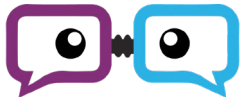


Communication Square



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Company Profile:

Communication Square, LLC is a Microsoft co-sell ready partner that helps companies from a variety of industries integrate Microsoft cloud technologies to improve processes and collaborations.

Locations:

US, Spain, Pakistan

communicationsquare.com

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-Favad Qaisar, Founder and CEO

Piece by piece.

As Microsoft cloud technologies expand, so does the impact Communication Square has on the companies it serves. “With more security, monitoring and collaboration functionality being built into the Microsoft 365 suite, it completes all the pieces of the puzzle for our customers’ business continuity and productivity,” says Favad Qaisar, CEO at Communication Square. “Microsoft 365 F1 is an important piece of that because it connects Firstline Workers to their organizations.”

The firm tailors its Firstline Workers Empowerment Solution, which is based on Microsoft 365 F1, to the specific needs of each customer to increase productivity, enable secure collaboration and automate tasks. Using Office 365, Microsoft EMS and Windows 10, Communication Square helps its customers’ Firstline Workers achieve more by introducing secure digital tools to complement their remote workplace routines.

Communication Square customizes their solutions on a case by case basis to engage with customers across a range of industries, including healthcare, real estate and logistics. While each implementation is distinct, the firm’s customers regularly request assistance with tasks common across them all: managing Firstline Workers’ time and shift scheduling, information sharing and automated flows.

Drivers of change.

Communication Square was confident their solutions could provide benefits for European transportation company Reynolds Logistics Ltd. After presenting them with a risk analysis and convincing Reynolds Logistics that data security is critical to its business, Communication Square customized data loss protection (DLP) and communication solutions using Microsoft 365 F1. They built and deployed a social-based solution replacing Reynolds Logistics's cumbersome, paper-based legacy system. This gave the logistics company's 200+ drivers a more secure way of communicating with the home office than hand-delivering paper records. And Yammer offered an intuitive social media interface that even the least tech-experienced Firstline Workers felt comfortable using.

Now, whether drivers need to file trip approval sheets or report on mechanical issues related to site visits or even their own vehicles, they can do it all via the text, document and photo functionality of Yammer while still in the field.

Employees in the central office then use SharePoint and Flow to manage and track the information gathered. “The drivers were all quick to adjust to Yammer – they get a notification and then it’s just a click of a button,” recalls Qaisar. The Firstline Workers adapted easily to the informal way of communication and the built-in transparency allowed them to follow issues through to resolution. In turn, Reynolds Logistics observed further engagement with the solution.

In the first year of the implementation, Reynolds Logistics saw measurable benefits. “They have been thoroughly satisfied with the capabilities they’ve gained by using these Microsoft 365 F1 tools,” reports Qaisar. “Compared to their previous system, they now have less complex processes, better Firstline Worker engagement, reduced costs, and improved automation. They’ve even seen a boost in their Firstline Workers’ productivity and efficiency.”



Sharpening the workforce’s cutting edge.

Implementing Microsoft 365 F1 solutions helps Communication Square alleviate customers’ concerns over providing necessary information to the front lines with services that help to protect sensitive data. “Microsoft’s security capabilities, through products and services such as Azure Information Protection, Rights Management and Intune, help keep our customers’ information protected,” says Qaisar.

These tools help provide the information that Firstline Workers need while simultaneously minimizing the risk in providing business-critical information to vulnerable remote locations. “We find that many companies use different types of security solutions for office workers than they do for Firstline Workers”, notes Qaisar. Using the same set of software across all workers lessens the risk of sensitive data being transmitted by unsecure means such as personal cell phone or email or to unauthorized recipients while also providing a

comprehensive and integrated experience.

By definition, Firstline Workers are often the most noticeable employees of the company, so it is important to address their information needs. “We remind our customers that their Firstline Workers are the faces of their organizations,” says Qaisar. “They are often the first people with the ability to address issues, so they are constantly shaping the outlines of the brands.”

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Managing the future.

Communication Square builds on most Firstline Worker implementations with managed services contracts, sustaining and strengthening customer relationships. “Our clients – especially the small and midsize businesses we work with – tend to feel at ease once they can stop worrying about managing their IT set-ups and start focusing on what they do best,” notes Qaisar. “It’s our job not only to deploy and implement these solutions but also to manage and maintain them.”

As the world shifts toward digitization, Qaisar anticipates an increasing demand for technology solutions that support Firstline Workers. “They are essentially the last segment of the workforce to receive technological advancement,” he says. Communication Square is committed to making sure all of its customers’ remote and field workers are equipped with the tools they need to do their jobs efficiently, securely and effectively.

