

3 Ways Agencies Can Leverage Visual Communication for a Seamless Return to the Office

On a recent webcast, federal technology experts from Samsung discussed how agencies can leverage visual communication as they adjust to the challenges of COVID-19. Here are a few of their recommendations.



In the federal government, communication is key to mission success. Agency leaders are always on the hunt for new ways to engage with citizens, whether that be over the phone, via email or on social media. But communicating effectively with citizens is only half the battle. Equally important is equipping federal personnel and partners with the tools they need to achieve their mission, whatever it may be. At many agencies, the most effective way to empower employees to succeed is through visual communication. That might include anything from video walls for viewing multiple data feeds in a command center to interactive whiteboards that drive more effective cross-team collaboration.

That's according to thought leaders and federal technology experts from Samsung, who presented a number of federal communication solutions on a recent webcast, ["Government's Guide to Visual Communication."](#) In case you missed it, here are a few of their recommendations.

1. Leverage Displays to Address Modern Challenges

There's no doubt about it: The office looks a lot different today than it did a year ago. As many agencies prepare for a safe return to work, they will need to consider taking relevant safety measures. Incorporating a visual communication strategy from the start can help agencies implement these precautionary measures.

Many agencies are already implementing changes such as mandatory hand sanitizing and temperature checks that employees must complete before entering their office building or another place of work. But John Dittig, senior business development manager at Samsung, says that government leaders can do more to help the workforce. After all, these entry points are the first interaction visitors have with an agency. Incorporating messaging around COVID-19 precautions, including reminders about handwashing and social distancing, can help keep staff members safe — while providing peace of mind to visitors that safety is paramount.

Dittig recommends hand sanitation stations that leverage digital technology to embed specific organization -wide and COVID-19-related updates.

"[These stations] can be placed outside of the meeting room, outside of a huddle room," he explained during the webcast. "And it's a great place where you can actually control the messaging for that particular [agency]."



In addition to digital hand sanitizers, no-contact temperature checks are another smart way for agencies to control the spread of the virus using visual communication. The CDC recently [issued guidance](#) for organizations returning to the office, recommending employers conduct temperature checks for staff and guests alike before they enter the building or workspace. As a result, Dittig expects no-contact temperature checks to gain popularity over the next few months.

"The nice thing about these devices is they're really built to scale," he said.

Not only can digital temperature checks keep agency staff safe and healthy amid a global health crisis, but they can also be used for more seamless access control. Staff can swipe their badge and get their temperature checked simultaneously. If an individual happens to exhibit a higher-than-average temperature, the agency can leverage displays that provide instructions for how to proceed. Agency leaders can then analyze the device data to get a sense of how many people

have entered the building with a fever and at what time. From there, they can take appropriate action depending on organizational guidelines.

But it's not just government staff that benefit from these types of displays; this technology also opens up an array of possibilities when it comes to reimagining citizen services. Down the road, these displays could offer opportunities to provide relevant and timely information to citizens in real-time.

2. Encourage Social Distancing and Direct Traffic Flow at the Office

The World Health Organization [reports](#) that 80% of people with COVID-19 either have mild symptoms or are asymptomatic, meaning many people might be spreading the virus without even realizing it. That's why agency leaders must implement additional safety measures for every employee and visitor — regardless of whether they have exhibited symptoms.

To limit crowding in small spaces and ensure people are maintaining a six-foot distance from one another, agencies are turning to data-driven kiosks that track the number of people entering and exiting a particular space, such as an elevator or a conference room.

"If you're only limiting 12 people at a time inside of a particular area, [this solution] will count the people walking in," Dittig said. "And then, once 12 people are in that particular room, you'll see a stop sign on the outdoor side. Once somebody walks out, the stop sign turns to a green light."

Just as stop signs and traffic lights help keep cars on the road safe from accidents, these kiosks are built to control foot traffic at a time when close proximity is a public health hazard. What's more, agencies can leverage these kiosks in their own offices, as well as public-facing citizen service centers that typically draw large crowds, such as the Department of Motor Vehicles.



3. Enable Enterprise-wide Collaboration and Productivity

At today's government offices, display technology solutions can also help drive cross-team collaboration.

"We're using conference rooms more today in terms of video conferencing," says Mike Bahniuk, who leads business development for Samsung's B2B Display Division.

Samsung has partnered with Cisco Webex and similar collaboration platforms to provide [high-quality video displays](#). By leveraging these technologies together, Bahniuk explained, agencies can create an optimal viewing experience for the workplace of the future.



To further collaboration, the Samsung team also recommended modernizing conference rooms and huddle spaces with display solutions. Digital flipcharts, for example, can allow workers to easily share ideas, distribute notes and present content via a secure platform.

To remain productive, individual workers also need tools to help them work effectively. For teleworkers, that often means investing in monitors and increased monitor space for in-office workers. Samsung has designed an end-user computing solution that does just that by replacing small monitors with larger, curved ones that mimic the eye's natural curvature.

"The ergonomic design of a curved display that meets the curvature of your eye helps with retinal strain and eye fatigue," explained Samsung Senior Manager of Strategic Alliances Kat Christopher.

These displays, she added, offer more pixel density and larger real estate than legacy monitors. That's especially important for government employees, who are often responsible for sifting through large amounts of data or creating lofty reports.

"If you think about how much screen you're looking at and how much data you have, you're able to consume more of those visuals, and you're able to split things up in the way that you want," Christopher said.

Moreover, displays can be especially useful for staff working in command and control centers. The ability to gain real-time insight on one uniform screen can help government decision makers achieve greater situational awareness.

Of course, all of these capabilities have become even more important for agencies as they brainstorm a return to work. Gone are the days of flying in colleagues and partners for business meetings (at least for the time being). Instead, organizations must find other ways to conduct inter-office meetings and events online. By creating digital experiences where individuals can communicate clearly and efficiently from any location, agencies can continue to provide critical citizen services during COVID-19 — and beyond.

Learn more about how Samsung's solutions can help your agency adjust to the modern world of government work.