ANALYSIS OF THE ADVANTAGES OF MICROSOFT TEAMS AS A CORPORATE COMMUNICATION TOOL IN SUPPORTING EMPLOYEE PERFORMANCE

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ABSTRACT

This study aims to evaluate the advantages of Microsoft Teams' features as a corporate communication tool that supports employee performance. The research methodology includes literature analysis and a Systematic Literature Review (SLR). Through SLR, this study collects, reviews, synthesizes, and summarizes various relevant studies on the topic. The research process begins with searching for related articles using the Publish or Perish application, which accesses the Scopus database with the keyword "Microsoft Teams Application as a Corporate Communication Tool in Supporting Employee Performance," limited to articles published between 2020 and 2024. The findings indicate that Microsoft Teams offers several key advantages in workplace communication and collaboration, such as comprehensive integration with third-party applications, flexibility and scalability, complete communication features, and high security and compliance standards. The use of Microsoft Teams has been proven to increase employee productivity by up to 20%, enhance employee engagement, and facilitate remote meetings, online training, and cross-department collaboration.

KEYWORDS	*Microsoft Teams, Corporate Communication, Employee Performance, Communication Technology*

INTRODUCTION

In this rapidly evolving era of digital transformation, technology has revolutionized the way we communicate, work, and interact with one another. This transformation not only accelerates the pace of innovation but also paves the way for the creation of more dynamic, efficient, and digitally connected services and products. Advances in technology, such as artificial intelligence, the Internet of Things (IoT), and data analytics, have opened new opportunities across various sectors, including communication technology (A. Wahyudi et al., 2023).

Communication technology continues to evolve rapidly, facilitating more efficient and faster interactions between individuals and entities across different locations. Significant changes, such as the adoption of teleconferencing, instant

messaging, and social networking, have fundamentally transformed how we interact and collaborate. These technologies enable borderless collaboration, save time and resources, and enhance productivity. According to the corporate communication theory by Daft and Lengel (1986), rich communication media, such as video conferencing, can convey complex information and support more personal interactions. This is highly relevant in modern business contexts, where conferencing applications serve as primary corporate communication tools. Their use has been proven to improve employee performance by facilitating remote meetings, online training, and cross-department collaboration (Smith, 2020).

At an individual level, communication technology has made it easier to stay connected with family and friends, regardless of distance. In the past, long-distance communication required significant effort and cost, but now, with instant messaging applications, video calls, and social media, we can communicate in real-time easily and affordably. Applications such as WhatsApp, Skype, and Zoom allow high-quality video calls, making it feel as if our loved ones are nearby. This demonstrates that digital transformation not only changes how we communicate but also enriches the quality of our daily interactions. The quality of communication has improved as we can send and receive messages, images, videos, and documents in seconds, sharing important moments in our lives without geographical limitations. Technology also enables us to join communities and groups with shared interests, expanding our social networks globally.

Furthermore, this digital transformation has positively impacted communication within organizations. As stated by Dennis et al. (2008), the use of advanced communication technology can enhance communication effectiveness and efficiency within organizations, thereby supporting better business goal achievement. Modern communication technologies such as email, collaboration platforms, and project management systems enable employees to work together more effectively, reduce communication errors, and accelerate decision-making. In a business environment, communication technology facilitates better coordination among geographically distributed teams. Applications like Microsoft Teams, Slack, and Trello allow teams to collaborate on projects in real-time, share important information, and track work progress. This not only increases productivity but also strengthens employees' sense of unity and engagement. Advanced communication technology supports greater work flexibility, such as remote work and flexible schedules, which are becoming increasingly popular in the modern era. With access to efficient communication tools, employees can work from anywhere while staying connected with their teams, achieving a better work-life balance.

Microsoft Teams was first introduced in November 2016 and officially launched in March 2017. Initially developed as a competitor to Slack, Microsoft Teams quickly gained popularity due to its seamless integration with other

Microsoft products such as Office 365, OneDrive, and SharePoint. Its key advantages include the ability to integrate various tools and services into a single platform, ease of use, and robust security and compliance features.

According to research by Ferreira et al. (2021), Microsoft Teams offers significant advantages in workplace communication and collaboration. It provides comprehensive integration with third-party applications and built-in tools like Word, Excel, and PowerPoint, facilitating seamless project collaboration. The platform is highly flexible and scalable, accommodating teams of all sizes and supporting remote work. Its robust communication features, including chat, voice calls, and video conferencing, enable effective real-time interactions. Additionally, Microsoft Teams ensures high-level security and compliance with industry regulations, making it a reliable choice for corporate communication.

The use of Microsoft Teams as a corporate communication tool has been proven to enhance employee performance by facilitating remote meetings, online training, and cross-department collaboration. A study by Wang et al. (2020) found that implementing Microsoft Teams in the workplace can increase employee productivity by up to 20%, attributed to easy information access, reduced time spent on physical meetings, and greater flexibility in communication and collaboration. Furthermore, research by Brown et al. (2019) indicated that Microsoft Teams enhances employee engagement by providing a platform that fosters more transparent and inclusive communication. Employees can actively participate in discussions, share ideas, and collaborate on projects more effectively.

RESEARCH METHOD

This study adopts a Systematic Literature Review (SLR) approach, a structured method for collecting, reviewing, integrating, and summarizing research findings on a specific topic (Irwansyah & Ernungtyas, 2023). SLR provides a comprehensive and in-depth perspective by analyzing high-quality and relevant prior studies. The research process begins with identifying relevant articles on "Microsoft Teams as a Corporate Communication Tool in Supporting Employee Performance," followed by evaluation and selection based on predefined criteria. Literature searches were conducted using Publish or Perish, accessing the Scopus database, with a focus on articles published between 2020 and 2024 to ensure the inclusion of the latest data. The quality assessment involved examining research methodologies, validity, reliability, and relevance. Selected studies were systematically analyzed and synthesized to provide a thorough understanding of Microsoft Teams' impact on corporate communication and employee performance. This approach aims to contribute valuable insights for both researchers and practitioners in corporate communication and information technology, helping

organizations optimize Microsoft Teams for improved efficiency and employee productivity.
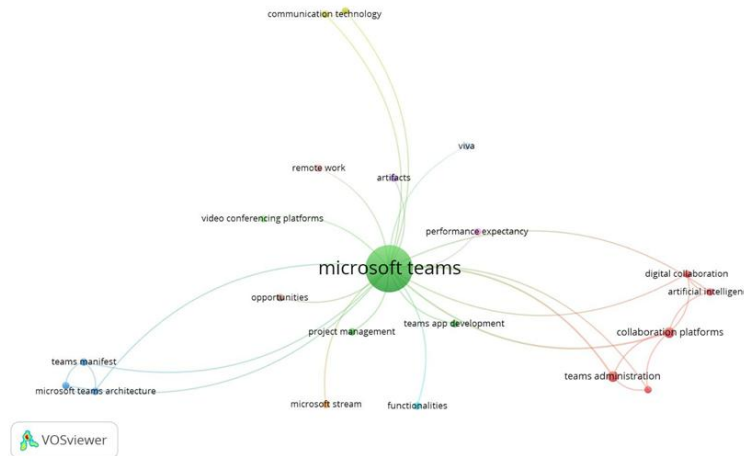

Figure 1. PRISMA Diagram of Systematic Literature Review

RESULT AND DISCUSSION

1. Comprehensive Integration

In the corporate industry, Microsoft Teams enables integration with various third-party applications as well as built-in Microsoft tools such as Word, Excel, and PowerPoint. A study by Ferrazzi (2020) found that Microsoft Teams' integration capabilities with other productivity applications enhance team efficiency by up to 30%. This feature allows teams to work more effectively by having all necessary tools available on a single platform. Additionally, the integration helps manage documents and projects more systematically, reducing the risk of errors or data loss.

2. Flexibility and Scalability

This platform supports flexible remote work and can be used by teams of various sizes, from small businesses to large enterprises. Flexibility is crucial in modern workplaces that often require quick adaptation to change. According to Johnson et al. (2020), Microsoft Teams enables employees to work from anywhere and at any time, as long as they have an internet connection. This not only improves work-life balance but also allows companies to attract talent from different locations without geographical constraints. Teams' scalability ensures that the platform remains efficient and effective, even as the number of users grows, making it a suitable choice for expanding organizations.

3. Comprehensive Communication Features

Microsoft Teams offers chat, voice call, and video conferencing features that enable effective real-time communication. These features facilitate remote meetings, online training, and cross-departmental collaboration. A study by Smith et al. (2020) found that the use of Microsoft Teams' comprehensive communication features increases employee collaboration and engagement by up to 25%. With these tools, teams can communicate more quickly and efficiently, reducing delays and improving productivity. High-quality video conferencing also helps maintain strong workplace relationships, while chat features encourage informal discussions that can enhance creativity and problem-solving.

4. **Security and Privacy**

Equipped with high-level security features and compliance with industry regulations, Microsoft Teams ensures that corporate communications and data remain secure. Security measures include data encryption, multi-factor authentication, and role-based access control, all of which help protect sensitive information from unauthorized access. According to Brown (2020), compliance with regulations such as GDPR and HIPAA ensures that companies can use Microsoft Teams without concerns about legal or industry-standard violations. This level of security and compliance provides peace of mind to businesses and employees, allowing them to focus on their work without worrying about security risks or privacy breaches.

5. **Integration with Other Tools and Systems**

Integrating Microsoft Teams with project management tools and existing CRM systems within an organization creates more efficient workflows and enhances interdepartmental coordination. This integration helps manage projects more effectively by consolidating all necessary information in one place. Additionally, CRM integration can improve customer service by providing quick access to customer information and interaction history. A study by Patel (2020) found that integrating Microsoft Teams with project management tools increases project efficiency by up to 30%.

6. Utilizing Analytics Features

Leveraging the analytics features in Microsoft Teams allows organizations to monitor meeting participation, collaboration tool usage, and employee feedback to identify areas for improvement and take necessary actions to enhance communication and engagement. These analytics provide valuable insights into how employees use the platform, where obstacles exist, and

opportunities for improvement. By utilizing this data, companies can make more informed and strategic decisions to enhance communication efficiency. According to research by Taylor et al. (2020), the use of analytics features in Microsoft Teams can improve employee engagement by up to 20%.

CONCLUSION

This study highlights the importance of Microsoft Teams as a corporate communication tool that enhances employee performance through its comprehensive integration with various applications, enabling seamless and efficient collaboration. Its flexibility and scalability support remote work, allowing employees to work anytime and anywhere while facilitating global team management. With robust communication features such as chat, voice calls, and video conferencing, Microsoft Teams fosters real-time interaction, improving engagement and decision-making. Strong security and compliance measures ensure data protection, allowing businesses to focus on their goals without cybersecurity concerns. The platform significantly boosts productivity by minimizing time spent on physical meetings and enhancing collaboration. Additionally, Microsoft Teams supports various corporate activities, from virtual meetings to cross-departmental teamwork, fostering an inclusive and dynamic work culture. Overall, this research underscores Microsoft Teams as a valuable and integrated communication solution that enhances operational efficiency, productivity, and employee well-being, making it a crucial tool for modern organizations.

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