

UNIQUE CONNECTED WORKFORCE MODEL - THE KEY TO PROFIT MAXIMIZATION

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ABSTRACT

In today's digital inclined world where at present due to COVID-19 pandemic remote work is the new norm connected workforce is the need of the hour. COVID-19 has forced every organization worldwide to accept remote work. After more than a year working on virtual platforms the entire world has now come to realize that virtual platform is not a bad choice it is actually beneficial for the employees and the organizations. Since organizations have willingly accepted the remote work model, hence there is a more need for connected workforce. Connected workforce means the entire organization connect with each other worldwide and in different time zones through online tools like cloud, video conferencing, zoom platforms and other online source. This paper is all about connected workforce. In this paper the readers would understand the concept, benefits and ways connected workforce can lead to profit maximization. This paper will also talk about a unique model of connected workforce.

Keywords: COVID-19, connected workforce, virtual platform, remote work, profit maximization

Introduction

Many organizations worldwide have been following the concept of connected workforce for quite some time. Connected workforce concept is followed mainly in those organizations where organizations are multinational and have distributed workforce worldwide in different time zones. This concept helped in connecting with different team members and job-related updates are taken. Through connected workforce the entire team has a good communication and problems are sorted out at any part of the world and job does not suffer due to different time zones.

COVID-19 world-wide has forced organizations worldwide whether it is a local or multinational to have remote work and also highlighted the concept of connected workforce.

At the onset of COVID-19 when organizations forcefully accepted remote work, organizations and employees faced lot of challenges in terms of reduced communication, reduced motivation, low employee engagement, employee's mental health and wellbeing, zero team work, zero team collaboration, reduced employee performance and efficiency, delayed employee response and pending work.

Now organizations and employees have got used to remote work and have started thinking of ways of overcoming the above-mentioned problems. After hours of brainstorming

organizations and Human resource managers world-wide have come to this conclusion that connected workforce is the only solution to overcome all the above-mentioned problems which has been tormenting most of the organizations world-wide.

Meaning of Connected Workforce

Connected workforce means the entire team connecting together in an Organization virtually with the help of online tools. This system helps in employee bonding which can happen in a physical workspace and also everyone starts knowing each other and on work front the feeling of a physical workspace comes in the virtual world. Each employee facing any work-related problem can be easily discussed and sorted out. Experts in various fields worldwide can also be consulted in case of needs. Best hire can be included in the organization for optimal efficiency and productivity.

Advantages of Connected Workforce

1. **Increased organization productivity/ Profit maximization**-Connected Workforce helps in increased organization productivity. When working remotely employees face a lot of work-related problem. These work-related problems when not sorted leads to employees feeling lost and cannot proceed further with the

job. This leads to less efficiency and productivity. Through connected workforce each member is connected worldwide to each other as well as to the higher authority and experts as well. In case of any job-related problem immediate solution is given and also upgradation of knowledge takes place. This leads to increased employee efficiency and productivity. When all employees are giving their best and productivity is increased, this leads to profit maximization.

2. **Employee engagement-** Remote work leads to less employee engagement as employees don't see each other. They start missing each other. In case of any job-related problem due to lack of proper instant solution employees are much more disengaged. Through connected workforce since everyone are connected to each other virtually any moment of time any employee can get the solution and also proper communication is maintained so people don't miss physical workforce. Through weekly meetings and discussion sessions employees starts upgrading oneself and also employee engagement increases leading to profit maximization.
3. **Reduced communication gap-** Virtual work may lead to huge communication gap within the organization's hierarchy. Employees might be totally lost and may start sulking and suffering from mental health. Connected workforce helps in more and better communication between everyone through regular meetings, organization upgradation, policies and training program. These steps lead to less communication gap and people feel energetic to work leading to profit maximization.
4. **Increased mutual respect-** Since employees and experts are connected to each other worldwide so there is an increased mutual respect for each other. Each member right from the higher authority, experts and employees starts behaving with each other cordially and like a family as in time of need each one is available and each one starts learning more from each other this also creates a sense of

respect for each other and leads to profit maximization.

5. **Skill upgradation-** Through connected workforce the organizations can hire experts from various domains and also skilled employees can also be hired. This process helps in best people coming together on one platform and giving their best. This leads to skill enhancement of existing employees and also productivity and efficiency increases leading to competitive advantage and profit maximization.

Organizations Practicing Connected Workforce Model

Case 1 Capgemini

Remote work has made it mandatory for organizations to keep their employees much more satisfied as it increases employee engagement, motivation, productivity, employee experience and employee retention.

Capgemini through unique connected workforce model and changes in its virtual workspace has been able to give better employee experience.

Capgemini through its connected workspace model, connected collaboration, connected office and connect support is able to have a good connected workforce which is happy, engaged, upgraded, motivated and able to deliver the best leading to profit maximization.

Case 2 MSCCN

Connected unique workforce model concept has helped MSCCN through IBM smarter workforce solution using SaaS technology has been able to provide 20,000 jobs for military couples and 8000 military veterans. This is a classic example how through connected workforce organizations are able to fulfil all their employee need and profit maximization goal.

Case 3 Caterpillar

Caterpillar through unique connected workforce model concept and with the help of IBM smarter workforce through SaaS technology was able to understand the relation between employee performance and employee engagement globally. With the help of connected workforce Caterpillar was able to

measure effectively employee performance. In order to make the performance much better Caterpillar took help of its global partners to train up its employees so that performance wise and productivity wise the organization does much better and this in turn lead to more employee engagement, motivation and profit maximization.

From the above live cases it is clear that connected workforce is very much needed by organizations worldwide for employee engagement, motivation, communication, skill enhancement, increased productivity and profit maximization.

Unique Connected Workforce Model

The concept is shown in Figure 1.

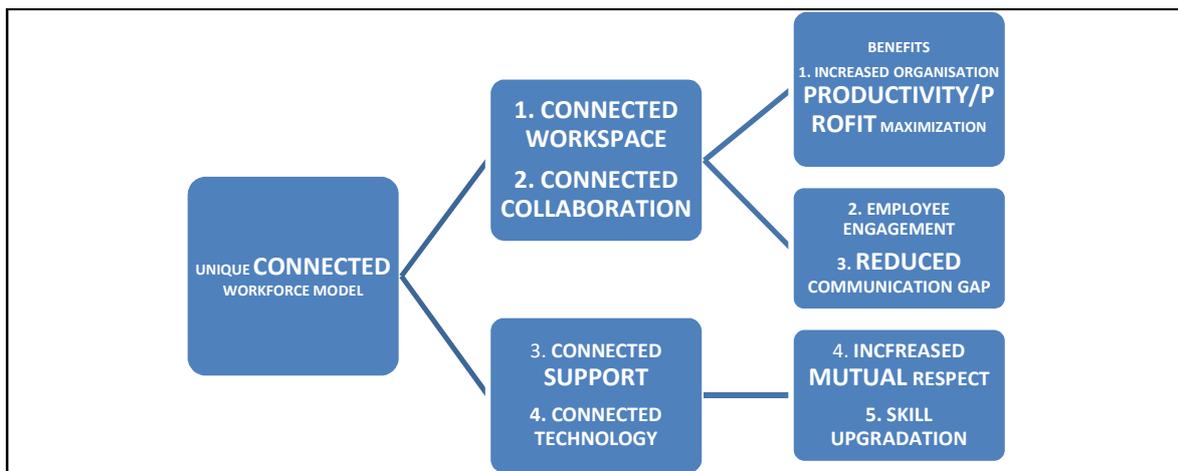


Figure 1: Unique Connected Workforce Model

Findings

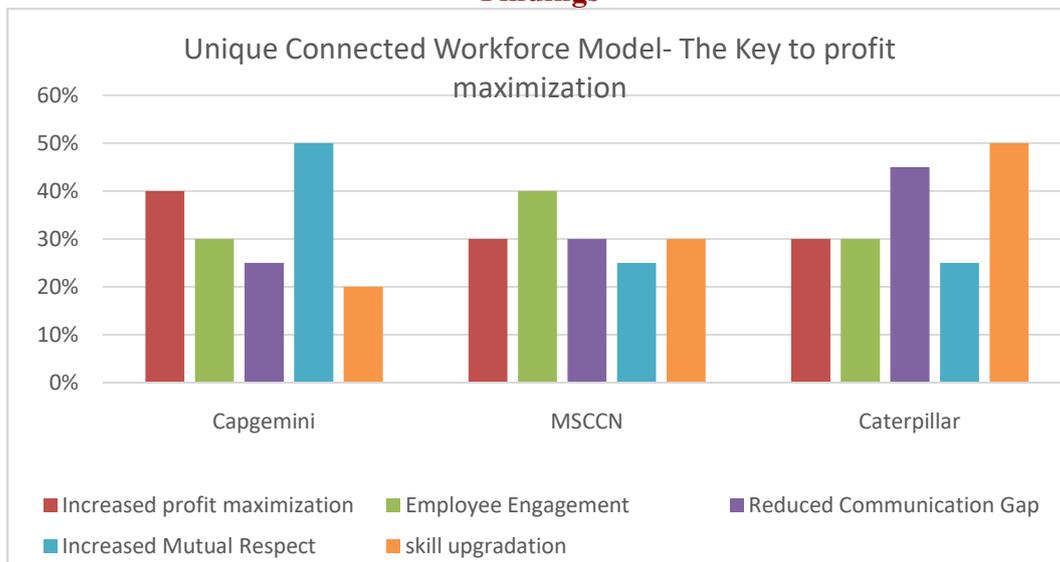


Figure 2. Unique Connected workforce model- The key to profit maximization

- Figure 2 shows “Unique Connected Workforce Model- The Key to Profit Maximization”
- Sample, N= 100, N =3 Organizations, N= 5 parameters
- Figure 2 shows: 40% respondents have confirmed that Unique connected

workforce model has helped Capgemini in increased profit maximization, 30% respondents have confirmed that Unique connected workforce model has helped Capgemini in employee engagement, 25% respondents have confirmed that Unique connected workforce model has helped Capgemini in reduced communication gap, 50% of respondents have confirmed that Unique connected workforce model has helped Capgemini in increased mutual respect and 20% of respondents have confirmed that Unique connected workforce model has helped Capgemini in skill upgradation.

- Figure 2 shows: 30% respondents have confirmed that Unique connected workforce model has helped MSCCN in increased profit maximization, 40% respondents have confirmed that Unique connected workforce model has helped MSCCN in employee engagement, 30% respondents have confirmed that Unique connected workforce model has helped MSCCN in reduced communication gap, 25% of respondents have confirmed that Unique connected workforce model has helped MSCCN in increased mutual respect and 30% of respondents have confirmed that Unique connected workforce model has helped MSCCN in skill upgradation.
- Figure 2 shows: 30% respondents have confirmed that Unique connected workforce model has helped Caterpillar in increased profit maximization, 30% respondents have confirmed that Unique connected workforce model has helped Caterpillar in employee engagement, 45% respondents have confirmed that Unique connected workforce model has helped Caterpillar in reduced communication gap, 25% of respondents have confirmed that

Unique connected workforce model has helped Caterpillar in increased mutual respect and 50% of respondents have confirmed that Unique connected workforce model has helped Caterpillar in skill upgradation.

From the above findings it can be clearly concluded that Unique connected workforce model has benefitted well known Organizations like Capgemini, MSCCN and Caterpillar in profit maximization. If this model is followed by other organizations worldwide, it is going to help in profit maximization.

Conclusion

In this remote work era, it is but obvious that the organizations worldwide should be thinking about how organizations are going to help employees in contribution towards organizations profit maximization. Organizations profit maximization can only take place if employees are engaged, motivated, increased mutual respect, skill upgradation and reduced communication gap. The best solution to all these benefits is Unique connected workforce model which as discussed above when followed by well-known organizations like Capgemini, MSCCN and Caterpillar have shown positive result and have proved that “Unique Connected Workforce Model- The key to profit maximization”.

Recommendation

In order to sustain and have a competitive advantage it is mandatory for every organization worldwide to take care of their employees better. In this digital era, it is highly recommended to go for Unique connected workforce model to make employees engaged, motivated, skillful, efficient so that employees can contribute towards profit maximization

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