

HOW LOW-CODE HELPS CIOs SUPPORT STRATEGIES IN A REMOTE-WORK WORLD

#1

INTRODUCTION TO THE NEW NORMAL

In times of rapid market change, it's critical that your organization be adaptable. You spent valuable time and energy creating strategies to propel your organization toward success, and your operations must be able to support these strategies regardless of external pressures.

That includes external pressures like COVID-19, or coronavirus.

"COVID-19 has potentially serious implications for the global economy," reads an article from the World Economic Forum.¹

The virus took the world by surprise, and every business has been impacted—some are weathering the viral storm, while others have come to a complete standstill.

Global crises force companies to make unexpected operational changes. In the case of coronavirus, government-mandated social distancing has translated to businesses requiring employees to work from home, where possible. Previously, only about 7% (~9.8 million) of workers in the U.S. telecommuted or worked remotely.² Now that percentage has skyrocketed.

CIOs and other digital leaders, especially, are seeking ways to ensure they can still deliver on their organizational strategies despite a distributed workforce. Retaining knowledgeable and skilled employees is also paramount to remaining successful in these turbulent times.

Like other digital leaders, you're probably seeing a need to upgrade your systems to keep up with market developments and maintain a solid workforce—whether that's migrating from a legacy software or purchasing a new low-code tool that can easily integrate with your existing system.

In the following pages, we explore several benefits this type of tool can provide for your organization, and in what ways you can use it.



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#2

MAKING INFORMATION AVAILABLE AND SECURE

As a digital leader, data falls under your purview. Your workforce is looking to you to ensure that, despite their newly distributed mode of working, they still have the information they need to perform their jobs.

To this end, centralization of information is particularly critical. Information access will need to be seamless across divisions, departments, and business lines. This is where a **unified customer relationship management (CRM) solution** is essential—teams need to be able to access information and touch points about all customers, prospects, and even other employees to make data-driven decisions and engage with customers in an informed manner.

Using a CRM successfully can help your business keep customers around—expect an increase in customer retention of 26%.³ In turbulent times, retaining customers is paramount to protect your bottom line.

Securing information within your CRM is also important. Most organizations focus on physical security elements for onsite information access, but a distributed workforce requires shifting that focus to make virtual methods of data access more secure. For example, you can restrict access based on departments, teams, or even individual users. You can also take a role-based approach, granting different access levels to senior leaders, functional managers, team leads, and the like. A key security element here is traceability—you are able to track who accessed or changed data, when, and for how long.

A robust **business process management (BPM) system** also plays a key role regarding information. For example, your organization is undoubtedly making several key changes due to the pandemic—the right BPM system can help HR implement and communicate these new policies consistently across the organization, while considering your organization's unique context.



expect an increase in customer retention of 26%
with CRM system in place

#3

ADAPTING FAST WITH LOW-CODE DEVELOPMENT

Traditionally, implementing changes across the organization can take months, if not longer. Change management can be tedious, especially when you're relying on manual approaches. But digitizing and automating business process accelerates this timeline exponentially—changes can be instituted in a matter of days or even a few hours.

Low-code software development focuses on efficiency and accessibility. As the name implies, low-code keeps coding to a minimum. It uses visual approaches, pre-built components, and a condensed development lifecycle to save time. Thus, IT can more quickly deliver (and customize) tech solutions in house.

This agility is especially important as moving operations online requires process adjustments to continue delivering consistent outcomes. You'll likely need additional apps and tools to support new ways of working.

Then you'll have to remap processes to reflect new process inputs, data repositories, and the like. Low-code can help your organization quickly integrate these new tools and streamline processes so you can get your workforce back on track and shorten time to market.

#4

EMPOWERING EMPLOYEES TO CREATE HELPFUL SOLUTIONS

Low-code is also a boon to everyday business users with its “everyone is a developer” approach. Low-code is highly visual, using an intuitive drag-and-drop functionality. So, users don’t have to worry about coding in most cases. They can create apps themselves—without IT’s help.

With many people working from home, low-code offers the perfect opportunity for business users to develop apps that help them accomplish important tasks they previously did in the office. For example, getting approvals for important documents usually means walking down the hall for a manager’s signature. With everyone working from home, an app that enables digital approval workflows will be relevant. The app could include manager alerts for when documents are ready to be signed and electronic signature capture. Business users can easily build this type of app with the drag-and-drop capabilities of low-code.

Alternatively, a user may simply customize an add-on app for a frequently used system to better suit their specific needs—perhaps automating a task they sometimes perform inaccurately or forget to do altogether. For example, after filling out a document for a customer interaction, they may forget to upload it to the customer’s file. Their app could automatically upload the document once saved and closed.

Low-code’s automation capabilities can help free up time for knowledge workers to focus on more complex tasks and strategic thinking. During these turbulent times, workers and leaders alike will need this valuable time to come up with creative approaches to continue weathering the storm and the resulting market changes.

#5

FOSTERING

BETTER

COLLABORATION

Collaboration is a key part of a successful organization, and stats support this: 33% of employees say the ability to collaborate makes them more loyal, and an approximate 80% of businesses use social collaboration tools to enhance business processes.⁴ Much like with your customers, retaining employees is important for continued success, especially when the market is in constant flux.

As for business processes, digitizing them ensures your distributed teams can keep delivering expected outcomes without needing to be in the same office. Low-code technology can fast-track your digitization efforts by automatically handling base-level code, scripts, and integrations so your organization can prototype, build, and scale apps without complex infrastructure and tons of man hours.

Low-code also helps ensure teams across the organization are able to quickly and easily work together on operational endeavors and special projects.

For example, real-time document collaboration can help teams be literally on the same page. Instead of crowding around the conference room table and looking at a projector or monitor, teammates can access and edit the same document from their own computers (at home).

Communication is also an essential collaboration aspect. You'll need to make available approved communication channels like chat and video conferencing systems. With most workers accustomed to working onsite—and social distancing contributing to feelings of isolation—the video component is especially important to address. Short of face-to-face interactions, video is the next best thing for teams to stay (and feel) connected.



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#6

MAINTAINING

HIGH

PRODUCTIVITY

With workers distributed, many first-time remote workers are having trouble getting their bearings, with 21% of them saying collaborating and/or communicating is a prime issue.⁵ In addition, they find it hard to establish a routine that keeps them as productive as they were in the office.

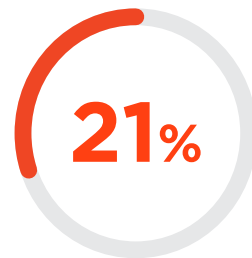
A unified system helps create a digital environment that makes it easy to gauge workers' efforts and mitigate the above challenges before they have any significant impact on operations. For example, with access rights to project dashboards, team leaders can see all tasks, records, and schedules in one system, enabling them to easily track performance and stay up to date on their teams' activities. This can also help team leaders keep workloads balanced among team members.

Giving leaders a way to be in the know about how their teams are performing can help them be proactive about addressing issues before they snowball into bigger problems. For instance, consider a leader that's tracking "on-time delivery" of each team member's work. The leader notices that KPI start to slip for one team member, so he or she reaches out to the member to figure out the issue.

During the discussion, they pinpoint the issue: the member is having to do a lot of rework, which delays delivery.

Together, they then devise an action plan to get the member back on track, including developing an app that addresses the common mistakes the member was making. The app takes only a day to create, and after implementing it into the member's workflow, the leader starts to see consistent on-time delivery again.

Taking this example one step further, the leader could roll out the app to the whole team assuming other members are facing a similar issue. He or she could then ensure all team members are able



21% of first-time remote workers say collaborating and/or communicating is a prime issue for distributed teams

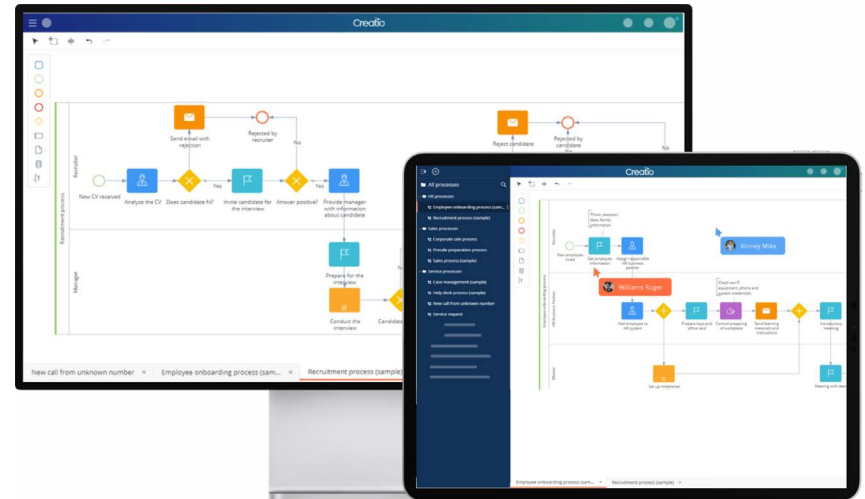
ABOUT CREATIO

Creatio (formerly bpm'online) is a low-code platform built for BPM and CRM needs. It enables mid-size and large enterprises to accelerate operational and customer-facing business processes. Business leaders from every industry can use Creatio to accelerate sales, marketing, service, and other functional areas to improve their bottom line through three key functions:

- BPM engine to change processes faster.
- Low-code platform to make everyone a developer.
- Unified CRM to align sales, marketing, and service.

Whether due to a pandemic or natural disaster, extreme market shifts are unavoidable. Though you can't control these shifts, you can control your organization's ability to quickly respond to them. With a robust low-code solution, your business can easily adapt and keep up with any "new normal."

Try it free



REFERENCES

¹ The economic toll of the coronavirus – from iPhones to solar panels to tourism

² Before the coronavirus, telework was an optional benefit, mostly for the affluent few

³ The Future of CRM in 2019: Stats & Trends [Infographic]

⁴ 21 Collaboration Statistics that Show the Power of Teamwork

⁵ State of Remote Work 2018 Report: What It's Like to be a Remote Worker in 2018