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MODERN AUTOMATION TRENDS IN THE CONTEXT OF REMOTE WORK OF ENTERPRISES

We are all living in a new reality – an anxious, fragile, non-linear and incomprehensible world. However, almost half of the companies (45%) at the beginning of 2022 claim to have managed to cope with the challenges. Another 15% said they had seen stable business performance despite the difficult conditions. Companies are becoming more flexible, and businesses are massively introducing hybrid or remote working. According to grc.ua, only 59% of job seekers agree to work full-time in the office.

Switching to remote work requires preparation, and in practice, it is not that easy. The transition of offices to remote work is a global trend that is growing every year. The process of a company's transition to remote work includes several mandatory steps.

1. Think over the mechanism of work. If the company does not have described and worked out business processes, it is time to do it. In a remotely operated office, you will not be able to ask, delegate, clarify, or request at any time. You need to know exactly who is doing what and which employees are responsible for which part of the task. Otherwise, confusion will quickly ensue in the company. In addition, business processes will be needed to automate the business and transfer it to online applications.

2. Choose tools for remote work. To work remotely, you will need a number of online services and programs: file sharing, communication, accounting, customer service and task management software. The services you will use for remote work should be selected and tested in advance to make sure they are convenient and functional enough. In addition, it is important to take care of data security on employees' home computers in advance.

3. Prepare your staff. You need to think about how to control work, communicate with the team, and motivate employees. Remote work requires people with a high level of self-discipline and responsibility, who are interested in the result and able to work in the absence of constant communication.

Tools for remote work. When working remotely, almost all tasks have to be performed using online services. Tools for remote work are selected in accordance with the company's objectives.

CRM is the most important programme you should choose when preparing for remote work. Firstly, it will carry out all the main work processes. Secondly, choosing and implementing a CRM is a rather labour-intensive and responsible task.

1. CRM is a "central control panel" for managing a remote company. It contains a unified customer database, all tasks and information on the progress of their implementation, accounting data, documents, and analytics. CRM eliminates the need to send files within the company, as all employees can access the same information online.

2. The CRM system can integrate with other services you use. Thus, you can work with Gmail and GSuite services, social networks, instant messengers, etc. CRM functionality can replace some app. For example, you can stop using email-marketing services, as the CRM system allows sending mass emails via Gmail.

3. CRM simplifies work by automating a number of functions (for example, letter and document templates).

4. In a CRM system, you can carry out qualitative control of the effectiveness of each employee individually, as well as of the department and the company. In addition, CRM has convenient tools for self-management.

Tools for communication. In remote work, most communication takes place in correspondence. The problem with chats is that it is extremely difficult to find the information you need among thousands of messages. Therefore, for practical purposes, it is better to use chats that offer search capabilities, easy file navigation, and the ability to create a conversation structure. One of the most popular corporate chats is Slack.

The second communication app is, of course, a video calling service. Here, it all depends on the required functionality, price, and personal preferences. The most popular video calling apps are Viber, Skype, and Zoom.

File hosting. It is hard to find a team that does not still share documents in the cloud. However, it is worth remembering that you no longer need to download, edit, and send spreadsheets and text files. Services like Google Drive allow multiple users to edit documents and see changes online at the same time.

Time trackers. If you need to control the time each employee spends on work, use one of the time tracking tools: for example, Toggl, Tick, Timesheets, Yaware Time Tracker.

Remote administration. Do not forget that employees who work remotely may need help with their computers. In addition, the system administrator will need to access to home PCs to ensure that work data is protected. Therefore, TeamViewer or a similar service should also be included in the list of software required for remote work.

In conclusion, we can say that well-established business processes, clear work and motivation schemes, as well as useful software, including a CRM system, will definitely be necessary for any company - regardless of whether it works remotely or not.