Rebuild Brand Trust in Corona-Impacted World: Connect Virtually with Employees, Customers and Stakeholders

Summary: It's clear that coronavirus will have a lasting impact on the way people work, study and collaborate. The pandemic has suspended numerous activities significant to the economy. Despite this, businesses can continue to uphold the trust of customers in their brand and keep their employees productive by leveraging virtual interaction tools. Schools too can use these tailored audio-video applications to maintain their academic sessions’ progress.

The impact of coronavirus on industrial operations is being felt across all sectors of the economy. Stalled production, disrupted supply chains and wide gaps between demand and supply are prevalent. It is also evident that when it comes to how we work and live in the post-corona world, there is no going back to ‘business as usual’.

People are getting used to work-from-home practices, online learning and virtual interactions, and it will not be easy to put the genie back in the bottle. The Covid-19 has become a catalyst for massive adoption of digital technology. Nevertheless, organisations whose mainstream operations have been hit by the lockdown and consequent economic slump can use the same techniques to rebuild the trust in their brand.

Tailored collaboration tools make it possible for businesses to reach out to their employees, clients and stakeholders in real-time and keep them reassured on the ability of the organisation to thrive. Such tools can also be leveraged by schools and colleges that do not want the academic progress of their students to be slowed down by a pandemic.

Addressing a large group of audience

The Webcasting solution devised by Tata Tele Business Services (TTBS) enables enterprises with the ability to connect with not ‘a few’, not hundreds, but thousands of participants in an interactive online collaboration. It is an innovative tool to organise virtual meetings at a time when direct human interaction is unsafe and unwarranted.

While using this Webcasting service, organisers can also record the ongoing event and recreate the experience for the audience who might have missed the live proceedings.

Value of remote interactions through Webcasting

Is connecting with customers, employees, vendors, stakeholders and students across remote locations worthwhile for organisations at this stage of the economy and in the post-corona world?

Here are some top reasons to have such interactions:

For Businesses

As per a study by Boston Consulting Group (BCG), “In recessions and downturns, 14% of companies outperform both historically and competitively because they invest in new growth areas.” No matter how unusual this situation may be, businesses must continue to innovate and generate new ideas.

The TTBS Webcasting solution enables organisations to invite all C-suite officers, senior managers and team leaders to one virtual conference room and discuss strategies for brand regeneration. They can also share business-critical information and new policies across different functions and geographic locations.
With their work-life shaken in an unusual way, employees in most companies also want to know what is happening in the board rooms and how the economic slump would impact their appraisals, promotions and stability in the organisation. While they may not mind redesigning their work styles to help the business re-emerge from a crisis, they need to know exactly where they are headed. Sending non-personal group e-mails may not be sufficient to calm their fears. Employers must interact with them in more humanised ways, and that is where the Webcasting tool helps.

By organising a remote town hall event, the company heads can communicate effectively with employees and address their queries with reassuring replies. They get to know the concerns and ideas of employees and boost their morale.

Another benefit of the Webcasting service in business is the ease it affords in conducting corporate training. Employees who had just joined their organisations and were about to get trained on particular aspects of their job, as also the ones who had enrolled for upskilling training, can use the lockdown period to acquire the knowledge they seek.

Brands can also use the Webcasting solution to launch new products, services and to collaborate with investors for new growth plans.

**For Education Institutes**

Each month of an academic year is precious for the students and for the teachers who help them navigate through their curriculum. The extended closure of schools forced by the Covid-19 lockdown can result in serious disruption of studies unless the authorities implement a structured way to continue classes. This is where they can leverage the Webcasting tool.

Online classrooms organised via Webcasting help to deliver scholastic lectures and present necessary demonstrations collectively to a batch of students. The students can speak to their subject teachers directly from their homes and get doubts clarified. They can also interact with their classmates and participate in group discussions, just as they would in a physical classroom.

**Summing up**

As we learn to live with the pandemic and prepare ourselves for the post-coronavirus world, we must familiarise ourselves with the new ways of working. Even if travelling for work and meeting peers becomes impractical, organisations cannot sit idle and watch their brand image fading. They must plan strategically to revitalise their business and fuel productive activities with future-ready methodologies.

The global reach of Webcasting and its anytime-anywhere access, coupled with cost-effectiveness and a range of features to keep the audience engaged in a virtual room, make it an ideal tool for the world transformed by Covid-19.

To know more about the TTBS Webcasting tool, click https://tatateleservices.com/business-services/collaboration/webcasting-services

**Sources**