



MOBILE DEVICES

– ASSET

by **JOHN HADFIELD** | KiM

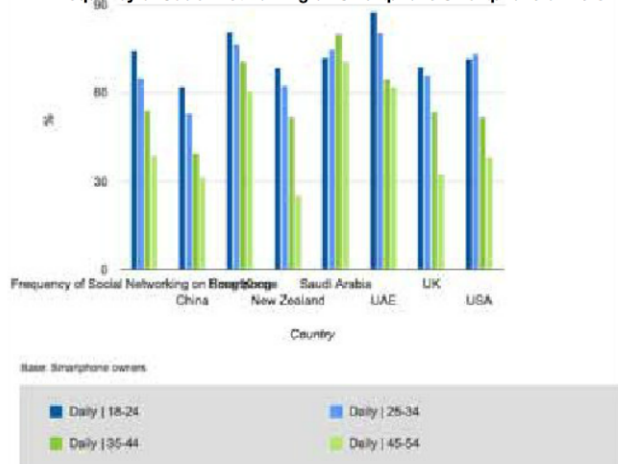
It doesn't matter which country you live in, city or town, the statistics are overwhelming! The range of use varies from the origin point of "simply making a call" to nowadays – social networking, games, apps, specific business usage to personal calls just to name a few.

The provided chart emphasizes my point – in just social networking the stats start at an average of 50% up to nearly 90% of daily usage across a range of countries (CSV attached if you wish to tweak the chart) You may like to use a chart like below to highlight point. Or go online it is really easy to use. ☺

This just represents one of the many dilemmas facing the modern sign and digital print manufacturer today. My source is <http://think.withgoogle.com/mobileplanet/en/>. However, when you view the statistics they are more than a wake up call! The real questions – "what is the real cost to business?"

My researched proved that about 36,000,000,000, YES – Thirty six billion text messages were sent in Australia over the last 12 months, with 23.13 million (in 2013) that's around 1,300 per person per year! We hope children under 5 don't have a mobile yet and statistics show the older generations don't text. Digging deeper didn't reveal the exact numbers I wanted for this article, however it is reasonable to make knowledge based assumptions.

Frequency of Social Networking on Smartphone Smartphone owners



Looking across all areas like emails, reminders, gaming and other uses it is certainly worth the business owners focus to seek a practical resolution regarding mobile devices use in the workplace,

I went wider afield and made telephone contact with some clients. YES, via mobile to their mobiles as we all know that cuts out the switchboard! Allowing me to interrupt the client instantly to seek some comments and views offered below:





- 1. Time Concerns** – Mobile phones are totally out of control in our work place and are wasting many hours a week.
- 2. Lost respect and trust** – We created a rule of “fairness” and asked staff to only use in emergencies – it was a total waste of time. The company then insisted mobile phones were handed in on start and returned during breaks and every afternoon. Almost immediately people purchased a 2nd phone and switched them to silent, they took more toilet breaks to answer their phone calls

Hmm, it is looking gloomy isn't it?

If you don't have any written policy – Get One

Here is a tip – search Google @ for “mobile phone policies” and you will have about 900,000,000 results in seconds – *Houston we have a problem!*

Additional research in Australia offers the statistics that, from a recent poll across generations it reveals that the average time spent checking social networking sites

- Great Apps – to aid productivity – Adobe © Ideas or My measures
- Ensuring your IT plan and software you are using to run your business is addressing “Mobile” applications.

What is the answer?

It is my suggestion you need to consider the people, workplace and policy in that order. If you are aiming to develop an aggressive approach on such personal items, that approach will likely result as highlighted in points 1 to 5 as above and

OR LIABILITY IN YOUR BUSINESS?

and messages – unbelievable!

- 3. OHS Issues** – One guy actually walks through the factory chatting to his partner, as key personnel and other team members see that practice as acceptable and the norm. This is a huge OHS issue if he injures himself or causes an accident.
- 4. Breaking the law** – We have installed hands-free devices in the company vehicles and the staff still receive fines for taking a call or texting while driving – seems we are constantly upgrading our mobile phone policies to adapt to the growing use of mobiles in the workplace.
- 5. Lost Morale** – We have tried and tried – nothing works we have lost some good people over the ‘mobile phone anguish’ – the morale went out the window with almost every attempt. We know we have to do something – HELP!

Ok, I stopped seeking comments at 10 companies, as all were as frustrated as each other and in many cases angry with the lack of respect shown especially by the 3 younger generations Millennials, X and Y – looking at the chart that is supported.

Viewing from a younger user's perspective

Undeniable is the fact modern families promote the use of the mobile as a device offering contact between parents and children. Likewise, the children see this hand held device as a right of passage – often given as a mark of trust or reward by the family.

Yes, it is a huge problem if the employer aims to break that bond and there are many court cases supporting the right of the individual in this area. The breaking point is often in the ruling “There is no clear or written policy in place” or words akin.

from the survey is 8.5 hours per week! – Staggering!

Additionally, over the last approximately 30 months Google @ quotes online purchase are going through the roof with volumes ranging from 30% to over 60% in shopping transactions online dependent on the market place.

Lastly, at Cebit in May 2015 one of the seminar presenters announced mobile device users check their mobiles up to 150 times per day, just imagine what that does to your companies productivity!

Ask yourself how long a web purchase transaction takes, add calls, texts etc and perhaps the formula looks like:

- A formula for disaster in productivity:
- 3 phone checks per hour @ 10 seconds x 8 = 240 seconds or 4 minutes +
 - 5 calls @ 2 minutes each = 10mins +
 - 10 social @ 3minutes = 30mins +
 - 1 online shop @ 4 minutes +
 - 8 texts and 8 replies @ .5 minutes = 8 minutes total = **56 minutes per day per person?**

How does your work place compare?

Is Mobile device usage all bad news?

The upside is these smart phones and tablets can offer considerable advantages that do need to be considered to offset your viewpoint – but ONLY if you are leveraging their technology advantages.

Lets take a look at some of them:

- Ensuring your company is using mobile devices to take on site photos is not only a reason to keep them, look at the great productivity tools, sign survey tools for iPads.

many more problems.

Therefore the development of a policy to be mutually developed in a consultative manner and having a general consensus will have the best results.

One of my clients offered this gem: He sat down with his people, placing his mobile on the lunchroom table casually. He discussed how everyone had his or her own work tools, the router operator – the CNC router. Likewise the Pre Press and Digital people had RIP software, computers and their range of digital printers and flat bed printers. Then, he picked up his phone explaining this “iPhone” is his primary tool and is in fact, the main tool in the business that keeps everyone in a job.

He then proposed that “at work” their work tool was to be considered primary and should be respected. Highlighting some facts and suggesting he will involve them in developing a fair mobile device policy for the future.

Summary

I could write many thousands of words, chapters and volumes on this topic! Your challenge is – each company, each proprietor has their own set of in house cultures that will require consideration and an understanding of your own circumstances to achieve fair and successful results.

To help you we have prepared a Checklist for developing your mobile device strategy. It's free, send an email to john@controlzone.com.au quoting “ Mobile Device Policy” and we will gladly reply and send it to you. Good Luck.