How Mobile Drives Internal Communications Success

Internal communications is a critical component to your company’s success. You need to think about the role of internal communications more strategically than ever before. Not just in the face of change events like acquisitions or a major market shift, but also to align your employees behind your vision, your strategy, and to drive daily productivity. This only works if you can communicate effectively with them and excite them about their work. Reaching employees and engaging them will help you successfully meet your goals.

Mobile technology is the most direct means to reaching all your employees. Regardless of the types of employees you have – office based, field personnel, workers – research shows that, while they may not have a PC, more than 85% of them have a smartphone. Now you can tap into those devices to reach each individual employee and help them be informed, productive, and to enjoy their work.
Mobile technology is becoming a critical enabler for effective communication. Your employees want to participate in conversations that are relevant to their job role and workplace interests. Blanket communications through email or printed newsletters haven’t done much for employee engagement. What is more direct than your employee’s personal mobile devices? The following points show how mobile communication improves success, engagement, and productivity across your organization.
Win the attention battle:

Employees today are pushed for time and attention. Social media notifications, emails, text messages, or alerts occupy the attention of your employees. Enter that battle and win your workers’ attention by providing information that is right on their phone, easy to consume, immediately ready for action and relevant to their interests and needs. Only on mobile phones can you reach your employees with timely and targeted contextual messages, letting you be confident that your messages are more directly reaching your employees.

Connecting with Millennials:

Millennials comprise roughly 30 percent of the population and are highly influential in the workforce as they shape the way all employees consume information. They like mobile technology because it’s “always there”, instantaneous, and easy. Your employees increasingly expect to interact through mobile. Mobile tools are not just important for attracting and retaining key talent; mobile is becoming the default way to communicate.
IC leaders have struggled to better integrate “deskless” workers into the broader organization. Field technicians, retail workers, traveling salespeople, plant workers, warehouse managers, and drivers are often out of the loop. The same is temporarily true for new employees after an acquisition or merger, who may not yet have full access to every system of the combined organization. Mobile devices offer a common denominator for communications, connecting employees to each other and the broader organization.

Driving access and efficiency throughout the organization:

Engaged and well-informed employees are simply more productive and better prepared. More importantly, mobile internal communication can be an important aspect of improving customer relationships. Your employees in sales, service, and support are the nearest link to your customer, so connecting them to the information flow and their colleagues helps them to respond to customer needs and complaints more quickly and accurately.

Improving customer service:
Personalizing communications for your employees:

Your internal communications team wants to deliver the right communication to the right people. Mobilizing your internal communication strategy opens that unique advantage. Thanks to location-based services and calendar integration, your messages can be tailored to each employee’s geographical location. For example, communications around regional pricing, local town hall meetings and localized information will become a competitive advantage. And even notices like local news or an emergency office closure message can now be sent to those that need to know, local employees and those who will be travelling to that location soon.
Establishing a mobile strategy in the workplace

Your mobile communication strategy should follow your communication priorities. A new channel or technology does not change the core idea of communication, but it offers unique opportunities. From the start, you should consider the following best practices:
Focus on the possibilities not the limitations:

Ignore all current limitations with reach. This is no longer a challenge as mobile communication can reach nearly all of your employees. Start by mapping out the biggest pain points within the primary functions of your organization, such as operations, sales, marketing, and customer service. Then pinpoint how you would talk to those employees if reaching them is no longer a problem. These could be project-based communications like a merger, new management, or value chain-related communications like pricing changes, training or regulatory requirements.

Next, segment your audience and personalize communications:

With the ability to reach all employees alike, it’s easier to target communications to specific groups of employees based on their job role, their need to know, and even their interests and behaviors. Feedback mechanisms and social media tactics (likes, shares and comments) help your internal communication experts to understand the impact and relevancy of your messages. Adjust your communications and test what works best for your organization, your culture, and your goals.
Engage your employees:

With unobstructed communication access, you can engage your employees more actively than ever before. Encourage them to ask questions and allow them to share ideas. This will make them ultimately more engaged and more productive. Use the opportunity to run polls, such as voting on where to hold the next company retreat. Or use surveys to learn how the organization is dealing with important corporate changes. And thanks to the amazing increase in

Think real life, think real time:

For storms, office closings, illness outbreaks, security breaches, and last-minute meetings are situations that require real-time communication – enter mobile alerts! For critical information, an interactive mobile alert can include a request for user confirmation that the message was received and understood. You’re not just improving communication quality, you might save lives.
Your employees love to learn, but training can be time consuming. Look for opportunities where mobile can supplement or even replace traditional classroom training or those long and expensive online courses. By reinventing training information into short chapters that are provided periodically, your employees can complete educational requirements and have some fun as each training fits into their lives.

Turn training into excitement:

You are putting great pressure on your IC departments to demonstrate the value proposition of their programs – and you should. Now you can empower them to measure results. Thanks to modern mobile platforms they are able to show the impact of their work (views, reaction, comments) and not just their activity. Add a few quick user polls and you can deliver specific feedback on what worked and what didn't. With that, communication aligns with your business objectives, just like it should.

Measure impact, not activity:
Boost Mobile Adoption and Success

Your communication needs to be a positive and productive experience for your employees. Now that you can reach all employees, you are finally able to drive real impact. Consider these rules of engagement:

Keep it simple:

To get people on board, keep it simple, especially at the start. Mobile communication follows the same basic rules as other channels: Be rich and engaging but not overwhelming. Now that you can push alerts, reminders, video and questions any time and to anyone, you need to be even more disciplined. Too much too soon could alienate people. Through regular tracking and feedback, your communication team can determine the right amount of content and the right audience targeting.
You only have one shot:

Remember, on mobile you are competing with Facebook, WhatsApp, text messages, alerts and hundreds of notifications. Be concise and clear. Now that you are on their phone, every word counts. Think in terms of bite-size chunks of information, not pages of scrolling. Use microblogs and not articles. Share 30-second videos from the CEO and not a 15-minute speech.

Listen and learn:

Today's employees are more advanced than you can imagine with their phones; they expect frequent updates and state of the art user experiences. Keep pace, incorporate feedback, measure results and adjust as necessary.

Welcome to a bright future of mobile communication. Tools that created multi-billion markets for external communication are now available to drive your internal communication. Finally, you have all the ingredients you need to make a positive and powerful difference on employee engagement, productivity, and retention.
Be a mobile hero!

Providing employees with yet another app is not going to give you breakthrough employee engagement. But what if you could provide employees with a single productivity app that handles approvals, alerts and other business processes for any corporate system – and in that same app you can engage with key messages and social interactions across the business. It's possible and can happen on the employee’s mobile device of choice.

We call it Sitrion ONE and it will make your life as an employee or manager much easier. Plus it’s not hard for your IT department to see the value and make it a reality.

Sign up for a test drive of Sitrion ONE today.

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