As mobile technology drives change in the way we work, socialize and communicate, the challenge of delivering effective internal communications in today's digital and dispersed workplace is becoming increasingly critical for every organization.

This E-Book explores how internal communicators can capitalize on the opportunity that mobile technology offers within a multichannel internal comms strategy.
EXECUTIVE SUMMARY

In this E-Book, StaffConnect discusses the role of mobile apps to support the aims and objectives of internal communications within organizations.

The importance of internal communications and the changing role of the internal communications professional in today’s digital workplace will be explored. Furthermore, we will look at how the millennial generation and the trends of Bring Your Own Device (BYOD) and internal social behaviour are helping to drive that change.

We will explore how mobile apps can be used to deliver effective internal communications. The unique capabilities apps can offer the internal communications professional will be discussed, along with how they can assist in the drive to increase employee engagement, leading to improved productivity and building a more profitable and successful business.

Lastly we’ll look at some of the app tools currently available in the market. We will discuss what components make an effective and successful internal communications app and which features can be integrated into apps to effectively deliver the internal communications message.

“We believe, in the near future, mobile technology will transform the way employers choose to connect with their employees, in the same way it has already transformed our present day communication model.

Mobile apps offer an ideal way to tackle the employee engagement issue. We believe we will see an increasing number of businesses choosing to deliver an app solution to complement their internal commms strategy.”

Bulent Osman, CEO, StaffConnect Group

TABLE OF CONTENTS

1. What is effective internal communications?
   1.1 The purpose of internal communications 3
   1.2 The changing role of internal communications 3 & 4
   1.3 Measuring the effectiveness of internal communications 5

2. How the future of work affects internal communications
   2.1 The mobile and non-desk workforce (NDE) employee 6
   2.2 The millennial generation 7
   2.3 BYOD 7 & 8
   2.4 Internal social behaviour 8 & 9

3. What can mobile apps offer internal communications?
   3.1 Internal communications apps 10
   3.2 Mobile app capabilities 10, 11 & 12

4. Delivering an effective internal communications app
   4.1 What tools are available? 13
   4.2 Cross departmental collaboration 14
   4.3 Enterprise app adoption strategy 15

5. Conclusion 16
1. WHAT IS EFFECTIVE INTERNAL COMMUNICATIONS?

1.1 The purpose of internal communications

Effective internal communications can keep employees engaged in the business and help companies retain key talent, provide consistent value to customers, and deliver superior financial performance to shareholders”

Watson Wyatt (Towers Watson)

Every organisation, irrelevant of size, industry, product or service, requires some level of internal communications. Effective communications is the make or break factor for a business. Communications is an essential tool not just for staff socialisation but for delivering effective problem-solving and decision-making.

Internal communications has been proven to play a significant role in helping to cultivate values and behaviours. Smaller businesses may deliver internal communications on a more ad-hoc basis, but leaders in larger enterprises have identified the significant benefits of delivering a structured internal communications strategy where the most effective communication methods are adopted and executed.

When delivered effectively, internal communication not only works as a function to deliver communication, but it has shown to significantly improve employee productivity and performance, encouraging employees to be committed both to their brand and their business goals.

According to the Towers Watson Communication ROI Study Report (1), companies that were highly effective communicators had 47% higher total returns to shareholders over a five year period, compared with firms that were the least effective communicators.

Delivering an effective internal communications strategy can be a substantial driver in setting one company apart from another, giving them a competitive advantage. By working strategically to select the most effective channels and messages, to not only inform but to enthuse each and every employee to deliver business goals is becoming an increasingly important process.

1.2 The changing role of internal communications

Internal communication is changing. Not so long ago, the majority of internal communication was delivered either through the HR function or seemingly placed in a back-seat position. However, with the growing realisation that effective internal communications can directly influence employee engagement, the role of internal communications has more recently been propelled into the foreground and is becoming ever more visible within organisations. With shifting business practices, an increasingly competitive marketplace and the impact of new technology development, internal communication practices are constantly having to adapt to meet the needs of this changing landscape.

Source: (1) 2009/2010 Towers Watson Communication ROI Study Report: Capitalizing on effective communication. Five Year period referred to covers the period from mid-2004 to mid-2009
Over the last decade, we have seen a significant shift from PC-based activity to smartphone-based activity. The advances in technology and the meteoric adoption of smartphones have not only fundamentally altered the way we communicate, but have also shifted our expectations both at home and in a work environment.

Employees have become familiar with interacting with technology using a two-way communication model. They have instant access to mobile communication and a growing desire to interact with it.

The adoption of smartphone technology into our daily lives has had a significant impact on the employee, who no longer feels fulfilled to simply receive information from their employer via a one-way communication model. The new employee craves the opportunity to feedback, add value and gain a deeper understanding into exactly what their contribution to the company is. The employee wants to be more involved and more participatory. This has led to a shift in the balance of power from employer to employee.

Research has shown that employees regularly cite poor communication as one of the main reasons for disengagement at work, including mentioning the feeling they are not given sufficient opportunity for feedback and two-way communication.

When given the opportunity, employees are now contributing content in the form of blogs, videos & pictures, asking questions or sharing ideas, transferring knowledge and driving collaboration within an internal social communication platform. This is not only helping to deepen employee engagement, but employees themselves are increasingly becoming brand advocates, supporting the external marketing function. Employee generated content (EGC) is gaining popularity, in part because it can relieve the pressure on ICs for generating content and also because it gives employees a voice in a space where hierarchy doesn’t influence thought or expression.

Smartphones are emerging as the US population’s preferred device for communications, with already 77% smartphone penetration (1). Given the employee’s desire for two-way communication with their employer, it’s hardly surprising that mobile apps are starting to emerge as not just a viable but a highly effective channel for distributing internal communications.

Although internal communication professionals are beginning to realise the capabilities that mobile apps can offer, they are still in their infancy when compared to the more traditional methods of communication.

Results taken from the StaffConnect Employee Engagement Survey (2) showed that although mobile apps are beginning to emerge as a means of keeping employees updated on company news and events, currently only 14% are using them for this purpose. Email remains the preferred choice (85%) and intranet as the second choice (78%). Other methods being used include more traditional magazines, newsletters and face to face meetings, along with a growing popularity of ESNs.

This instantly raises a concern of how organisations are communicating with their growing non-desk employee (NDE) sector, who may not have their own email or access to a computer.

However, when looking to the near future, 47% of the businesses surveyed stated they were planning to launch an internal communications, or employee engagement app within the next 3 years or had already done so. This goes some way to demonstrating how apps are being considered an increasingly important part of an internal communications strategy and have moved into the early majority phase of technology adoption.

Source: (1) Nielsen Mobile Insights survey March 2015
(2) StaffConnect Employee Engagement Survey March 2015
1.3 Measuring the effectiveness of internal communications

Measurement of communications is essential for organisations to quantify the effectiveness and value of their internal communications. The aim of measuring communications is to highlight how effective communications affects employee awareness and behaviour, and most importantly how they support the wider business goals.

For the IC professional, putting precise measurable objectives in place for each and every communication will facilitate the measuring of those actions.

Organisations that are less effective communicators have been reported to be up to three times as likely, as highly effective communicators, to have no formal measurements of communication effectiveness in place, (1).

IC professionals agree that the measurement of their work is critical. However, according to Our Social Times (2), 56% are not measuring either the efficiency or the cost of their internal comms.

Part of the issue is there is no real standardisation of metrics across the board and there is a general overriding feeling that data, statistics and analytics are a complex field. Advances are taking place in the evaluation of the effectiveness of internal communications, nonetheless, it is generally agreed that improved evaluation methods are needed to fully gauge the effectiveness of communications and their direct result on ROI.

Employee surveys are one of the most widely used communication measurement tools. Gaining employee feedback in this quantitative form is proven to be an effective measurement tool for both internal and external benchmarking. Surveys are typically circulated either on an annual, monthly, pulse or ad-hoc basis and can capture relevant information such as the level of employee engagement, how the employee is relating to the company and the workforce’s shifting feelings and attitudes.

When carrying out staff surveys, encouraging participation from staff can be one of the greatest challenges. Poor response rates, insufficient or unclear information and a failure to use the survey to drive actions are just some of the reported issues. Although provided surveys are carefully structured and effectively delivered and measured, they can be used to great effect.

Integrating staff surveys into an internal communications app enables the simple delivery and distribution of the survey through an engaging, intuitive, technologically-driven solution. And it enables easy capture of data. In addition, surveys can be targeted to specific employees or groups of employees and can collect information from individuals based on demographics or preferences. This information can then be used to target certain groups or the particular preferences of groups at a later stage. Push notifications can be used to remind those employees who have not yet completed the survey to take action.

In addition to the quantitative measures of communication effectiveness which can be collated through the staff survey, qualitative communication measurement can be equally important. Face-to-face contact and focus groups are frequently considered the best option for qualitative communication measurement. The less formal two-way communication solution offered by internal social networks (e.g. Jive or Yammer) have become increasingly important in this area. Organisations with highly effective communication departments are considerably more likely to have processes in place to measure the effectiveness of their social networks.

Discussion forums can be initiated through internal social media to explore particular issues or ideas. These can be monitored and used to gather qualitative results to include data such as number of views, posts, likes or comments.
2.1 The mobile and non-desk workforce (NDE) employee

With the growing trend towards a more mobile workforce incorporating NDEs (non-desk employees), it is the internal communicator’s responsibility to ensure communication is extended to reach the entire workforce in a timely and consistent manner. Remote workers are prone to declaring that they feel isolated, but effective communication can help to make them feel included, raising both engagement and productivity levels.

According to Gallup, 37% of U.S. workers are telecommuting (working from home) (1). Additionally, according to a survey by Azzurri Communications (2), only 4.3% of employees always work from a desktop.

As organisations extend both nationally and globally, expanding into other regions, countries and continents, today’s workforce is becoming more geographically and culturally diverse.

Within large multi-national organisations, employees often work in multiple shift patterns, sometimes with erratic schedules and within different time zones. Many NDEs have limited access to technology. Within these organisations, the opportunities for delivery of a consistent communication message can be both intermittent and unreliable, often depending on the skill and reliability of the area manager or equivalent. Centralized communication departments find it increasingly challenging to measure the effectiveness of delivery at a local level.

Effectively communicating to a dispersed, remote and international workforce presents its own set of challenges, which are often best served using technology-driven solutions.

Many non-office based remote workers don’t have access to a PC or laptop at work. Therefore basic communications such as email and the intranet are not effective at reaching the entire audience.

Source: (1) Azzurri Communications Mobility Survey 2014
(2) Pew Research Center: U.S. Smartphone Use in 2015
2.2 The millennial generation

Millennials, also known as Generation Y or the Net Generation, is a term generally considered to apply to individuals who were born between the years of 1976 and 2004, although different years are referenced depending on what source you identify with. Millennials have grown up in a technologically-driven, socially networked environment driven by the development of web 2.0. 24% report that their use of technology makes their generation unique. They exchange an average of 50 text messages a day and over 75% of them have created their own social networking profile.

Reported to place job satisfaction above monetary compensation, Generation Y are less likely than previous generations to be willing to cast job dissatisfaction aside and remain employed within a role or environment they consider to be unfulfilling. In short, they are prone to job hopping. According to the Pew Research Center survey, only 42% will stay in their current job for the remainder of their working life, compared to the reported 62% and 84% of the Generation X and Boomer generation respectively.

In addition, millennials are more likely than previous generations to broadcast any concerns or disgruntlements they may have, including those about their job or their employer, on social media platforms. Yet they are more likely to remain loyal if they believe the company they work for is loyal to them.

Meeting the needs of the millennial generation is essential for the success of today’s organisations, as this generation already comprises over one-third of the working population. According to a report by PwC, millennials will form almost 50% of the working population by 2020.

With a recent Pew Research Center reporting smartphone ownership amongst adults in the US as 64% (1), a significant proportion of the remote workforce already possesses the ideal platform to enable ICs to connect with them in a powerful, direct and timely way, wherever they are. The increased connectivity that mobile technology offers has enabled remote workers to benefit from a diverse range of tools such as ESNs and mobile enterprise apps which have assisted in increasing productivity.

The smartphone is fast becoming an effective channel on the move, emerging as the dominant choice for ICs to deliver effective communication to their growing remote workforce.

2.3 BYOD

Bring your own device, or BYOD, also sometimes referred to as BYOT (bring your own technology) or BYOP (bring your own phone), refers to the policy of employers allowing or encouraging employees to use their personal mobile or technology devices for work purposes. Policies vary from company to company, often with differing levels of access to enterprise data and systems.

Source: (1) Gallup: In U.S., Telecommuting for Work Climbs to 37%
(2), (3) and (4) Pew Research Center Report 2010: Millennials – A portrait of generation next
(5) PwC report: NextGen: A global generational study
The increase in the popularity of BYOD over the last few years has largely been due to employer’s growing realisation that their workforce use their business devices for non-work purposes, whether they have permission to do so or not, in the same way that they use their personal devices to support them with undertaking work duties in their working day. No employee is keen to use two separate devices for undertaking work or engaging with personal activities and employers recognise both the efficiencies and cost savings in developing a BYOD initiative to eradicate the need for two devices.

BYOD is becoming more and more mainstream, particularly in medium to large size organisations who are starting to use it as an incentive both to attract new employees and retain existing ones. According to a report cited in McKinsey & Company’s paper on BYOD (1), the 2012 survey of 3,000 workers who used mobile devices for their job revealed that around 80% of smartphones used for work were employee-owned. The same survey reported that employees are using their devices for a range of work-related tasks, with the most popular being simple communication, but other activities such as content creation, data analysis and training were also cited.

Enterprise BYOD initiatives are showing no signs of slowing down. A global survey by Gartner reports that 38% of companies expect to stop providing devices to their workforce by 2016 and predicts that by 2017, half of employers will require employees to supply their own device for work purposes. (2)

The benefits of BYOD are numerous. In a 2012 Forrester Survey (3), 70% of survey respondents cited increasing worker productivity and 52% cited giving employees the flexibility to use their personally selected smartphones or tablets as a key driver for rolling out a BYOD initiative. The same survey revealed that nearly 70% of the organisations who took part in the survey reported achieving increased bottom line revenues following the implementation of a BYOD initiative. It also revealed that 44% of respondents would rather work for an employer that allowed them to bring their own device to work.

A 2013 report from Cisco (4) suggested that BYOD employees were gaining an average of 37 minutes of increased productivity time per week. Additionally, if enterprises implemented a comprehensive BYOD strategy, they could boost the value of their mobile workers to $1,650 per worker annually.

Along with these reported benefits, the ease and cost of implementation of a BYOD initiative is appealing. Enabling the workforce to bring their own devices to work removes the cost to the employer in providing hardware to the workforce. What’s more, the employee is more likely to interact with their own chosen device than one provided by the company such as a Blackberry. Today’s society have not just become dependent on their smartphones; they have formed an emotional attachment to them. Delivering communications directly to the employee’s own smartphone not only allows them to feel immediately comfortable with the medium through which the communication has been delivered, but may encourage the emotional connection they already have with their device to be extended towards their company.

2.4 Internal Social Behaviour

The last decade has seen a meteoric rise in the adoption of social networking. Not only is a large proportion of the workforce familiar with and comfortable with the concept of social networking, at least 74% of them actively use social networking sites in their personal time (5).

The immersion of today’s society with social media is one which the changing role of the internal communicator is adapting to. After all, what better way to engage with employees than by using the medium with which they are already engaging between themselves?
Social media is starting to take its place as an extension of the organisation’s culture. It not only gives the employee the voice they are ever more demanding, but it gives the employer an ideal opportunity for the increased interaction they are seeking to raise employee engagement levels.

Forward-thinking companies are incorporating social networks for several reasons: to better understand their customers, for recruiting and HR management, and to encourage collaboration and communication with employees.

According to Towers Watson (1), highly effective communicators are more than twice as likely as the least-effective group of companies to have expanded their use of social media within the workplace. This same group are using social media tools to reach employees 2-3 times more than the low-effectiveness group.

Even organisations that have not yet integrated social media are anticipating its potential. In a report by Harvard Business Review, more than half of all survey respondents said that social technology will transform their organizations (57%) and the way they work (58%) in the next few years (2).

StaffConnect’s March 2015 Employee Engagement Survey (3) revealed that the majority of survey respondents already had an active ESN in place at 54%. This reinforces other marketplace research which demonstrates that internal communicators see significant value in bringing social behaviour into the workplace. The same survey revealed that Yammer remains the dominant ESN of choice with over 40% of respondents choosing it as their preferred ESN.

Slowly but surely, organisations are realising the benefits of introducing an internal social media or enterprise social networking solution (ESN), to enhance internal communications.

Delivering an integrated social media platform can help to improve the speed, volume and flow of communication within the workforce and help to build employee communities. It can encourage employees to communicate laterally on a platform that is unrestricted by organisational structure, reducing hierarchical fear-factor and moving away from the more traditional internal communication methods.

Integrated social media can encourage the development and stimulation of discussion points, not only connecting people but ideas and information, which can in turn help to drive both collaboration and productivity. It can be particularly beneficial to large organisations who may be at risk of developing a workforce which is dissipated into teams, departments, remote or international offices, helping to break down barriers to unite the workforce.

The ESN market is already a well-established one with the likes of Yammer, Facebook at Work, Jive, Chatter and SocialCast. These niche software solutions address the employee engagement issue from a social network perspective. In spite of these developments, some companies have expressed concern over the security offered in an open network with conversations taking place outside of the organisation’s governance. Internal communication mobile apps offer a more holistic solution to an IC professional, integrating ESNs while delivering a broader range of features to support the overall internal communications strategy.

Source: Towers Watson 2009 / 2010 Communication ROI study report Capitalizing on effective communication
(3) StaffConnect Employee Engagement Survey March 2015
3.1 Internal Communications Apps

App development companies are starting to see a new wave of interest in providing employee apps. Where the intranet has largely struggled to ignite the passion of the workforce, apps are doing just that. Why? There are several reasons but primarily mobile technology has surpassed internet technology in terms of connectivity and engagement, and the future of an engaged workforce is interactivity and not passivity.

Stripped back to bare basics, the IC’s role is to get the right information to the right people at the right time. Apps can help to achieve this goal efficiently and effectively.

However, apps have a much broader scope than simply being a vehicle for delivering timely messaging. They can provide opportunities for organisations to maximise their already existing internal comms channels and open up new ones.

3.2 Mobile app capabilities

**Supporting the workforce’s chosen communication channel**

Individuals are familiar and comfortable with their mobile devices, they have a personal connection to them. In addition, research has shown that we are an app-driven society with reports of smartphone users spending 89% of their mobile media time using mobile apps (1). Organisations can take advantage of this pre-existing connection and enthusiasm, delivering information to the devices that the workforce have already embraced as their preferred communication channel.

**Accessibility**

There is no other communication channel, verbal comms aside, that offers the same level of accessibility as mobile technology. With almost the entire workforce being a smartphone owner and with the average mobile consumer checking their smartphone up to 150 times a day (2), the success rate of important information being received within a quick timeframe is maximised.

(2) KPCB 2013 Internet Trends Report
Connectivity

Mobile apps have the capacity to function and communicate even when a mobile device is not connected to the internet. This maximises communication capability and solves the connectivity issue that has historically plagued the intranet and mobile computing platforms.

Immediacy

Mobile apps have the advantage of being able to deliver information in real time. Features such as push notifications or newsfeeds are the perfect vehicle for delivering important or time-critical information.

Informal

Smartphones are social and informal. Using mobile apps for internal communication can lower the barriers between employee and employer, allowing two-way communication on a more informal level and a more even playing field. Giving employees the ability to share their own content with pictures and video encourages employees to communicate laterally, reducing hierarchical fear-factor and moving away from the more traditional method of the company always instigating the theme of their internal comms.

Targeted

Within an app, ICs can segment content to groups of employees by department, position, region, demographic or personal preferences, distributing their targeted message to the right recipient at the right time.

Encouraging social discussion

Organisations who have integrated an enterprise social network into their internal communications strategy, report that significantly more employees digest their content when it is distributed through collaborative social media channels, than when it is published through the organisation’s intranet. They report such benefits as increased employee collaboration and discussion through the opening up of lateral communication channels, the breaking down of communication barriers, an increase in employee engagement and an increase in employee productivity. Internal social networks can easily be integrated into an internal communications mobile app, reaping the benefits that these social collaboration tools offer, whilst delivering a much broader communications solution.

Collaborative

Apps can be a great collaborative tool, encouraging employees to comment and contribute and, in very large or disperse enterprises, can raise the profile of what employees are currently working on, giving an opportunity for exchange of ideas and collaborative input. When teams, remote or otherwise, work collaboratively to solve a problem or move a project forward, it’s not just the resulting efficiencies that can help to improve a company’s bottom line. The increase in employee engagement factor and boost in morale will also contribute to a happier and more productive workforce. On the flipside, employers can gain an insight as to what their workforce is discussing and what issues might be being raised.

Interactive

Employee engagement increases with interaction. Apps, by nature, are interactive. Internal comms apps encourage interaction through tools such as quizzes, surveys and ‘post a question’ features. Video and picture hubs where employees can upload videos or pictures of something they have seen relevant to their brand, works as a perfect vehicle for increased employee interaction and participation.
Cost-effective

The BYOD (Bring Your Own Device) movement has snowballed over the last few years, with more employees using their own tablets and smartphones to enable them to carry out their work efficiently and effectively. The BYOD trend is proving to be the perfect cost-effective platform for the delivery of internal comms apps. BYOD minimizes the financial investment required to roll out a company-wide hardware programme and negates the need for heavy involvement from IT or any other company-wide infrastructure.

Measurable

Internal comms require, as per any company department, to prove the effectiveness of their strategy. App analytics can enable internal comms teams to discover what engages their employees, delivering real-time statistics on adoption and activity levels. This can contribute to internal comms teams gaining a more comprehensive insight into their employee’s behaviour. This information can in turn be used to adapt the strategy to deliver increasingly effective internal comms.

Integrated

Delivering a mobile app to enhance the internal communications strategy has the advantage of being able to bring together some of the more successful elements of pre-existing IC channels into one effective, interactive and user-friendly channel. The app can incorporate the benefits of an organisation’s intranet, ESN, blog, staff survey, collaboration and news platforms into one entity that employees can readily engage with in an immediate and digestible format.

Implementation / risks

Apps have the advantage of being relatively easy to set up without entire system integration or any involvement from an IT department. Most apps are delivered through a SaaS model licensed on a subscription basis, making it cost-effective to pilot an app to a small group to test its effectiveness before rolling it out to the entire workforce.

Secure

If mobile apps are not planned, developed and managed using suitable security architecture they pose a risk. Any good app will integrate security features such as personalised user log-ins and high-level encrypted security to help reduce any risk.
4. DELIVERING AN EFFECTIVE INTERNAL COMMUNICATIONS APP

4.1 What tools are available?

With the new generation of social, mobile and collaborative business stemming from the innovation of web 2.0, and more recently the BYOD movement, it is perhaps unsurprising that organisations are increasingly turning to the unique solution that apps offer.

In response to this increasing demand, there is no shortage of app tools in the marketplace and new ones are emerging all the time. However, determining which tool is right for an individual organisation requires investigation and careful consideration. Every organisation is different. The size of the organisation and the infrastructure already in place for internal communication will help to determine the right app or tool to implement. It is paramount that the app complements the organisation’s culture and integrates to their way of working.

The list below attempts to categorise apps that fall under the umbrella of IC apps, although it is important to note that there is a deal of cross-over between both categories and products.

- **Enterprise Social Networks (ESNs)**

  As discussed in section 2.4, Enterprise Social Networks have exploded into the digital workplace and their popularity is gaining momentum as more and more leaders recognise their value for increased collaboration, two-way communication and giving their employees a voice. ESNs are desktop first solutions, with most providing a mobile app extension for users to access on the go. This provides a great option for large organisations with desk workers, however most solutions would not suit companies with remote workers as they often require a company email for access and the app versions are limited on functionality.

- **Collaboration and Project Management**

  Apps designed for collaboration and project management are specific tools to encourage internal team work and connect the workforce, keeping them focused on delivering results. They are effective internal communication enablers and typically do not require input or influence from the IC department. The main purpose of these tools is to encourage team collaboration and in turn, increase workforce productivity.

- **Surveys and Feedback**

  As previously discussed, surveys continue to be one the ICs most widely used communication measurement tools, generating powerful insights into the organisation’s workforce and facilitating the capture of quantitative data. There are many stand-alone survey apps in the marketplace, offering both off-the-shelf and bespoke solutions. Some more sophisticated IC apps also have surveys as part of their overall offering.
4.2 Cross departmental collaboration

Research has shown that employee engagement initiatives take place within the HR, Internal Communications, Marketing, Executive teams and Digital / Social team departments, as well as others. Initiatives are often deployed in a dissipated way with a lack of inter-departmental coordination.

The HR department is the one most likely to hold knowledge and/or statistics about current employee engagement levels taken from staff surveys. The communications department’s goal is to ensure communications are being dispatched, received and assimilated. Marketing is likely to be supporting their latest campaign with an employee advocacy scheme facilitated by social media.

An enterprise mobile app is a cloud solution so it typically doesn’t touch the corporate IT systems, although the app may receive data passed to it from the organisation's Intranet or corporate systems. Although there is an overlap between the BYOD movement and the challenges that the IT department may face with regard to integration and security, the solution is unlikely to be driven by an IT department.

Social media activity may have previously been more often than not placed within the marketing function, but the emergence of ESNs places them more strategically in the internal communications function. However, it effectively merges the boundaries between the two.

There is an argument that the HR and internal communications departments are currently too disparate within most organisations. HR are responsible for placing and immediately engaging new employees, but internal communications take over the responsibility of the longer term engagement of the workforce. So again, there is a crossover between the two.

IC departments are in the perfect position to not only hear but to holistically bring together the diverse voices from across the entire organisation. With this key connection and understanding, they are well positioned to formulate and communicate a strategy to improve employee engagement and productivity with a mobile app initiative in a collaborative inter-departmental solution.

Companies are beginning to understand that inter-departmental collaboration with a more centralised approach is the key to organisation-wide success. One-off adoption of technology to solve an immediate solution is not as effective as giving focus to the overall design of the digital workplace.

Delivering a mobile app for internal communications is proving to be effective and, although internal communications is likely to be the department to drive this initiative, a more blended thought process and collaboration with IT, HR and marketing, will accelerate this process and ensure the workplace doesn’t become fragmented. HR departments are increasingly looking to mobile apps to deliver a seamless and engaging on-boarding process, and also continuous education initiatives.
4.3 Enterprise app adoption strategy

A mobile app can be a very effective internal communications tool. Although, as a tool it is limited in that it can only be as effective as the individuals, the leadership, the philosophy and the vision of the organisation it represents.

When an organisation delivers new technology without embracing it, without formulating processes and goals to promote effective adoption of that technology, and without empowering key stakeholders to drive its adoption, its success will be limited.

An interactive communication tool such as a mobile app will only flourish where there is a strong tradition of communication and interactivity being encouraged, appreciated and acted upon by the organisation.

Deploying and actively encouraging the new initiative is not enough. The content being distributed through any new initiative must be both relevant and timely to effectively support its function.

THE STAFFCONNECT PLATFORM TRANSFORMS HOW YOU REACH, COMMUNICATE AND ENGAGE YOUR EMPLOYEES. AN INTERACTIVE APP. AN INTUITIVE ADMIN CONSOLE. THE APPSUCCESS PROGRAMME.

Contact us for a demo:
info@StaffConnectApp.com
Internal communications should be a priority for every company. A unified communications strategy and delivery is the most effective way to communicate to a workforce, utilising a range of communication tools to connect and deliver.

Organisations need to be ahead of the game, always striving to deliver the most effective communications through the most suitable methods, particularly with regard to reaching out to a culturally diverse or geographically dispersed workforce.

Research shows that today’s workforce are demanding an increased level of two-way communication with increased feedback opportunities. The responses revealed in our study reinforced the belief that technology will play a key part in facilitating effective internal communications both now and in the future.

We are already seeing significant use of ESNs in the workplace. Businesses are becoming increasingly aware of their need to mobilise their IC offering to create a unified workforce. Connecting non-desk employees with office workers and facilitating engagement between peers and the brand to take place on employee’s terms at their own convenience through ESNs is proving to be highly effective.

We anticipate we will see strong growth in the usage of ESN apps, internal communications apps and mobile optimised intranets. This is representative of the shift in power between the employer and the employee. Employers will not enforce new technology if it is not what the employee feels they need or want to use, as it will simply not be adopted or utilised. Internal communicators will continue to listen to the needs of their employees and deliver the most effective technology to bring optimum business benefit.

Delivery of an effective communications strategy is by no means the solution to ensuring an organisation’s success. But a wealth of research in this area has proved that it can be most effective in increasing employee engagement, participation and productivity.

Those organisations delivering effective and successful internal communications are gaining a competitive edge. By maximising the possibilities for internal comms, an organisation is better positioned not only to succeed, but to flourish.
StaffConnect is about Inspiring the Emotionally Connected Organisation. Empowering your entire workforce to interact, share and collaborate with any form of internal communication no matter where they are or what they do.