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Modern Businesses Are Migrating to Unified Communications

Communication remains vital to businesses; they're just using a variety of platforms these days to connect employees with co-workers, clients, and prospects. Utilizing all of these disparate tools can be cumbersome, inefficient, and overpriced. What if there was a way to combine all of your communications systems into one single, connected, cost-effective solution? There is: Unified Communications (UC).

Unified Communications is just that, a solution that unifies all of your various communications systems into one easy-to-use platform. One phone number connects your desk phone, computer's communication tools, and mobile phone, which is also accessible across all of your devices. With UC, phone calls, instant messaging, emails, text messages, video conferencing, voicemail, web conferencing, and more communication channels are all integrated with a single sign on, no matter your location. A UC solution changes the way your organization communicates and shares information, better facilitating collaboration, cost savings, and customer service all through a single provider. That's why businesses are increasingly migrating to Unified Communications.



Here are some specific benefits your organization can expect to realize from a UC solution:

Improved collaboration and productivity – Modern employees don't work exclusively from their desks. UC makes it possible for your staff to collaborate more effectively when out of the office by providing them the flexibility to easily communicate through a variety of channels regardless of their device or location.

Lower costs – Consolidating your various communication channels into one unified solution for a fraction of the price will provide significant cost savings for your business. Collaboration features such as web conferencing can help reduce travel costs as well.

Better customer service – UC provides a better line of communication with your clients, which is vital to any business. Having a wide variety of channels at your disposal makes it possible for customers to communicate with you on their own terms and reach you no matter where you are.

Improve the way your staff connects with clients and each other through a Unified Communications solution. Contact us today to learn more.

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Keep Them Coming Back with Good Customer Service

Here are some tips to help you provide your customers with a great experience, one that will keep them coming back to do repeat business with you.

Respond in a timely manner – Response time should always be kept to a minimum. Even if you don't have a resolution for them at that time, respond promptly to at least let them know it's being addressed and they are not being ignored.

Don't redirect them if possible – Even when it's not your specific responsibility, if you can help resolve their issue, do so. The fewer people a customer has to speak with, the better.

Don't make promises you can't keep – Managing expectations is a big part of good customer service. Before promising something to a client, be sure you can deliver on it. Failing to do so is a surefire way to lose their business.

Go the extra mile – Whenever possible, don't just provide good customer service; take any possible extra steps to provide excellent customer service. Clients will notice your effort and feel appreciated for it.



Is Your Printer Putting You at Risk?

Despite the high cost of a cyberattack, many organizations continue to ignore a major security vulnerability that can pose a serious threat to their data: their printers. Modern printers have evolved into powerful solutions that can have a tremendous impact on workflows by automating manual tasks. These smart devices are essentially networked computers that serve as file servers in many workplaces. Like any other networked device, your printers must be protected against unauthorized access to keep your sensitive data out of the wrong hands. However, printers are commonly overlooked when it comes to security. According to a survey by Spiceworks, 43 percent of companies ignore printers in their endpoint security approach.

While your office printer poses a security threat that should not be ignored, there's no need to disconnect these venerable and valuable devices. Like any other risk, those presented by modern printers can be mitigated through awareness and diligence. Your printers can be secured through a number of security measures, such as firewalls, disk encryption, Secure Sockets Layers (SSLs), firmware updates, and regular patch management. Replacing older printers with newer models will also help protect your data, as these devices typically come equipped with embedded security features to help mitigate risks.

The Business Voicemail: What the Future Holds

While its use has certainly declined, many people still find value in voicemail and actively use it in professional settings. For starters, voicemail is more convenient to use than ever. Our messages can be easily accessed via transcribed text messages and emails no matter where we are through solutions such as Unified Communications. Voicemails also provide an impact on their recipients that text-based communications can't offer. Hearing a voice attached to a message adds a human element to an otherwise vapid communication, promoting relationship building with coworkers, clients, and prospects. Voicemails enable you to provide tone for your message, which can be difficult to infer from written words. Moreover, if you're in sales, voicemails are another touchpoint you can use to connect with clients.

There's no doubt voicemail isn't as popular as it once was, but reports of its death are premature.

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Employees Aren't Embracing Open Work Spaces

While many employers believe open workspaces spur interaction and spontaneous conversations that lead to brainstorming great ideas, the reality is these layouts have the opposite effect. Walk into the average open office and you'll likely see employees wearing headphones or ear buds, staring at their screen trying to look busy. Employees in these environments struggle to focus because of noise and distractions, so they choose to tune out. This leads to them collaborating less with coworkers.

Studies have revealed face-to-face interaction actually decreases in open workspaces, as employees increase their use of email and instant messenger to communicate with one another in these environments. As opposed to increasing collaboration, switching to an open workspace resulted in staff members resorting to written forms of communication rather than speaking to one another—not exactly the desired result of an open office layout.

All of this leads to more stress, more unhappiness, and even more sick leave. So before you decide to tear down those walls and sell your cubicles, consider the impact an open workspace will have on your staff and how that will ultimately impact your company.



Why Corporate Recycling Programs Are Business-friendly

Implementing a recycling initiative is a greener way for your company to operate, benefitting both your organization as well as the environment. Here are a few of the perks you can expect to realize from participating in a recycling program.

Save money – Businesses are always looking for ways to contain costs, and a recycling program is an easy place to start. Simply reducing the amount of waste you produce will lower your waste removal and landfill costs.

Boost your reputation – Companies demonstrating a commitment to the environment generally outperform those that don't. A recycling program is a foolproof way of improving your company's reputation among clients and prospects, as well as prospective employees.

Increase employee morale – Most employees want to work for companies committed to the environment. Simply knowing they work for a socially responsible employer will help improve your employees' engagement. Happier employees are also less likely to leave, reducing turnover rates.

Is your business ready to do its part by becoming more sustainable?



Is Your Culture One of Respect?

Employees want to be respected by both their coworkers and superiors. In fact, in a survey by Society for Human Resources Management (SHRM), 72 percent of employees rated respectful treatment as "very important" to them, making it the top contributor to overall job satisfaction. A culture of respect is one in which employees are valued, communication is civil, people are treated the way they'd like to be treated, and disrespectful behavior is not tolerated by management. This type of atmosphere has a tremendously positive impact on both employees and the company itself, resulting in benefits such as:

- **Reduced turnover** – Employees are more likely to stay at a company where they feel respected.
- **Increased employee engagement** – A Harvard Business Review survey revealed that respect was the number one behavior that leads to greater engagement and commitment. Engaged employees are naturally more productive than unengaged workers.
- **Improved collaboration** – Employees are more likely to share ideas, build relationships, and work closely with one another when they feel respected by co-workers.
- **Greater employee well-being** – Respected employees are less stressed, which leads to better attendance and overall better health.

Digitized Documents: Better for the Environment and Your Office

Digitizing your documents through a document management solution eliminates paper from your business processes, replacing them with digital versions. Working with documents in digital rather than paper format will reduce your company's environmental impact while offering benefits to your business as well, making it a win-win proposition.

Using less paper is obviously beneficial for the environment. Less paper used means fewer natural resources required to produce paper, lower greenhouse gas emissions produced during transportation, less energy used to create and work with paper documents, and less paper waste ending up in landfills. What might be less obvious is how going paperless can improve your business processes. Paper documents are easy to misplace or misfile, clutter your office space, make collaboration challenging, limit employee access to information, and present security risks. On the other hand, with your documents digitized and stored electronically, you'll eliminate these hurdles, improving efficiency and productivity. Digital documents are filed and stored electronically, don't take up valuable office space, can be worked on simultaneously by more than one person, can be immediately accessed from anywhere, and are easier to keep out of the wrong hands.



► Hot Products

HP PageWide E77660dns

Quality printing for a great value is a smart choice for any business. Produce premium, professional-quality documents at a competitive low cost with the HP PageWide E77660dns, built to make your work—and your business—look its best.



- Print Speed: up to 60 PPM in Color / 80 B&W
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- Max Paper Size: 11" x 17"
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- Standard Duplexing
- Max Paper Size: 13" x 49.6"
- Max Paper Capacity: 16,200 sheets



imagePRESS C810

The Canon imagePRESS C910 Series is a true, light to mid-volume production color digital press that incorporates advanced technologies to help small commercial printers and in-plants achieve amazing results—all in a compact footprint. The imagePRESS C810 offers robust production speeds of up to 80 pages-per-minute (ppm).

The imagePRESS C810 color digital press series is engineered to help print service providers meet today's challenging demands and tight deadlines. This color press reflects the synergy of intuitive operation and embedded color controls, allowing for operators from entry-level to the most experienced to produce brilliant output on a wide range of media while also shortening turnaround times for both simple and complex jobs.

- Print speed: 80 PPM in Color and B&W
- Network Ready
- Standard Duplexing
- Maximum Paper Size: 13" x 19"
- Max Paper Capacity: 11,200 Sheets