



KEEPING EMPLOYEES INFORMED

29 April 2019

Paul Cohen | The Surgery

Keeping Employees Informed

Are you looking for new cool ways to engage with your employees in an immediate, informative and interactive manner?

Approach 1 – interactive screensaver

A basic but straightforward idea would be to build a push notification screensaver for applying to all employees desktop and laptop devices giving the ability to inform everyone of what is happening within your organisation from an employee perspective. This then links directly to your intranet so they can find out more information and/or participate. This approach allows sign-posting to existing or new kinds of content available. To make this happen we would need to work closely with your organisations IT/IS team to understand the art of the possible within your current IT environment.

Approach 2 – comms App

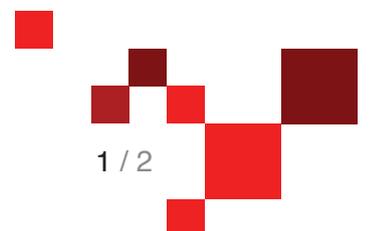
An alternative would be to develop a sign posting / comms app which is either stand alone or links back to your intranet to drive and engage employees in a more personal, tailored, social and interactive manner. The big benefit of this approach is really taking advantage of the immediate notification capability (anytime/anywhere) this would offer to drive employee behaviours. An App can include; notification, rich and immersive content, bring inclusiveness and fun, aid with health and wellbeing, link to social, provide rewards and thank you's, storytelling, two-way employee interaction, HR and personalisation.

Having surveyed a number of corporate organisations we have found that 65%-75% of those surveyed said they would download or consider downloading an app if one existed. 90% of the employee 'asks' could be delivered via this type of platform.

Any platform created should:

1. **Simplify internal communications** – deliver new and existing IC channels to every employee, wherever they are
2. **Deepen employee engagement** – helping to make employees feel more valued and invested in
3. **Amplify the employee voice** – encouraging 2-way communication/dialogue
4. **Enable employee advocacy** – creating a workforce that is proud to share

If your organisation is multi-location or has a high percentage of employees working remotely, both of these approaches answer a very real need. Think using 'now' social techniques in a way that's become the 'everyday'.





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Intel:

81% of CEOs see mobile technologies as being strategically important for their enterprises.

Forbes

The best companies will be the most mobile.

Tim Cook, Apple CEO

Smartphone users spend 88% of their time in apps, versus just 12% on the mobile Web.

IAB-commissioned Harris Poll

Mobile access to HR info can be 60% more engaging for employees than traditional web access.

ADP Research Institute

75% of decision makers indicated that deploying mobile apps had increased worker productivity.

Forrester Survey

8 in 10 people in the UK now own a Smartphone. The number of smartphone owners has reached 72 per cent in the UK, growing by 14 per cent in the last 10 months alone.

Deloitte

The average person checks their device 85 times a day.

Nottingham Trent University

The Surgery is currently working on a range of similar projects with budgets ranging from £30K to £60K depending on each client's requirements and specifications. If you would like more information, or just wanted to chat a potential project through, please contact Paul Cohen on 01428 707524, or email pc@ineedsurgery.com

