

12 business benefits of IM



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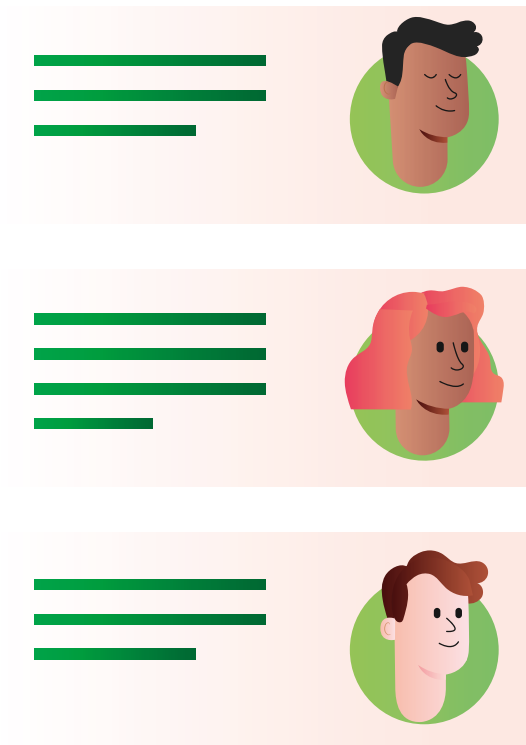
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Introduction

3.5 billion people now have access to a smartphone. That's almost half of the world's population who can read emails, make calls and send instant messages (IMs) right from their pocket!

With so many people connected, it's hard to find a good reason against adopting IM at your business. After all, it increases employee productivity, reduces response times and improves operational efficiency.

Here are 12 business benefits of IM, and why your business should make the move.



1. Streamline communication between departments

We'll start with the obvious. IM streamlines your communication between departments. That's right. No more [silo mentality problem](#) and fewer misunderstandings.

With the [right IM platform](#) at your disposal, your departments can interact with one another almost as if they're sitting in the same room.

In the [healthcare sector](#), for example, four hospitals using secure IM concluded that:

'A mobile application can improve communication and workflow efficiency among providers in a hospital.'

In short, IM means faster problem solving, more efficient employees, and as a consequence, a higher level of service.



2. Improve company productivity

According to a [Doodle report](#) on the state of meetings, 100 percent of respondents described poorly organized meetings as a waste of time and money. 44 percent of those surveyed also stated that these meetings meant they didn't have the time they needed to do their actual work.

When a meeting isn't required, express your updates over IM instead. This allows your employees to catch up at their convenience, giving your team their time back. And more time means more work done.

If something is urgent, you can mark it so, too. In our [latest update](#), Trillian 6.3, you can flag a message as urgent so your employees know to respond as soon as possible.



3. Keep your costs transparent

Many IM platforms are priced based on user tiers. This means you can maintain transparency and predictability around your costs, avoiding any billing surprises.

At [Trillian](#), we offer a selection of billing tiers, from a free subscription for individual users to an enterprise-level 'all in' package, priced at less than \$8 per user, per month. If there are reasons not to deploy IM at your business, cost isn't one of them.

4. Scale with ease

With cost comes the 'pay for what you actually use' debate. Many IM platforms are agile in nature, allowing you to buy enough licenses for your business. No more, no less.

As you begin to grow, you can seamlessly increase your user base, allowing your software to grow with you. If you've had to scale back your operations, the same rule applies. The bottom line is this: you should never pay for what you don't use.

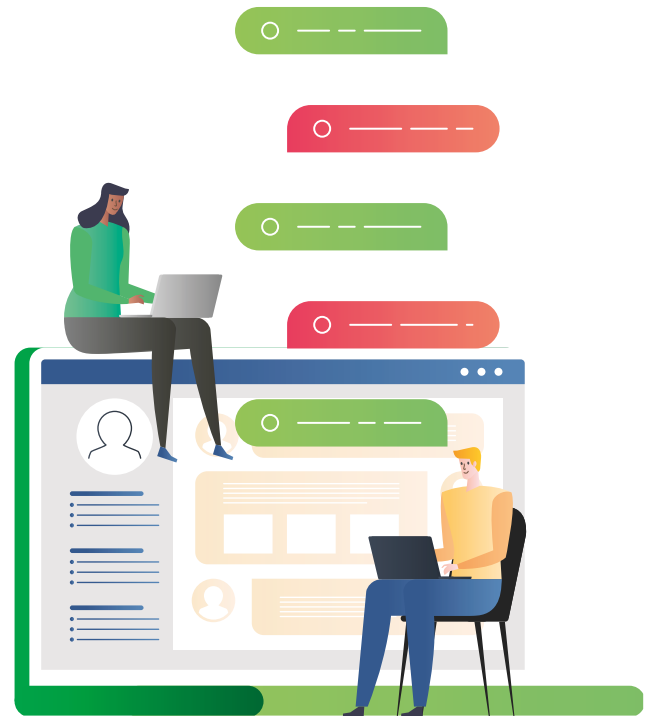


5. Increase collaboration with group chats

Instant messaging is faster than email. Much faster, in fact. While emails are still the bedrock of most businesses (there are [3.9 billion](#) active email users across the globe today), their formal nature makes for slow response times, and it can be difficult to keep up with messy email chains.

IM platforms, on the other hand, are designed with speed in mind. Groups can communicate collaboratively while on the go. From gathering a simple lunch order, to working on next quarter's budget, group chats allow the whole team to chip in and share their thoughts.

Additionally, people who are less likely to speak up in meetings are more able to express their thoughts in a group chat setting. This way, they can voice their opinions without others interrupting or leading a conversation.

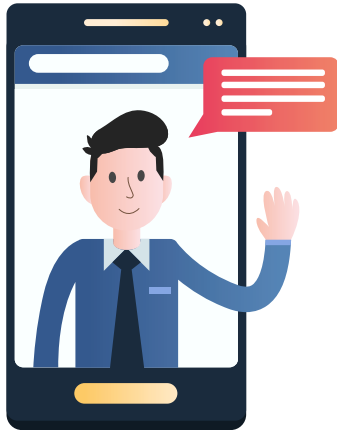


6. Strengthen security with on-premises deployment

90 percent of companies are on the cloud. While there are clear benefits to cloud adoption, some things are better kept on your private network. What's challenging about this, though, is finding a technology provider that is still serious about on-premises deployment.

That's where we come in. With Trillian, you're able to install our IM platform onto 'closed circuit', company-controlled hardware. This gives you complete autonomy over your IM environment, reducing your risk of data leaks and cyber-attacks (which are most likely caused by internal human error).

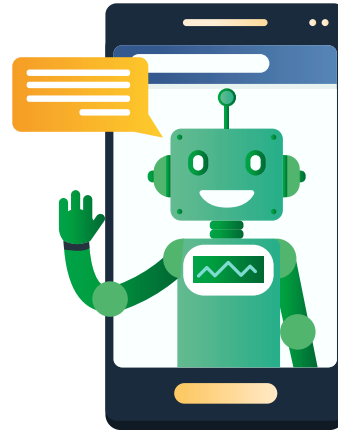




7. Choose who you share your data with

If you do decide to self-host, it doesn't mean you have to seal yourself off from the rest of the world, either.

Modern and integrated IM platforms often have a decentralized architecture, meaning you can pick and choose other businesses (or specific cloud environments) you wish to connect with, all while retaining control over your data.



8. Deploy chatbots and automate your support

Chatbots can be great ways to set reminders, run employee surveys and rapidly handle customer (and employee) support problems.

Dartmouth-Hitchcock, a Trillian customer, deployed a Trillian-built chatbot, Tricia McMillan, and connected her to their existing web services infrastructure (using Trillian Server's [RESTful API](#)). Tricia provides effective and automated support for various [slash commands](#), which helps to reduce the burden on D-H's support team.

9. Centralize administration and keep a record of conversations

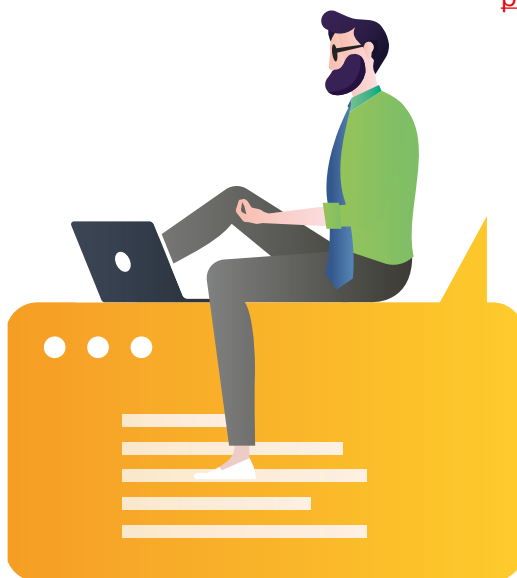
Deploying a modern solution like IM doesn't have to be intimidating. Just because they adopt a decentralized architecture, it doesn't mean that you have to give up control over user access and chat history.

Look for a solution that gives you full control over access management. This means you can centralize and store your chat history (for your specified length of time), so you never lose track of a conversation again.

10. Improve camaraderie between employees

Your employees aren't emailing their friends over the weekend to plan social gatherings. Just like you, they're sending instant messages to organize events, share [funny GIFs](#) and generally just chat.

So, why do we communicate differently when it comes to work? While there is a time and a place for formal communication, work should also be an enjoyable place to be. After all, positive work cultures breed [greater productivity](#) and increased employee loyalty.



11. Remain compliant with regulations

Heavily regulated industries can also receive the benefit of compliance, increased data protection, and messaging encryption. In industries like healthcare for example, facilities can remain compliant with current legislation while reaping the benefits of greater efficiency.

Many healthcare facilities that adopt Trillian's IM platform benefit from:



PIN code support



Automatic lock screens



Extensive control over chat history storage



Message encryption at-rest and in-transit

As a consequence, healthcare providers can improve communication, increase their level of service to patients, and remain in-line with up-to-date regulation, like [HIPAA compliance](#).



12. Improve decision making

If your HR team needs a quick approval on the new remote working policy, they shouldn't have to email you and ask. This is especially true if you've already seen the task and read the policy, but you just forgot to respond.

With an IM solution, your HR team can quickly drop you a message to your device and nudge you to give the quick thumbs up (or down). That way, you don't have to be a bottleneck to progress and your team can walk confidently into their meeting with a final 'yes' or 'no'.



Maximize your operational efficiency (and improve your bottom line) with IM

Instant messaging isn't just about helping your business communicate better. More than anything, IM platforms allow your business to improve operational efficiency, become more responsive to change and increase transparency across all departments. An integrated, scalable and compliant IM solution will get you there.

With Trillian, you don't have to give up your compliance or sacrifice your control either. Instead, our modern and secure business instant messaging will centralize your administration and increase employee productivity. Consequently, Trillian will improve your business's bottom line, and a strong bottom line is your biggest enabler to business growth.



Say hello to Trillian!

Cerulean Studios is the provider of Trillian, an instant messaging platform that prioritizes security and ease-of-use. If you'd like to learn more about Trillian, or talk to us about your company's particular requirements, feel free to [contact us here](#). We'd love to chat!

