Unified Communications: Made For Millennials

Today's business leaders cannot afford to ignore Millennials. Members of this generation are beginning their careers en masse, and by the end of the decade Millennials will likely comprise more than half of the world's workforce. To remain competitive going forward, companies need to actively seek out the most skilled, promising Millennials.

To this end, unified communications are critical. UC tools are ideal for Millennials, as they accommodate many of this generation's most common preferences and attitudes:

• Millennials tend to love multitasking, and a UC solution connects a range of channels into a single touchpoint.

• Millennials want to remain connected at all times, regardless of location. UC delivers this level of IT access via diverse devices.

• UC tools allow companies and users to create unique solutions, and Millennials crave that level of customization.

• With a UC system in place, the company can exert a level of control and oversight over workers' devices and IT services without too great an imposition.

• UC enables employees to communicate with each other quickly and easily, which is key for a generation raised on social media.

With all these advantages, it's clear that UC solutions are the perfect complement to Millennials' work preferences. Deploying such a system will make a company that much more appealing to these young professionals.

UNIFIED COMMUNICATIONS

MADE FOR MILLENNIALS

Before the end of the decade, Millennials will officially represent more than half of the global workforce. To promote the productivity of this increasingly powerful segment, companies would be wise to start incorporating elements of unified communications today.

Multitaskers by Trade

Millennials are wired to interact with multiple forms of media at once, so why not connect all these channels back to a single touchpoint?

Always On

Out of the office doesn't mean off the clock; Millennials crave connection regardless of location or device.

Unique Individuals

Millennials want to plot a path that works for them, instead of conforming to rigid tools that tell them how they should work.

Self-Service Solvers

Millennials will find a way to use their preferred communications tools one way or another, so better to keep activity on applications the company can control.

Savvy Socialites

For a generation that expresses itself in 140 characters or less, corporate communication must travel across platforms where info is quickly digested, rated and shared.

SOURCES
pwc.com/en_M1/m1/services/consulting/documents/millennials-at-work.pdf
techradar.com/us/news/phone-and-communications/voip/why-unified-communications-is-key-to-meeting-the-needs-of-the-millennial-workforce-1261560
ucstrategies.com/unified-communications-strategies-views/five-things-we-can-learn-from-millennials-about-collaboration.aspx