

5 Essentials to Maintain Communications Readiness During a Crisis



Life happens! Unexpected and planned events such as natural disasters, power and IT outages can disrupt the workplace and impact your bottom line. All organizations must prepare for the unforeseen by having a communications readiness plan in place so they can keep business going whenever the moment comes.

8x8 is an expert at helping employees, customers and partners stay connected during the unexpected. Here are five essential questions to consider when developing your readiness plan.

In the event of a crisis or unexpected event, my employees can:



Have an easy way to update their status, such as, “Yes, I am safe.”

Employee safety is always a top-company concern. Managers need a way to account for the people on their teams as part of a safety assessment. Your readiness plan should include how employees can check in during an emergency, along with any special or unique identifiers you want to create so your people can convey a lot of information quickly.



Make and receive business phone calls from anywhere they have internet access.

Modern, cloud-based phone systems offer essential and crucial features such as smart call routing and auto-attendant services. These allow your business phone number to follow you so that your contacts only need to know your number to reach you. Also, your readiness plan needs to include how and where your people can make calls. This includes making sure employees are trained on how to use cloud phone systems on their laptops and mobile phones and that they have the right equipment like headphones.



Participate in group chats, conference calls and can reach our suppliers.

In non-life-threatening situations, when you need your employees to keep working to serve customers or meet business-critical deadlines, where do they go? Check out local co-working spaces, libraries and coffee shops to maintain a list in the event that you need to set up a command center to manage communications. If your employees work from home, do they have access to key capabilities like chat and video conferencing?



Set up video conferences easily that include employees, customers and suppliers.

Sometimes, video is the best medium to convey urgent messages or collaborate on key projects. Just like those fire drills you had when you were in school, it's a good idea to simulate what you might do in a disruptive situation like an office shutdown. This is particularly important when it comes to video. Can you invite participants easily, especially if you need to involve others outside of your organization like government officials, customers and vendors helping you return to normal operations?



Fully leverage mobile devices to create a digital workspace available at any time and from anywhere.

Advanced 4G and coming 5G technologies allow employees to put mobile offices in their pockets. Evaluate apps that give your employees the same capabilities on their phones as their laptops so they can seamlessly switch between devices and maintain productivity. Look for apps that include all-in-one services like voice, video and chat.

Ready for the Next Step?

Learn how you can prepare your communications so you can stay connected no matter what. Call 1.855.465.7904 or visit [8x8.com](https://www.8x8.com) to learn more.



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