

# 6 Ways Better Connectivity Can Increase Workplace Productivity and Engagement

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Ben Poskaitis founder and director at [NetCov](#) explains the benefits of better connectivity

In today's challenging economic climate, where business budgets are under increasing pressure, organisations must be more strategic than ever. Even small improvements in productivity and employee engagement can have a significant impact on business success.

An often overlooked yet crucial area where these gains can be made is through better mobile connectivity. From Internet of Things (IoT) applications to improved cellular security systems, enhanced mobile connectivity can make a profound difference. It facilitates real-time applications, enables faster decision making and enhances profitability over the long term.

That's why Ben Poskaitis, connectivity expert and founder of [NetCov](#), explains why upgrading mobile connectivity is an essential consideration to foster workplace efficiency and teamwork. Businesses that don't understand the benefits of mobile connectivity, risk being left behind. Continuous technological advancements mean businesses must update their network infrastructures to remain relevant.

Ben Poskaitis founder and director at [NetCov](#) comments:

“With more and more businesses committing to becoming ‘digital-first’ organisations to stay competitive, enhanced mobile connectivity is essential. Enhanced mobile connectivity is no longer just ‘nice-to-have’, it’s essential to increase productivity, drive profitability, improve organisational efficiency and meet long-term business goals.”

Below, Ben discusses six ways businesses can benefit from better mobile signal coverage and strength.

## 6 Ways Businesses Can Increase Productivity and Engagement With Enhanced Connectivity

### 1. Seamless Communication and Collaboration

A strong mobile signal ensures employees can communicate effectively across the workplace and locations with fewer interruptions, delays or miscommunications. Staff can communicate clearly with each other, with customers or clients with minimal dropped or missed calls, resulting in a higher standard of service and improved satisfaction rates. In addition, a recent [study](#) found that productivity can increase by up to 25% if there is effective communication within a business.

### 2. Improved Business Continuity

An internet outage could have a significant financial impact on your business. A strong mobile connection acts as a backup, ensuring seamless business operations, reduced downtime and continuity for your staff and customers. An increasing number of businesses are relying on the cloud for essential operations, especially with the demand for remote working options – making a secondary internet connection more vital than ever.

### 3. Enhanced Customer Experience

Modern customers expect a strong mobile signal wherever they go. Customer WiFi is not always an effective solution, due to the hassle of having to log in and concerns about the security of public WiFi. A strong mobile phone signal reduces customer frustration and increases business profitability – for example, supermarket customers can easily access reward programmes, increasing revenue and building brand loyalty.

### 4. Security, Safety and Compliance

Mobile networks are considered more secure than WiFi due to their built-in encryption. Ben stresses three ways mobile connectivity can increase security and ensure compliance with regulations:

- Allowing for SMS Time-based One-time Passwords (TOTPs)
- Greater security contacting emergency services

- Implementation of cellular security systems

## 5. Internet of Things (IoT) Expansion

IoT devices streamline operations and help businesses retain a competitive edge over their competitors. Nowadays, many organisations rely on cellular networks to implement IoT rather than WiFi, due to cellular's broader coverage, signal penetration and enhanced security. The most crucial use cases for cellular IoT across a range of industries include:

- Predictive maintenance systems and automated production lines in manufacturing.

- Smart shelves and Electronic Shelf Labeling (ESL) in retail.

- Connected wearables and remote patient monitoring in healthcare.

- Smart door locks and lighting systems in hospitality.

- Environmental quality monitoring and smart building automation in offices.

## 6. Greater Efficiencies from 5G Technology

Better mobile connectivity means you can benefit from high-speed, low-latency 5G connectivity and real-time applications. Operate more efficiently by utilising cutting-edge technologies (such as IoT, AR and VR) and use the new generation of 5G technology (5G Standalone).

### Prioritising Connectivity

By prioritising enhanced mobile connectivity, businesses can unlock new levels of efficiency, security, and customer satisfaction. Whether through seamless communication, improved business continuity, or harnessing the power of IoT and 5G, strong mobile signal coverage is a fundamental pillar of modern business success.

As digital transformation accelerates, companies that fail to upgrade their network infrastructure risk falling behind their more connected competitors.