



Extending the Serviced Office beyond your bricks and mortar

By John Dale

EXECUTIVE SUMMARY

Until now the potential revenue of Serviced Offices has been limited by bricks and mortar, however, with new, easy to use and bill itemise technologies, a Serviced Office can take their business to another level.

Serviced Offices are in the best position to offer Virtual Office solutions – either to existing or new clients. With high-speed broadband now readily available, Serviced Offices can provide TeleWorking, remote voice telephone extensions and remote internet. These services are required by the modern enterprise with part-time and contracted staff, people wanting to also work from home and the plethora of small and 'at home' based businesses.

By embracing Virtual Office technology, Serviced Offices can enhance and grow their revenue with reliable, easy to use and affordable technology.

As a Serviced Office you provide your clients with a professional look and feel for their business. Some clients need the full range of services whilst others only require a receptionist and address.

The Serviced Office Owner or operator faces the business challenge of revenue being limited by the size of the floor area they have. However, that can all change with clever teleworking technology. You can extend the business offerings without an investment into bricks and mortar.

Teleworking is the solution to the modern enterprise where their work is no longer tied to a specific time or location. Virtual offices are in a prime position to make the most of the changing way in which people work with the right technology in place.

To drive more revenue in virtual offices, the focus has been on getting more clients that are happy with a 'Virtual' presence. Although, this has provided some scope for increased revenue, it has been limited by what you can charge for today's simple virtual office offerings in a very competitive market

With technology focused on 'virtualisation' a Virtual Office can extend the scope of services.

Virtual Offices and the need for teleworking

There is a gap between today's basic Virtual Office offerings and what can be delivered to the market with simple and secure enhancements. With the acceptance and greater desire for teleworking, the market is ready.

Over the last ten years, the workforce has seen some significant changes in how people work. More and more people are working from home (i.e. SOHO – Small Office Home Office) everyday or for a few days a week.

Travelling to and from work every day is seen as inefficient, expensive and polluting. Parental responsibilities, the threat of pandemics and even normal flu seasons and the need for quiet time away from open offices mean people prefer or cannot go to the office. In fact the definition of an office has changed radically due to the availability of advanced voice, IP telephony, database technology, instant messaging, and e-mail services. These applications make it possible to replicate the enterprise experience almost anywhere – at home, in a branch office or in a satellite clinic.

Adding technology to extend the Virtual Office

So how does a Serviced Office provider remain relevant and cater to a more sophisticated virtual office market with simplicity, without becoming IT gurus, while increasing revenue to boot?

You can add virtual office technology solutions and services easily. These technologies are designed to provide an enhancement of your business with minimum investment. This will allow virtual office offerings to move into the Premium Virtual Office space for SOHO users.

For example, if you already offer your in-house members internet connectivity –you can easily extend that offering to the SOHO user. Our solution is highly mobile, secure and understands the need for mobility. Best of all it allows you to increase revenue from services.

You can also provide Remote Extensions for telephones. This allows for a phone extension to be set up remotely i.e. in someone's house. The 'seamless' continuity for businesses afforded by this technology are highly advantageous.

CASE STUDY: MedQuist and Mitel: Creating a Virtual Workplace

MedQuist is the world's largest medical transcription company. Founded in 1970, it's based in Mt. Laurel, New Jersey, with two other large offices in Georgia. The company employs more than 8,000 medical transcriptionists (MTs), all of whom work from home, as well as 3,000 corporate employees nationwide. In the clinical documentation workflow, they provide—in addition to medical transcription technology and services—digital dictation, speech recognition, electronic signature, and medical coding technology and services.

As MedQuist grew, so did their communications and real estate costs. With 130 service centres, multiple accounts and billing, contacts and escalation points, disparate communications systems, structural cabling costs, and real-estate expenses, the company's legacy communications system was becoming difficult to manage and its bottom line was suffering.

MedQuist needed to identify where the greatest cost savings could be realised, short of adjusting their work force. A new, long-range strategy had to be created to meet the growing needs of their customers without opening more service centres and accumulating real estate costs. The company wanted to attract the most qualified employees regardless of whether they lived near a service centre.

"Mitel's Teleworker and Collaboration solutions have enabled us to interact with our employees, monitor their progress, and maintain cohesive communications. The Mitel system gives us and our employees a virtual and visual presence and availability at all times, and it even allowed us to dramatically reduce our real estate costs and make a contribution to lowering our carbon footprint."

Lauren Johansson, Manager of IP Telephony Services, MedQuist.

CASE STUDY:

Clarence Professional Group and GlobileNet: Extending the Virtual Office

When one of Australia's most successful and long standing professional support services required a phone system, they turned to GlobileNet for a trusted and reliable product and service.

Clarence Professional Group needed a robust, state of the art telephony system that supported the needs of their fully serviced office environments. They also needed someone to understand their need for efficiency, professionalism and ongoing support.

"We wanted something that was reliable, high tech without being confusing and something that was secure. We needed to be confident we could provide our tenants – law firms and business consultants a superior product with flexibility," said Norman Hilton, Managing Director, Clarence Professional Group.

"Our clients need the capacity to work from home or from the office. GlobileNet have always been understanding and proactive with the changes we need done; from setting up at our client's homes through to working out of business hours to maintain business continuity," said Hilton.

GobileNet recommended a MITELE TeleWorker solution to Clarence Professional Group. This solution allows provide a virtual office presence with working from home arrangements. GlobileNet rented the company fully maintained handsets and do their adds, moves and changes.

"Ultimately, what I have with GlobileNet is a relationship built on trust. I can sell my services with this vital piece of technology as I'm confident GlobileNet share my dedication to providing excellence in business services," said Hilton.

GobileNet's Virtualisation Offerings

GobileNet understands the Virtual Office's needs and issues. We work in partnership with virtual office suppliers to develop solutions that extend their business beyond the bricks and mortar.

We offer two major areas of Virtual Office Technology (Virtualisation):

- Serviced Office Remote Voice Telephone Extensions – aimed at allowing your clients to answer calls in exactly the same way as your normal serviced office users with space in your premises.
- Serviced Office Remote Internet (as discussed above).

We also offer opportunities to reduce costs with quality enabled Voice Over IP (VoIP) and aggregated internet bandwidth related services – both of which can be enabling technologies for enhanced services and mobility.

If you would like more information, please call us on 1800 79 4638 or email sales@globilenet.com and a trained engineer will answer your questions. We can arrange for an obligation free consultation at your premise.

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