



#TokArticles

5 ways to master communication with remote work

Remote work is here to stay. Period. The new normal is here and it demands a brand new perspective to understand communication. In this pandemic, one of the cornerstones that we should definitely consider is social distance. That's the reason why working remotely is a skill we currently need to stay profitable and grow our businesses. This might be confusing for most of you, but it's actually quite simple (and fun). There are companies who have been working with teams abroad and are working remotely with ease.

In other words, take some time to learn from the experts. Integrating teams in different countries to create IT solutions for our customers is something we at Oktana are very used to. Nara, from the Human Resources department in Paraguay, tell us more about it:

"[I believe] things haven't changed a lot since I have always reported and worked remotely with co-workers from other countries even before the pandemic showed up. [Moreover,] I think remote work has improved my performance because I save time in the traffic and even money that I used for transportation and food. Now I feel I have more energy and resources."

We even created [Tok](#), the leading real-time chat app for Salesforce users that helps companies to squeeze the best of communication within the new normal (Can you tell we're proud of it?). Let us give you some important information on how you can work remotely more wisely to increase your efficiency, improve work culture, and grow revenues.

1. Distance has nothing to do with meters or feet

This is our first and most important recommendation. Why? Because it's not about distance. It's about having the right state of mind. If you want to master remote work and enhance your communication skills, you have to let go of that idea of physical distance. Talented remote workers know their partners are always just a click away:



"[The new normal] impacted the way we communicate with our teammates. Now we need to find new ways to facilitate communication. However, Tok is that space where we can stay always connected and work more fluently".

Nery C. – Web developer at Oktana Paraguay

That's the key. We know where to find our teammates, and especially, how to reach out to them in the most effective way. Here is a tip that you may want to consider in your routine: identify your partners and get to know them. If you didn't have a chance before, schedule a 10-minute chat to introduce yourself now. Don't talk about work, get to know the human behind the "co-worker."

2. Be direct and clear

No one owns a crystal ball to see into your mind, so try to express yourself clearly. We understand, having a work conversation through a screen may feel weird in the very beginning. That feeling will vanish as long as you decide to take the leap and connect with your co-workers. Also, you will notice in every conversation that you will develop more concise messages.

Our recommendation? Remember, less is more! When having 1:1 chats related to work and professional arrangements, try to pull everything together in a way that is as simple as possible and provides what your co-worker needs.

3. In remote work, communication is key

You are safe working at home but still need to reach your co-workers. Before the pandemic you could just walk over and have a conversation. Not anymore. Now you have to leverage technology to manage your communication and collaboration. Make sure your team agrees on which channels to use. With Tok, our teams use Channels and Groups to adjust their conversations according to their needs. For example, Channels are great spaces for teamwork and let members message each other around a common matter, like a real-time group chat. On the other hand, Groups were designed to share posts and let people interact with them, like social media.

Tip: Remote work is not only about efficiency. It has to do with culture and collaboration. When managing your conversations always make sure everyone knows where to go, is able to participate, and every voice is heard.



4. Stay 100% tuned in

Ok, this is important and we would like to highlight it because most of us tend to take it for granted: notifications are crucial. We get it. Your phone was full of notifications even before the pandemic. However, if you want to track your projects, having the right notifications is the best way to do it. Remember, your team is not physically together; so an important matter or message will come to you in a push notification or desktop alert.

We use Tok notifications in our office to make sure we keep track and guess what? We never miss any details! Here is our tip: Be aware of which notifications you have turned on. Make sure they're the right ones. Then, get used to answering them as soon as possible. It might sound obvious but trust us: it only takes seconds for a pending message notification to be forgotten.

5. Have fun!

Yes, productivity and hard work bring great results. We believe fun is also a crucial element to consider when it comes to business success. No team member or leader will reach peak efficiency if they are not working in a comfortable and pleasant environment. How can you contribute to creating a better culture while working remotely? Through communication, of course. Don't let screens make your conversations boring.

Most messaging solutions include many features to make collaboration as much fun as possible. Use them! With Tok, we use emojis, gifs, snippets, polls, and other resources to express ourselves in every message.

If you have read this far, you now have a better understanding of what efficient communication means in remote work scenarios. Remember, the sense of distance is in your mind and you can adapt: always use efficient and clear communication, stay 100% connected, and make it a better place to work. Follow these recommendations and you will be all set!

For more information about how we strive to improve communication for our customers, please visit us [here](#). Also, if you need a general overview of Salesforce's perspective, visit [this trail](#). Now go back to your daily assignments and enhance your communication level across your company. Your teammates will notice the difference.

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