MOST FREQUENTLY USED PASSWORDS IN 2020?

- **ashley** used by 432,276 account-holders in the UK
- **michael** used by 425,291 account-holders in the UK
- **daniel** used by 368,277 account-holders in the UK
- **jessica** used by 324,125 account-holders in the UK
- **charlie** used by 308,939 account-holders in the UK
- **superman** used by 333,139 account-holders in the UK
- **naruto** used by 242,749 account-holders in the UK
- **tigger** used by 37,290 account-holders in the UK
- **pokemon** used by 226,947 account-holders in the UK
- **batman** used by 203,116 account-holders in the UK
- **eminem** used by 167,983 account-holders in the UK
- **metallica** used by 140,841 account-holders in the UK
- **slipknot** used by 140,833 account-holders in the UK
- **liverpool** used by 280,723 account-holders in the UK
- **chelsea** used by 216,677 account-holders in the UK
- **arsenal** used by 179,095 account-holders in the UK
- **manutd** used by 59,440 account-holders in the UK
- **everton** used by 46,619 account-holders in the UK
With a few judicious technology interventions, a company can offer its customers the kind of high-quality, tailored online experiences that will keep them coming back for more. "No matter what way you choose to contact a business, whether it's through social media, email, phone or messaging them on a messaging platform, the customer wants to feel like the company cares about them. This is much harder for organisations to measure, but also to ensure that it meets customers' high standards. It's a necessary evil to solving a problem. From a technology point of view, it's the long waiting times and frustration customers would, at best, tolerate Felt their emotions were very well understood and acknowledged 39%

Felt their emotions were not understood or acknowledged at all 24%

Very satisfied 40%

Satisfied 40%

Neutral 24%

Very dissatisfied 6%

Duncan Jefferies

Visitors have been benefiting from in-store customer-service experiences that come alongside the service they expect from digital experiences. However, they can also enhance the customer journey by delivering more than just the product, but also by creating a perception of the brand as a whole. "The brand is competing for a customer's attention across different channels, and in-store experiences can make a real difference. This something that's been possible for physical retailers for many years, but digital retailers are starting to use it to their advantage."  

For more information, visit www.genesys.com/geri
Defensive AI is absolutely necessary to fight offensive AI. Humans alone cannot do this.
How to get 5G ready

The advent of next-generation mobile connectivity presents opportunities that businesses should already be investigating, according to experts in the field. Here’s their guide to getting started.

All Ascension’s tmrws is the next 5G destination.

The final stage of customers often experience the 5G network, wondering what it can do for them. The answer lies in understanding the technology’s potential benefits, according to Kunai Li, director of 5G product development at Ascension. "It’s crucial to understand what 5G can offer and how it can be harnessed to deliver value to your business. This involves understanding the technology’s capabilities and how it can be integrated into your existing processes and systems."

Kunai notes that 5G will be made available in a variety of scenarios, offering different capabilities. "Although some advanced features can be accessed today, developers need to think about the type of benefits required, a company must consider to what extent further research is needed to enable its services to meet user expectations," he says. "Every business transformation needs someone to lead it. Without the right leadership, a project will not deliver any further revenue, so it’s important to invest in the right team to drive the project forward."

The 5G network will enable businesses to develop new goods and services, according to Kunai. "This is the importance of 5G in the future. With 5G, your business will have access to the latest technologies and can develop new products and services that will help you to stay ahead of the competition and increase your market share."

My appeal is always for people to be application-driven. Don’t go chasing a technology just because it’s new. It’s crucial to understand what 5G can offer and how it can be harnessed to deliver value to your business. This involves understanding the technology’s capabilities and how it can be integrated into your existing processes and systems."

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My appeal is always for people to be application-driven. Don’t go chasing a technology just because it’s new.
It’s not about how many days you’re in the office; it’s about fundamentally changing the way you work.

When defining the ideal workplace, I need to explain as a basic diagram of people, property and process. The people are in a cubicle, the property has become more flexible and process is now more digitally transformed. To be one of the biggest questions that companies want to address, it’s about how the property, the humans and the process can be used and where do we allow it. Companies want to transform the office substantially to be more collaborative, to create spaces that have flexible functions, that allow them to compete or carve more capable workspaces and they are more associated with that. There may also be a cost associated with retaining teams, which is also more easy. If you want to change the space fundamentally, you need to think about completely new and different technological aspects such as connectivity. People also need to consider how to create productive, safe and well-designed places to work.

Keeping connected in the age of hybrid work

As organisations look to shift from remote working to more of a hybrid model, the future of workplace technology is central to ensure both employees and customers feel engaged.

The deployment of digital technologies is bringing to the forefront the areas where technology can support our customers are supported.
We believe in the power of simplicity

At Siegel+Gale, we own it, defend it and live by it.

We’re a brand strategy, design and experience firm. With unlimited imagination and a dedication to the facts, we build brands that cut through the clutter—and unlock success for our clients.

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