

FEATURES OF THE ORGANIZATION OF VIRTUAL OFFICES IN TODAY'S ENVIRONMENT

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The article substantiates the relevance of the use of virtual offices by modern training companies and business structures. The authors studies the features of the functioning of virtual offices. The article examines the advantages and disadvantages of the existence of virtual offices.

Over the last five to six years, platforms on the Internet have started to gain momentum and develop rapidly. This has opened up new concepts in the workplace. Many companies provide two work options: physical presence in the office or fulfilment of all duties through a virtual office. Due to the recent developments with COVID-19, most people have realized the relevance and importance of the virtual office and have started to develop and improve this comfortable type of office with great enthusiasm. In this article we'll consider the results of the study of the organization of virtual offices in today's environment and some examples of it.

Theoretical and applied aspects of studying the impact of virtual offices on modern methods of work have been highlighted by such scientists as Honda, S., Matsushita, Y., Golden, T.D., Hill, E.J., Kimura, T., Mastroianni, C., Nenonen, S., Talia, D., Tomioka, H., Zhu, Y., Becerik-Gerber, B., Burmeister, C.P., Chokwitthaya, C., Cress, U., Divya Udayan, J., Fuchs, H., Kambayashi, Y., Kuhlen, T.W., Marrou, L.R., Moskaliuk, J., Mukhopadhyay, S., Pirrò, G., Probst, F., Van Gasteren, B., Van Solingen, R., Vartiainen, M., Weyers, B., Zielasko, D., Shoemaker, J.A., Adamson, B.J., Adila, R.N., Alam, H. and other.

In modern conditions, virtual offices are actively used in education, in project-oriented types of work and in business. Furthermore, virtual offices allow working more effectively with various foreign companies.

In turn, based on search in Scopus database by key words «virtual office AND work», the relevance of such studies were identified, (Fig. 1).

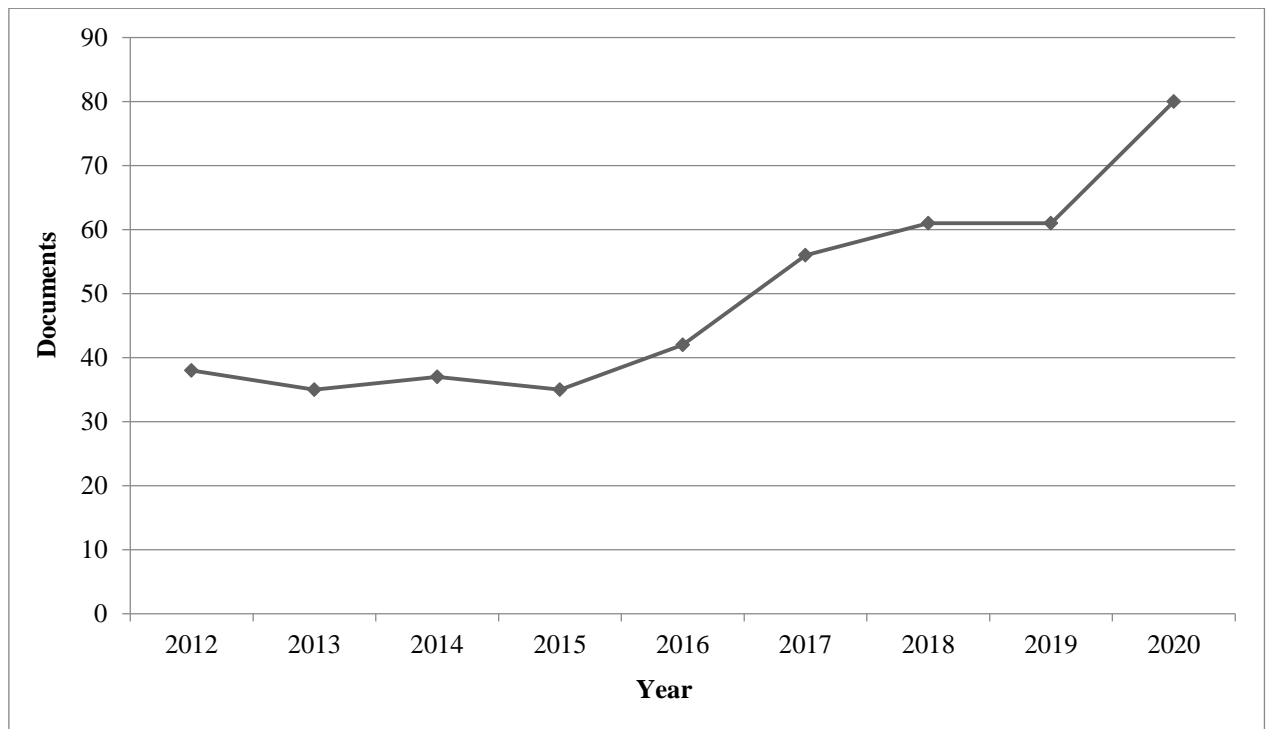


Figure 1 – Dynamics of research in the field of «virtual office AND work» (constructed based on search in Scopus database)

With the help of every virtual office, employees can perform complete usual «office» work while being in their homes or at any other location. In addition, presence of the virtual office gives a great opportunity to work with international companies and have alliances and mutual merging. Virtual offices give access to all customer's, employee's, manager's information: his or her birth date, email, billing address, contact phone number, personal information, if needed. Besides, majority of the virtual offices allow saving all documents, contracts, receipts, reports with online signatures what makes manager's work easier and faster due to the absence of paper work. However, some young, start-up organizations can find it costly to maintain virtual office due to the fees. Following examples will be given as an average numbers. There are most often three main types of subscription levels with different cost per user per month: Professional (\$65), Enterprise (\$135) and Unlimited (\$260). The functionality available to the subscriber depends on the subscription level, e.g. from the enterprise level integration with computer telephony systems is available. A virtual office is an ideal solution for managing a business remotely. By opening a virtual office, the customer significantly optimizes the cost of maintaining a company's presence in its country of incorporation, reducing rental costs and staff salaries.

Moreover, the implementation of a virtual office also entails a number of disadvantages, such as following:

1. *There is less chance of career advancement.* In virtual collaboration, it is more difficult for supervisors to assess employees' professional characteristics and their career progression is slower than in companies with traditional offices.

2. *Technical problems.* If a network problem arises, it is difficult to contact a manager or employee to clarify an urgent issue.

3. *Reputational risk.* Not all customers and partners take virtual offices seriously, considering such enterprises as unreliable.

4. *Reduced social interaction.* By working each in-house, employees do not develop friendships and social connections, and teamwork in a virtual office will be weaker than in a classic office.

5. *Privacy risks.* A virtual office is more likely to be broken into than a physical office.

6. *The potential for poor interaction between colleagues.* Lack of face-to-face communication can lead to poor understanding among colleagues.

Salesforce platform is used regarding as the example of the virtual office. Salesforce office widely popular over the whole world, but mostly at the North America, Canada and over all United Kingdom. One of the American companies uses Salesforce as a virtual office for more than 10 years without losing the demand for their service and income. This is the Aqualife Company by Kinetico. Founded in 1970, Kinetico pioneered the development of non-electric, fully automatic water treatment systems. In the years since, it has grown into a global company of independent Kinetico water experts and international distributors serving more than 100 countries. Originally, it is an American Company. Main office locates in Brooklyn, NY. After several years of existence, company decided to create virtual office, which is available in every country in order to decrease costs for staff and allow employees working from any location in the world. Virtual office of Kinetico Company uses Salesforce platform that allows saving of all information in periodic order with easy access.

Main page of the virtual office is a personalized, where worker can see his tasks for selected period, sent from colleagues, (Fig. 2).

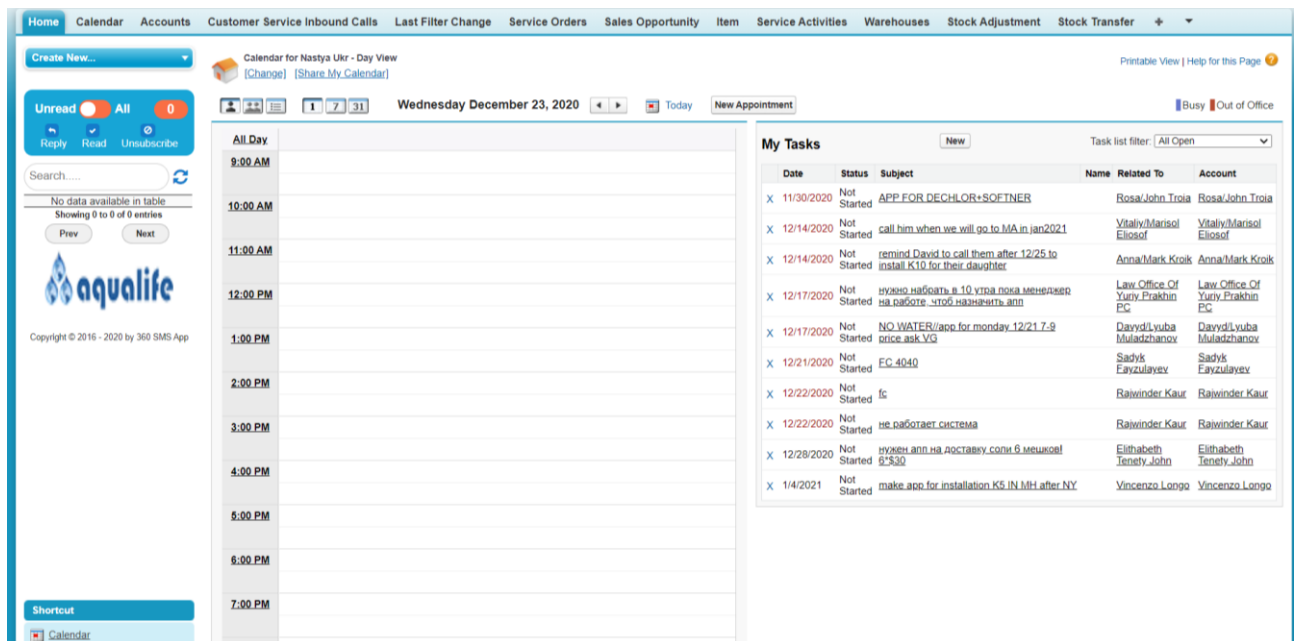


Figure 2 – Main page of the virtual office

Another important page of the office is calendar (Fig. 3) with all staff's names and their working hours. All staff in the company can be separated in three departments: the CEO of the company, Technical Service Department that consists of only supervisors and advisors, who run main work in the company, and ten male technicians, who are working physically in the USA and service all water filtration systems that company's customers have. This virtual office gives access to all customer's information: his or her birth date, email, billing address, what type of water filtration systems customer has and how systems were purchased, (Fig. 4).

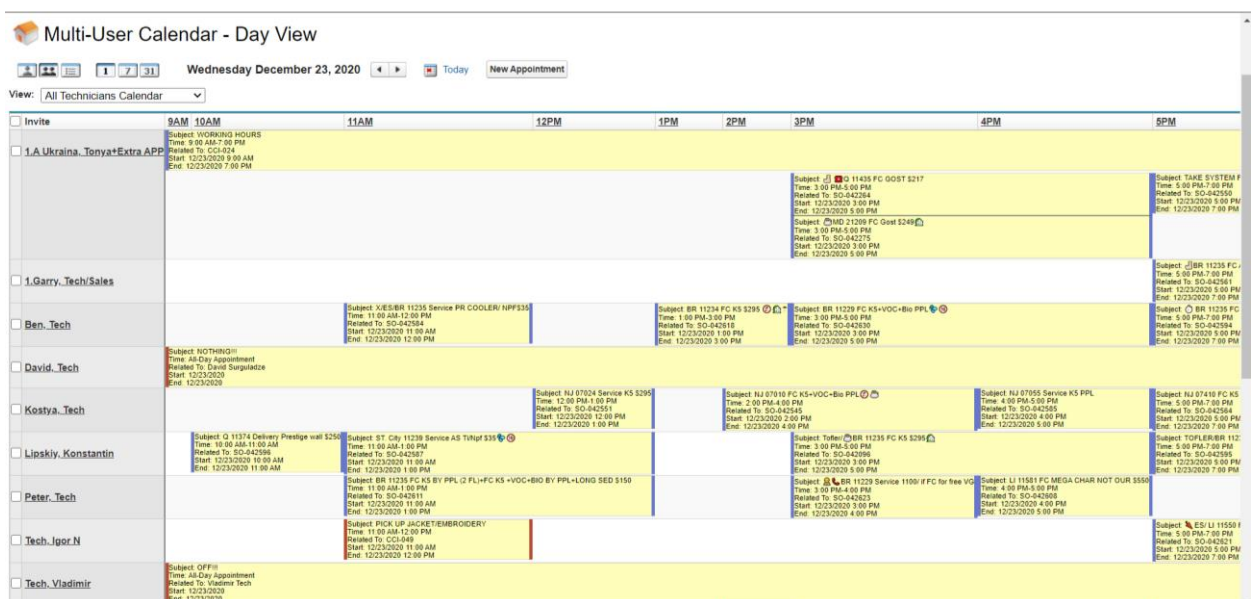


Figure 3 – Main Calendar of the virtual office

Company working hours is from 9 AM to 5 PM. During this period, all customers have an opportunity to visit the office in Brooklyn in case of some questions or contact Customer Service Department where supervisors and advisors will contact each customer personally and answer all their questions. All incoming calls are registered in virtual office as well as all text messages sent by customers. However, virtual office stays open from 9AM to 10 PM, where will be at least one person working remotely till the 10 PM and will provide needed advices, control the work and always answer the calls, when the colleagues in Brooklyn finish their working day by 5 PM, (Fig. 5).

Account Detail

Edit

Send SMS

Send Birthday Wish

Send thanks

Map It

Account Record Type	Customer [Change]	Account Owner	Yan Sionov [Change]
CRM Order Number	010379	Department	Purchasing
Act Order Number	122-95	Last Filter Change	June
Account Name	Gregory /Evgeniya Dashevsky	Company Name	
Parent Account		Sales Person Name	
First Name	Gregory	Sales Person ID	
Last Name	Dashevsky	Record Creator	
Business Name		Status	
Contact Person		Installation Completion Date/Time	
Title		Booked By	
Phone		Serial Number	K502026462 Jbea AirPlatinum (U31070G) (U31111G)
Mobile Phone #1		Telemarketing Project Name	
Mobile Phone #2	Evgeniya	Filter Change Price notes	\$299 \$250 \$250
Fax		Special Notes	
Primary Email		ContactID	C01624302080020071106110850
Birth Date	7/17/1966	Account External ID	Gregory /Evgeniya Dashevsky
SSN #	219-19-8854	Send Thanks email Status	Email sent on 2019-06-05 12:57:45 Sent by Tonya+Extra APP
Tax ID		Send Birthday notes	Gregory
Last Results		Birthday status by Phone	<input checked="" type="checkbox"/>
Salutation	Gregory	Wished For Birthday(SMS)	<input type="checkbox"/>
Sales Person Name from ACT	Alex Edelman	birthday status Email	Birthday Wishes sent on 2020-07-17 17:54:09 Sent by Tonya+Extra APP
VIP Call Done By		Air test	<input type="checkbox"/>
VIP Call Date		App date	
Vip Call Done	<input type="checkbox"/>		
SMS Opt out	<input type="checkbox"/>		
Filter Number	004096		

▼ Address Information

Billing Address

50 Brighton 1st Rd #7n,
Brooklyn, NY 11235

2nd Address

Figure 4 – Account Detail

Home	Calendar	Accounts	Customer Service Inbound Calls	Last Filter Change	Service Orders	Sales Opportunity	Item	Service Activities	Warehouses	Stock Adjustment	Stock Transfer	
Create New...												
Today's Calls												
<div> <div>Unread</div> <div>All</div> <div>0</div> </div> <div> <div>Reply</div> <div>Read</div> <div>Unsubscribe</div> </div> <div>Search...</div> <div>No data available in table</div> <div>Showing 0 to 0 of 0 entries</div> <div>Prev</div> <div>Next</div> <div> </div> <div>Copyright © 2016 - 2020 by 360 SMS App</div>												
Action	Customer Service In...	Call Date	Existing Customer / ...	Call Notes	Status	Received By	Resolved by	Phone	New Lead/New Subj...			
<input type="checkbox"/>	CALL-58107	12/23/2020 9:08 AM	Yuliya Fridman	Юля, cell 5...	Done	Tonya+Extra APP 1...	Zhenya Ukraine	713-255-7401				
<input type="checkbox"/>	CALL-58108	12/23/2020 9:13 AM	Artur Kohen	Артур, 60...	Done	Tonya+Extra APP 1...	Zhenya Ukraine	713-255-7401				
<input type="checkbox"/>	CALL-58109	12/23/2020 9:14 AM	Artur Kohen	Артур, 60...	Passed To Other User	Tonya+Extra APP 1...	Zhenya Ukraine	713-255-7401				
<input type="checkbox"/>	CALL-58110	12/23/2020 9:19 AM	Gennady Nona Ber...	ГЕННАДИЙ, 215-4	Done	Tonya+Extra APP 1...	Zhenya Ukraine	646-262-8900				
<input type="checkbox"/>	CALL-58111	12/23/2020 9:35 AM	Eugene Kosolapov	Серафима, 646-262-89	Done	Tonya+Extra APP 1...	Zhenya Ukraine	646-262-8900				
<input type="checkbox"/>	CALL-58112	12/23/2020 9:42 AM	Rimma Kurlova	Римма, домашний, 713	Done	Tonya+Extra APP 1...	Zhenya Ukraine	646-262-8900				
<input type="checkbox"/>	CALL-58113	12/23/2020 9:46 AM	Gregory /Evgeniya	ES, Alisa (дочь), cell 84	Done	Tonya+Extra APP 1...	Sitora Babaeva	713-255-7401				
<input type="checkbox"/>	CALL-58114	12/23/2020 9:47 AM	Svetlana Micaelov	Светлана, 215-215-1	Done	Tonya+Extra APP 1...	Zhenya Ukraine	646-262-8900				
<input type="checkbox"/>	CALL-58115	12/23/2020 9:52 AM	Diana Leonid Ros	Леонид, 713-255-7401	Done	Tonya+Extra APP 1...	Zhenya Ukraine	646-262-8900				
<input type="checkbox"/>	CALL-58116	12/23/2020 9:57 AM	Galina Bratsheva	Галина, 713-255-7401	Done	Tonya+Extra APP 1...	Zhenya Ukraine	646-262-8900				
<input type="checkbox"/>	CALL-58117	12/23/2020 10:26 AM	Aleksandr /Irina Khat	Александр, cell 718-75	Done	Tonya+Extra APP 1...	Zhenya Ukraine	718-755-7401				
<input type="checkbox"/>	CALL-58118	12/23/2020 10:30 AM	Boris /Evgeniya Fur	Борис, 713-255-7401	Done	Tonya+Extra APP 1...	Zhenya Ukraine	713-255-7401				
<input type="checkbox"/>	CALL-58119	12/23/2020 10:37 AM	Aleksandr /Mira Zybin	Мира, 713-255-7401	Done	Tonya+Extra APP 1...	Zhenya Ukraine	713-255-7401				
<input type="checkbox"/>	CALL-58120	12/23/2020 10:42 AM	Gregory /Kameri Tamoy	ES, Greg, 516-211-198	Done	Tonya+Extra APP 1...	Sitora Babaeva	713-255-7401				
<input type="checkbox"/>	CALL-58121	12/23/2020 10:47 AM	Dmitry Dolgovina /Olga	Ольга, 813-255-7401	Done	Tonya+Extra APP 1...	Zhenya Ukraine	713-255-7401				
<input type="checkbox"/>	CALL-58122	12/23/2020 11:03 AM	Igor Radov	Игорь, 347-255-7401	Passed To Other User	Tonya+Extra APP 1...	Zhenya Ukraine	713-255-7401				
<input type="checkbox"/>	CALL-58123	12/23/2020 11:05 AM	Boris /Evgeniya Fur	Борис, 713-255-7401	Done	Tonya+Extra APP 1...	Zhenya Ukraine	713-255-7401				
<input type="checkbox"/>	CALL-58124	12/23/2020 11:07 AM	Other Aqualife Inbou	ES, Mirela, 516-211-197	Done	Tonya+Extra APP 1...	Sitora Babaeva	713-255-7401				
<input type="checkbox"/>	CALL-58125	12/23/2020 11:21 AM	PRGM	LEAK, Лариса, 718-365	Done	Tonya+Extra APP 1...	Zhenya Ukraine	718-365-7401				
<input type="checkbox"/>	CALL-58126	12/23/2020 11:30 AM	Boris /Larisa Malosov	Борис, 718-365-7401	Done	Tonya+Extra APP 1...	Zhenya Ukraine	718-365-7401				
<input type="checkbox"/>	CALL-58127	12/23/2020 12:20 PM	Alla Perelman	Анна, 201-255-7401	Done	Zhenya Ukraine	Zhenya Ukraine	201-255-7401				

Figure 5 – Customer Service Inbound Calls

Summarizing the results of the study, it should be noted that virtual office is not only a service that allows a company to receive correspondence, receive telephone calls and faxes and handle incoming calls to a single address, but this is a phenomenal opportunity to provide comfortable, safe and united work for employees over the whole world with one click of the mouse.

REFERENCES

1. Scopus.

URL: [https://www.scopus.com/results/results.uri?src=s&st1=&st2=&sot=b&sdt=b&origin=searchbasic&tr=&sl=38&s=TITLE-ABS-KEY\(virtual%20office%20AND%20work\)&searchterm1=virtual%20office%20AND%20work&searchTerms=&connectors=](https://www.scopus.com/results/results.uri?src=s&st1=&st2=&sot=b&sdt=b&origin=searchbasic&tr=&sl=38&s=TITLE-ABS-KEY(virtual%20office%20AND%20work)&searchterm1=virtual%20office%20AND%20work&searchTerms=&connectors=)

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