

# Why your organisation needs Blync

Thousands of companies worldwide are making their work environments great with Blync.

Join the workplace revolution!



## • Employee Satisfaction

Stress is one of the leading causes of employee discontentment. Stress can stem from employers who don't supply the tools necessary for employees to work efficiently while on the job. (Gregory 2011). Without these tools employees are unable to complete tasks within the set timeframe which reduces productivity, diminishes morale and eventually leads to staff turnover.

The Blync light will provide your staff with a tool that will enable them to be effective when completing urgent tasks that will boost satisfaction and, in turn, profitability while reducing costs incurred with high staff turnover. An investment in the Blync light will assure your staff that you intend of providing them with an effective work environment.

## • Reduce Interruptions



The Blync light can save your organization \$120 per person per day! It's easy to calculate when 28% of a typical workers day is consumed by interruptions. That's 2.1 hours of productivity lost per person per day.

# Employees	Avg hrlly cost	Hrs lost p/day	Total lost p/day	Blync Effectiveness	Savings p/day	Savings p/year
50	\$40	2.1	\$4,200	10%	\$420	\$100,800
200	\$40	2.1	\$16,800	10%	\$1680	\$403,200
1000	\$40	2.1	\$84,000	10%	\$8400	\$2,016,000



## • Never miss a call

Missing a call can be detrimental to any company with a Sales or Customer Service focus. You can be losing up to 10% of your companys sales opportunities through missed calls. Equally as unfavorable to a company is missing calls from support customers with service level agreements in place which can later affect future contract renewals.

The Blync light has been designed to physically alert co-workers that an incoming call is being received. Regardless if the user cannot see the incoming call on their desktop or have their volume turned down/headset plugged in, the Blync light will visually grab the attention of the worker prompting them to answer the call. As an extra contingency, the Blync light can be configured to display a missed call. This allows the worker to detect and return the call as soon as possible.

The Blync light has been designed to help eliminate this interruption by allowing your co-workers to physically display their availability when focused on completing an important task.

Sources based on The Cost of Not Paying Attention: How Interruptions Impact Knowledge Worker Productivity" (Basex 2005)