Global Commercial Real Estate Firm Leverages Workstorm to Drive Strategy and Improve Outcomes

WORKSTORM

Background

Despite having access to multiple collaboration and communication platforms, a global commercial real estate firm recognized that the functionality of its current collaboration solution was not providing the benefits it needed at the individual and department level. User adoption among employees could have been more consistent, and external clients often had trouble joining meetings or sharing files.

Leadership realized that the current collaboration solution created too much opportunity for social distraction and oversharing. And to top it off, email traffic continued to overwhelm everyone. Still, several of their external clients relied on other platforms for various collaboration, file sharing, and meeting needs, making it challenging to collaborate and bring together internal and external parties.

Sensitive work required a platform built around discretion and confidentiality internally and externally.

Use Case: The Problem of External Connection, Oversharing, and Flexibility

While the list of concerns about their current collaboration solutions was long, the most pressing concerns for leadership revolved around **control** and **flexibility**.

Pain points:

- Existing tools were not flexible to how different departments worked

- Fragmented communications across email, text, and various existing tech

- Limited access of information for internal teams and external parties on matters ranging from deal discussions, M&A activity, and other proprietary information

- Inability to monitor, review, or archive communications effectively

- File management and accessibility

Solution & Outcome

The Right Tool for the Right Message for the Right Audience at the Right Moment

An industry colleague introduced the firm to Workstorm, recognizing it as a unique solution that addresses the very problems and gaps they faced. They found that Workstorm was incredibly user-friendly, requiring minimal effort to bring colleagues on board and invite external stakeholders. The intuitive platform facilitated central messaging, video conferencing, email, calendar, and document management. But what set Workstorm apart as a distinctly powerful and effective solution was its:

- Ability to deploy quickly without data migration
- Effective ad-hoc communication
- Effective connection with internal and external teams, regardless of the current tech platforms they currently used
- Flexibility for diverse teams who all work in different capacities
- Secure access to critical data and confidential information sharing
- Ability to find information quickly across messages, channels, files, and meetings

Outcome: Increased Adoption

The introduction of Workstorm improved the firm's collaboration efforts. Employees appreciated the platform's simplicity and praised its ability to meet their specific needs. Positive sentiment related to adoption included:

- Confidence in secure channels created reduction in unsecure email and non-compliant text messaging
- Customizable interface and personalization based on individual and department preference
- User friendly interface and intuitive navigation
- Prioritization of information needed
- Organized and searchable spaces
- Enhanced efficiency and productivity within one platform
- Peace of mind from strengthened confidentiality and discretion in handling sensitive information
- Improved collaboration with external parties, regardless of the platforms they utilized
- Streamlined project management, enabling employees to oversee multiple workspaces simultaneously
- Improved control and compliance for IT teams

By leveraging Workstorm, the firm successfully filled its collaboration gap, driving strategy, improving outcomes, and enhancing their overall business operations.