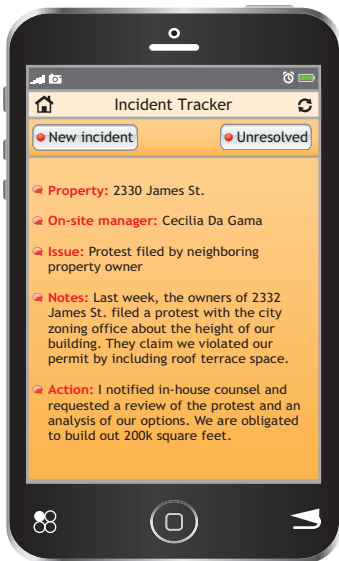


# Business Communicators Innovating with Mobile

As the third major revolution in business communication in the past two decades (after the World Wide Web and social media), mobile communication has the potential to change nearly every aspect of business communication. Here is a small sample of the ways companies are putting mobile to work.

## Training

In the face of changing markets, government regulations, and other forces in the business environment, developing and maintaining employee skill sets is an ongoing challenge for most companies. The challenge is made even more difficult when employees are constantly on the move or geographically dispersed. With training materials developed specifically for mobile devices, companies can deliver training content when and where it helps employees the most.<sup>8</sup>



Eugenio Marongiu/Shutterstock

## Distributed Decision Making

A complementary aspect to managing remote workers via mobile apps is giving employees the authority to make decisions in the field, rather than relying on managers back in the office. In the oil and gas industry, for instance, specialized mobile apps include tools for data visualization, collaboration, and data collection to help on-site employees and supervisors communicate and coordinate their efforts. This capability can be particularly vital after accidents or other crisis events, because it lets employees who are on the scene choose the best course of action without delay.<sup>9</sup>

## Mobile Glossary

In addition to terms defined elsewhere in the book, here are some helpful mobile terms.

### 3G, 4G, and 5G

Successive generations of mobile phone technology, although the generational boundaries are loosely defined and each generation includes a number of competing technologies; roughly speaking, we're in a transition from 3G to 4G now, and 5G (whatever it ends up being) won't arrive for at least several more years.

### Android and iOS

The two major operating systems/platforms for mobile devices. Android devices are made by a wide variety of manufacturers, but iOS devices are made only by Apple.

### Bandwidth

A measure of the data-carrying capacity of a mobile, Wi-Fi, or other network connection; streaming video and other demanding applications require a *broadband* connection, but there's no general agreement on exactly what constitutes broadband.

### Cellular Versus Mobile

Two terms for the same concept; *cellular* (derived from the way phone networks are configured) is used mainly in the United States, whereas *mobile* is used more generally around the world and is also more descriptive, so that's the term used in this book.

## Remote Workforce Management

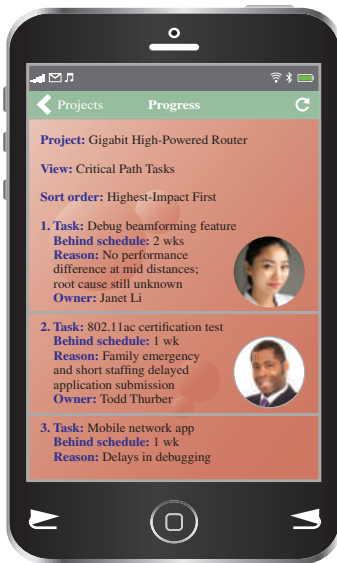
Dispersed workforces also present a variety of supervision and management difficulties. Mobile workforce management apps can address many of these problems, from basic functions such as ensuring that workers show up on time at remote job sites to rescheduling customer appointments on the fly to collecting information to share with technical support staff. Sales managers can give just-in-time coaching and encouragement to representatives who are about to call on potential customers. Some systems can even embed information on best practices from experienced workers and deliver virtual coaching to less-experienced workers in the field.<sup>10</sup>



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## Recruiting

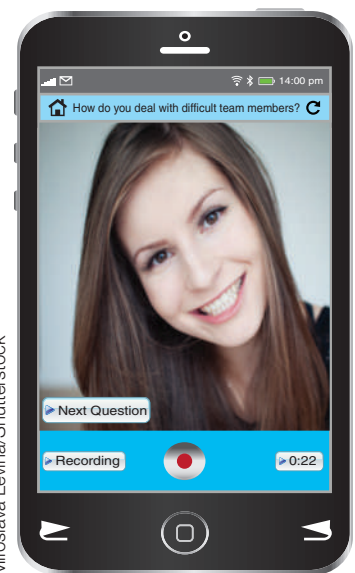
With a target population that is often on the move, companies are responding by integrating mobile into their recruiting processes. These efforts include mobile-friendly job postings, mobile application and recruiting apps, and interviewing systems that let candidates and recruiters connect using their mobile devices.<sup>11</sup>



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## Project Management

Work teams are often dispersed over wide geographic ranges and frequently on the move, so mobile communication is an essential element of contemporary project management. Instant access to task status and other vital information helps project managers stay on top of rapidly moving projects and helps team members communicate efficiently.



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### Context Awareness

A mobile device's ability to modify its operation based on knowledge of where it is; silencing the ringer when you arrive at your office is a simple example.

### Geofencing

Using the location-sensing capabilities of mobile devices to remotely monitor and control the device and its user; delivery companies, for example, can monitor where their drivers are and make sure they stay within designated areas.

### Over-the-Top (OTT) Application

A digital service that bypasses a traditional distribution network to provide similar capability, often by using cloud capabilities;

an example is WhatsApp using Internet connections to create services traditionally provided by mobile phone carriers.<sup>12</sup>

### Phablet

A rather ungainly name for mobile devices that are larger than phones but smaller than tablets.

### Quick Response (QR) Codes and Near-Field Communication (NFC)

Two ways for a mobile device to access additional information; QR codes are square, phone-scannable barcodes that connect the phone to a website; NFC is a short-distance radio technology that enables a data link between a phone and tags that can be attached to products or other locations.

# Today's students are holding the future of business communication in their hands

As another disruptive technology redefines business communication, Bovée and Thill are once again the first to respond with current, comprehensive, and fully integrated coverage.

Just as Bovée and Thill pioneered coverage of the social media revolution, they now lead the market with up-to-the-minute coverage of mobile business communication.

"Mobile is the most disruptive technology that I have seen in 48 years in Silicon Valley."<sup>1</sup>

—Venture capitalist  
Joe Schoendorf

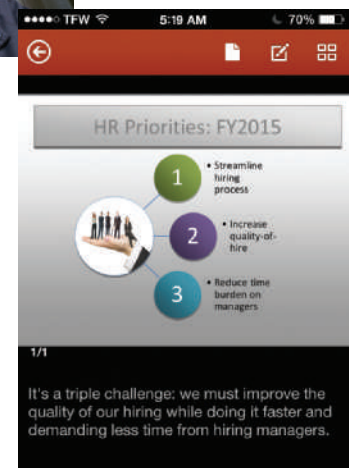
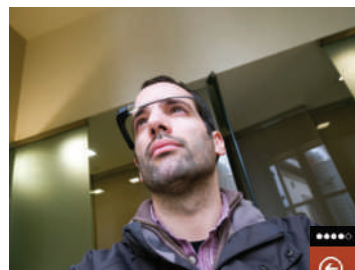
## The mobile revolution: key facts and figures

Smart business leaders know they must adapt and respond to the rise of mobile usage by consumers and employees.<sup>2</sup>

- For millions of people, a mobile device is their primary way, if not their only way, to access the Internet.
- Globally, 80 percent of Internet users access the web at least some of the time with a mobile device.
- Mobile has become the primary communication tool for many business professionals, including a majority of executives under age 40.
- Email and web browsing rank first and second in terms of the most common nonvoice uses of smartphones.
- More email messages are now opened on mobile devices than on PCs.
- Roughly half of U.S. consumers use a mobile device exclusively for their online search needs.
- Many online activities that eventually migrate to a PC screen start out on a mobile screen.

### **Bovée and Thill's coverage of mobile business communication includes these important topics:**

- *The Mobile Revolution*
- *The Rise of Mobile as a Communication Platform*
- *How Mobile Technologies Are Changing Business Communication*
- *Collaboration via Mobile Devices*
- *Business Etiquette Using Mobile Devices*
- *The Unique Challenges of Communication on Mobile Devices*
- *Writing Messages for Mobile Devices*
- *Designing Messages for Mobile Devices*
- *Optimizing Content for Mobile Devices*
- *Visual Media on Mobile Devices*
- *Creating Promotional Messages for Mobile Devices*
- *Integrating Mobile Devices in Presentations*



# Integrated coverage and student activities

As with social media, the changes brought about by mobile run far deeper than the technology itself. Successful communication on mobile devices requires a new approach to planning, writing, and designing messages.

With in-depth, integrated coverage of the challenges and opportunities that mobile presents, *Business Communication Today*, 13th Edition, helps students adapt their personal use of mobile devices to the unique demands of business communication. Through a variety of annotated model messages, questions, activities, and cases, students will gain valuable skills in the art of communicating via mobile devices.

## EMAIL SKILLS/MOBILE SKILLS

**7-36. Media Skills: Email [LO-4]** The size limitations of smartphone screens call for a different approach to writing (see page 138) and formatting (see page 162) documents.

**Your task:** On the web you, find a news release (see releases) that announces the or any other writing app at material in a way that would

## BLOGGING SKILLS/MOBILE SKILLS

**8-27. Media Skills: Blogging; Compositional Modes: Tutorials; Mobile Skills [LO-6]** Tumblr has become a popular “short-form” blogging platform by combining the simplicity of Twitter with the ability to share photos and other media easily.

**Your task:** Write a 300- to 400-word mobile-friendly post for your class blog that explains how to set up an account on Tumblr and get involved in the Tumblr community. The help pages on Tumblr are a good place to get more information about the service.



*With realistic examples, pointers to dozens of business communication apps, and a full range of questions and projects, Business Communication Today highlights the best current practices in mobile business communication.*

## DIGITAL+SOCIAL+MOBILE: TODAY'S COMMUNICATION ENVIRONMENT

### Job Search Strategies: Maximize Your Mobile

The mobile business communication revolution is changing the way employers recruit new talent and the way job candidates look for opportunities. Many companies have optimized their careers websites for mobile access, and some have even developed mobile apps that offer everything from background information on what it's like to work there to application forms that you can fill out right on your phone.

However, don't be too quick to abandon a job application or an investigation into an employer just because the firm doesn't have a careers app or a mobile-friendly job site. Creating apps and mobile-friendly websites takes time and money, and many employers are still in the process of optimizing their online career materials for mobile devices. In a recent survey, 40 percent of mobile users said they would abandon a nonmobile job application—a distressingly high number in a slow job market. Don't miss a great opportunity just because an employer hasn't caught up to your mobile habits.

In addition to researching companies and applying for openings, integrating a mobile device into your job search strategy can help with networking and staying on top of your active job applications. For instance, some companies don't wait long after extending an offer; if they don't hear from the top candidate in a short amount of time, they'll move on to their next choice. By staying plugged in via your mobile device, you won't let any opportunities pass you by.

Think of ways to use your mobile device to enhance your personal brand and your online portfolio. If you want to work in retail, for example, you could take photos of particularly good or particularly bad merchandizing displays and post them with

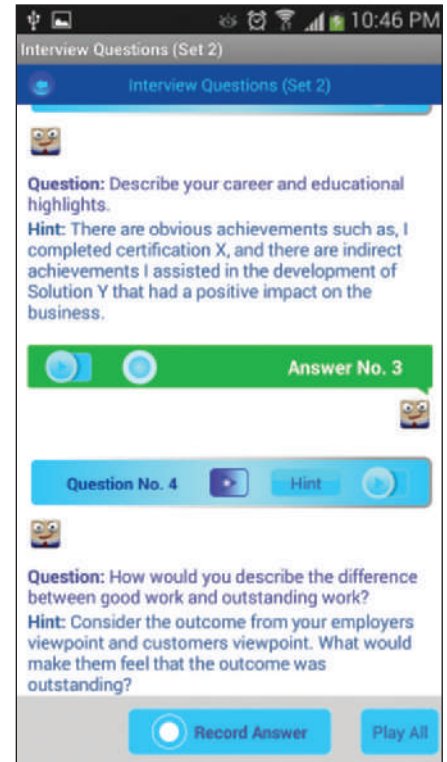
commentary on your social media accounts. Employers doing background research on you will see these posts and recognize you as a candidate who is invested in his or her career and the industry as a whole. Many of the tools you can use to build your personal brand are available as mobile apps, including blogging platforms, Twitter, Facebook, and LinkedIn.

In addition, dozens of apps are available to help with various aspects of your job search. Résumé-creation apps let you quickly modify your résumé if you come across a good opportunity. Business-card scanning apps make it easy to keep digital copies of business cards, so you'll never lose important contact information. Note-taking apps are a great way to plan for interviews and record your post-interview notes. Use your phone's scheduling capability to make sure you never miss an interviewing or a filing deadline. Polish your interviewing skills with your phone's audio and video recording features or a practice-interview app. If an employer wants to interview you via Cisco Webex or another online meeting system, those apps are available for your phone or tablet as well.

You've been paying a lot for your mobile service—now make that mobile work for you by helping you land a great job.

### CAREER APPLICATIONS

1. Would it be a good idea to present your online portfolio on your smartphone during a job interview? Why or why not?
2. Is it wise for applicants to shun a company that doesn't have a mobile-friendly careers website or a career app? Why or why not?



## MOBILE APPS

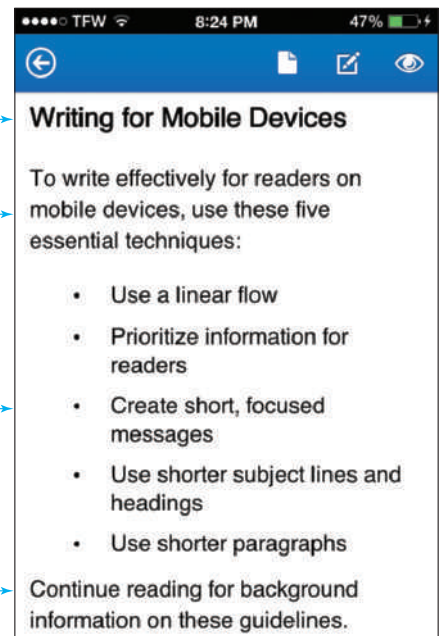
Pocket Letter Pro includes templates for a variety of letter types to simplify writing business letters on your mobile device.

Optimizing for mobile includes writing short headlines that get right to the point.

This introduction conveys only the information readers need in order to grasp the scope of the article.

All the key points of the documents appear here on the first screen.

Readers who want more detail can swipe down for background information on the five points.



1. “The Mobile Revolution Is Just Beginning,” press release, Word Economic Forum, 13 September 2013, [www.weforum.org](http://www.weforum.org).
2. “More Than Nine in 10 Internet Users Will Go Online via Phone,” eMarketer, 6 January 2014, [www.emarketer.com](http://www.emarketer.com); Christina “CK” Kerley, *The Mobile Revolution & B2B*, white paper, 2011, [www.b2bmobilerevolution.com](http://www.b2bmobilerevolution.com); Jordie van Rijn, “The Ultimate Mobile Email Statistics Overview,” Emailmonday.com, accessed 9 February 2014, [www.emailmonday.com](http://www.emailmonday.com); Jessica Lee, “46% of Searchers Now Use Mobile Exclusively to Research [Study],” Search Engine Watch, 1 May 2013, <http://searchenginewatch.com>.



Full mobile coverage in Bovee and Thill's New Editions

*Business Communication Today*, 13<sup>th</sup> Edition

Available January 2015

*Business Communication Essentials*, 7<sup>th</sup> Edition

Available January 2015

*Excellence in Business Communication*, 12<sup>th</sup> Edition

Available January 2016

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