Chapter 3

The Digital Bridge:
The Way We Work and Communicate in the Digital Age

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ABSTRACT

Technologies and digital transformation are the forces that have transformed societies. In a world where everything seems to be under "control," the unexpected occurs and forces rapid changes without proper time for planning. The future becomes uncertain, and the present becomes an excellent opportunity to upgrade and maximize profit by changing the way organizations work and especially how organizations communicate. The new world highlights the relevance of information systems flexibility and the powerful role that communication plays in the success of organizations.

"The outpouring of global solidarity and support sparked by this shared challenge has been phenomenal." (World Health Organization, n.d.)

INTRODUCTION

The market positioning and the success of the organizations are clary linked to the capability to answer to market changes and the ability to deal with the uncertainty generated. The faster and better is the answer to signals of change, the better will be your positioning. Think about it. Most of the strategies implemented by the organizations are focused on two things only: deliver the best service/product of the market and build strong relationships with their customers by establishing clever market positioning.

The organizations already face and adapt their structure due to a range of factors like legal, political or demographic changes and now mainly directed to the speed of the technology where in one click

everything is available and the communication is done instantly. New trends in digitalization emerge and a new world of computing, what we also call the cloud environment, brings the possibility to run a business more easily and efficiently in order to respond to the Big Data paradigm. In this scope, it is now possible the introduction to new markets like e-Commerce and run a total digital business and this is just one slice of the big picture.

Nowadays and according to the World Health Organization, the world is facing an unprecedented challenge with the most recent global COVID-19 pandemic. This new reality brings along the classic need to change and adapt the current structures of the information systems and spotlights not only the relevance of technology and Big Data trends to give special attention to where everything begins: the people.

Deloitte, a multinational professional services network, addresses and highlights the relevance of resilience with growth mindsets as a way to adapt and face the new reality. The uncertain future becomes an opportunity *that enables to respond to changes in customer demands, economic and market landscapes, and evolving talent and capability areas* (Deloitte, 2020) by changing the way we communicate, sharing and collaborating in a way we never did before.

Google also shared the need to adapt the structure and the importance of "thinking outside of the box" by reinvent the way they connect with audiences using innovative and compassionate approaches that brings closer their customers and communities (Google, 2020). Gartner also reinforces the need to partner with digital giants and increase automation by given as an example the successful Chinese companies that adopted these key characteristics to face the COVID-19 pandemic (Gartner, 2020).

Unexpectedly, the world becomes online, and new routines and ways of work are adopted in a scenario never considered before. Companies are forced to think and implement new ways to communicate that change the current information systems structure with the special focus on the people and the way they field. We run our daily lives uncertain of the future and we don´t know the future outcomes of the new realities but we do know that remaining flexible and adapting with agility is our key to stay connected and create a global network of solidarity never seen before.

THE REMOTE CULTURE

The global COVID-19 pandemic as challenged not only the way we work but also the way we run our daily lives. If we thought that before the pandemic, we lived in online world full of possibilities, we did not have a clear picture of how this could be possible. According to (Google, 2020) in the US, staying home has led to a 60% increase in the amount of content watched and consumers across the globe are spending 20% more time in apps than they did a year ago.

50% of US consumers said they used video to communicate with family and friends in March 2020 and YouTube platform raised new contents related to "with me" videos, where people film themselves going about ordinary tasks like cleaning or cooking, and "study with me" videos to stay connected and not feel alone (Google, 2020).

Every routine is now full online including shopping through digital supermarkets, the workout and education with full online classes and online gyms, the communication with family and friends through our tablets, self-phones and/or computers and the work online most known by the Work From Home (WFH). These new structures take full advantage of technology tools to run our daily and business lives with the transition of operations to virtual and the adoption of flexible ways of work.

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