

GUIDE

# Why your intranet should make way for an employee app

How to get your Employee Experience journey off to a solid start



# Executive summary

Our lives are lived increasingly via our screens, and we have come to expect seamless and enjoyable Customer Experience journeys from our favourite brands. Logically, we should expect similar in our work environments, and yet Employee Experience is lagging far behind. Yesterday's intranet solutions are failing to meet employees' needs and increasing volumes of non-targeted communication and content is seeing employee engagement decline to dangerous levels.

Our workplaces are also changing, and offices are no longer the hub they once were. Increases in the numbers of remote and non-desk employees makes it more important than ever that relevant information is available and easily accessible, irrespective of where employees are or what device they use. But information is only one part of the equation: as well as the 'bare essentials', employees also crave purpose, impact, inspiration and connection with their company. They want to feel engaged and part of a bigger story.

Read on and you will get a clear understanding of why yesterday's workplace solutions have lost their way, how a new perspective and the right platforms can help establish meaningful connection with 'generation flex' and non-desk workers, why an employee app needs to go the extra mile, and how to get your Employee Experience journey off to a solid start.

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# Yesterday's intranet solutions have lost their way

Once considered a cornerstone of employee engagement, intranets no longer have what it takes to satisfy the experience-hungry employees of today. In contrast with the personal digital service reserved for us as customers of our favourite brands, company intranets can seem light-years away in terms of functionality, accessibility and personalisation.

# A victim of its own success

## One message doesn't fit all

While intranets originally let HR, Internal Communications or the IT department communicate easily with the whole company, this kind of non-targeted messaging has simply overwhelmed employees, making it even harder to ensure the right people see the messages that are relevant for them.

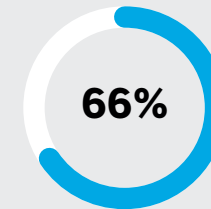
## Content graveyards

Allowing for mass publishing and uploading of content, many intranets have ended up as graveyards for years' worth of corporate communications, policies and SOPs. Employees lose valuable time – 30 minutes to an hour wasted each day – looking for important information that may or may not be up-to-date.

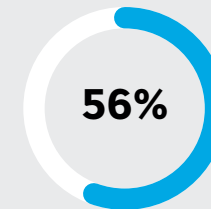
## Dwindling usage

According to a survey by Prescient digital media, [only around 13% of employees visit their company's intranet daily](#) – and with many companies having their intranet as the homepage on the default internet browser, the real figure may be even lower. 31% say that they never use the company intranet at all.

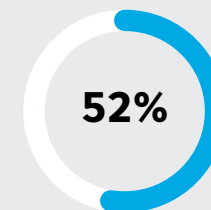
## Key findings in workplace communication



of employees waste 0,5 - 1 hour each day looking for important information



percent of communicators say they struggle to keep employees engaged and informed



of senior-level executives say ineffective communication had negative financial implications for their organisations

# Accessibility as a key to usability

Company portals pose another huge challenge, especially for remote or non-desk workers: accessibility. With most intranets only accessible from a corporate computer or network, or by using a VPN, remote access can be slow and cumbersome, or simply impossible. And where mobile apps are available, these sometimes offer a different, scaled-back experience that offers minimal functionality.

In companies where the intranet is the primary tool to drive employee engagement, a large part of the workforce can end up feeling frustrated and even more isolated.

# Taking employee experience mobile

Across the generations, our lives are increasingly lived via our mobile devices. Yet the one area of our lives that typically doesn't feature on our homescreen is our work.

From keeping up with family and friends, doing the grocery shopping and managing our finances, to following fitness programmes, managing our to-do lists and even meeting a new partner, we've come to expect smooth digital experiences that enhance our lives and make them easier.

Mobile-first Employee Experience apps can bring that same kind of seamless digital experience, giving companies a unique opportunity to assist, guide and connect with their employees in an inclusive way that feels natural and intuitive for them.



# 2

## A mobile solution for a mobile workforce

In the past, mobile-based employee apps might have sounded like a 'nice-to-have'. But now, with offices no longer the hubs they once were, companies need to ensure that all their employees – whether office-based, home-based, field-based, frontline or in other non-desk roles – have access to the information they need when they need it, irrespective of where they are or what kind of device they use.

But as well as the 'bare essentials' of information and content, employees are also seeking more purpose, inspiration and connection with their companies than ever before.

Cross-screen solutions are therefore becoming a 'must-have' to give a unified, coherent and personalised experience.



## Flexible working, the new norm

A 2019 survey by Switzerland-based serviced office provider IWG – which surveyed 18,000 business professionals across 96 international companies – found that 70% of employees work remotely at least one day a week. In Belgium, a staggering 98% of respondents said that flexible working options would be the deciding factor in a choice between two similar job offers.

Employees are making sure their message is heard loud and clear: flexible working is no longer an ‘alternative’ work arrangement, it’s the new norm. And one that companies should be celebrating: IWG’s study found an 85% increase in productivity when companies introduce flexible working.

## Out of sight, not out of mind

More than ever, employees are looking for connection, inspiration and a sense of purpose, regardless of the kind of work they do or where they do it. This was confirmed by consulting firm [Mercer’s 2018 Global Talent Trends study](#).

Employees want to feel engaged. But this goes both ways: they also expect their employer to be engaged in supporting them in achieving their life ambitions at work and far beyond.

Non-targeted communication and content can overwhelm employees and cause them to become disengaged. And for those who work remotely or in non-desk roles, who may already feel isolated and voiceless, this alienation may feel more extreme.

[43% of high-growth companies](#) identify ‘low or declining employee engagement’ as one of the most significant threats to successful organisational transformations, which means that companies need to have real strategies in place to reconnect and re-engage with their employees.

A personalised experience that corresponds to an employee’s actual context is a powerful way for companies to show that they listen, understand and care, and can drive authentic engagement.



# Crossing the traditional boundaries

Our smartphones are rarely out of our sight – according to [2019 research from RescueTime](#), an app that monitors phone use, we check our phones on average 58 times a day, with 30 of those check-ins during working hours. The result? An average of 3 hours and 15 minutes on our phones every day, with the top 20% of users exceeding 4.5 hours.

With traditional work boundaries – of time, place and device – less relevant than ever, mobile apps allow companies to engage with their most valuable resources in a way that fits their needs.

And with a solution that offers real value to them, employees are ready and willing to welcome company apps onto their home screens – at one of Spencer's clients, 95% of employees were happy to install Spencer on their personal devices; at another, 50% of sessions were taking place outside working hours.



# 3

## Going the extra mile

With an ever-expanding puzzle of corporate and grassroots initiatives, employees' attention is drawn in many directions, and the 'noise' of non-targeted communication and content can be overwhelming.

To reach employees in a sustainable way that will also ensure engagement, companies need to start from the functionality that will make employees want to use their app every day.

## **Look at the bigger picture**

Employees don't want to have to think in terms of silos. They want to feel supported in all their work-related needs and wishes, irrespective of what needs to happen behind the scenes. Like in their private lives, they want things to 'just work'.

This means that companies need to have a holistic and collaborative view on the experience employees really have.

## **Offer real solutions to everyday challenges**

Delivering a seamless service that corresponds to an employee's actual context is a powerful way for companies to show that they listen, understand and care.

For example, ensuring a new dad can take advantage of all that he's entitled to in terms of leave or perks; or making it easy to declare and replace a stolen corporate laptop.

Behind the scenes, companies need to put in place the necessary cross-functional teams to deliver end-to-end solutions. Only then will they make employees' lives easier, so they can get on with the real work.

If companies can offer an employee app that is a true companion – giving employees what they need, in a personalised and user-friendly way, when they need it – it can quickly earn its place on the home screen and be a real part of their employees' life.

# 4 Start the right way

We know that building a unique and performant Employee Experience, tailored to employees' needs, doesn't happen in one click. Which is why it's so important to start out on the right foot. Companies need a solution that offers value from the offset, but that can also grow along with their needs.



## Cross-screen

To offer a unified and coherent experience, wherever employees connect from, companies need to envisage a cross-screen solution. With the same seamless Employee Experience journeys available at the desk or on the road, companies can make employees' lives easier, letting them get on with the real work.

## Relevant

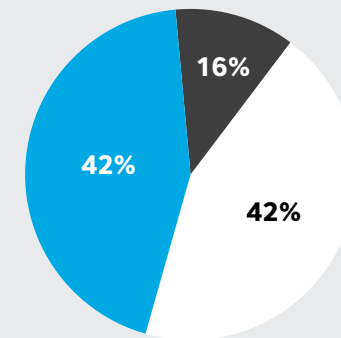
Non-targeted communication and content can overwhelm employees and create so much 'noise' that they miss useful information and content and become unreceptive. On the other hand, personalised and relevant information can transform the employee-employer relationship, creating a two-way dialogue, where both are heard.

## Measurable

To understand how an employee experience solution is performing – where it's excelling, lagging or just needing some fine-tuning – companies need to have accurate metrics that can be translated into actionable insights.

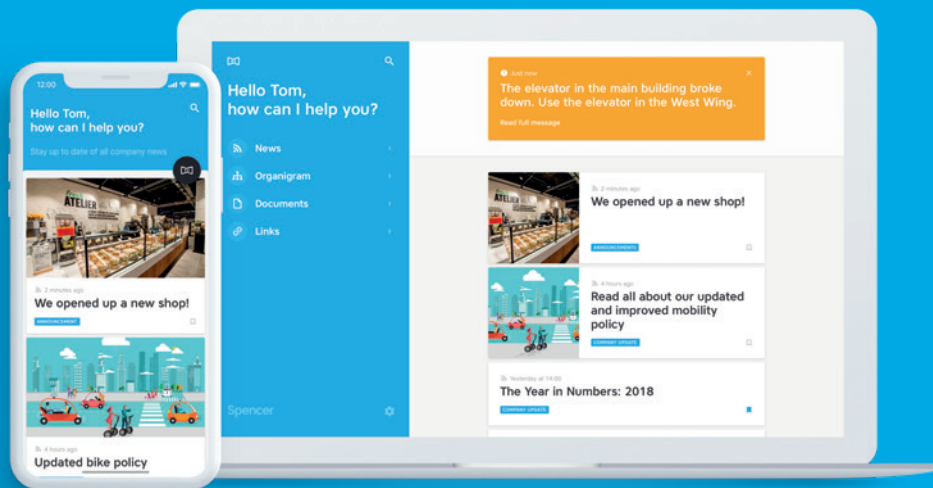
Very few companies are confident that they have the right technology in place – and used to its full potential – to effectively manage content across their organisations. Those who don't need to think carefully about what their ultimate Employee Experience should look like, and how they can put the foundations in place to build a solid, scalable solution that will evolve with their company's needs.

## The right technology in place to manage content across the organisation



- Yes
- Yes – But don't use the technology's potential
- Haven't acquired the right technology

Source: Content management & strategy survey content marketing institute 2019



# Let Spencer kickstart your Employee Experience

*At a time when employees crave belonging and purpose, effective corporate communication has never been more important. The old-fashioned, 'one message fits all' approach no longer holds employees' attention, making it harder than ever to reach your most valuable resource.*

**Book a demo**

*This the deal. No strings attached. We'll be taking up no more than 15 minutes of your time. We will show you how Spencer works and you will learn what it could mean for your organization. What do you think?*

## With Spencer, communication means conversation

### Convince, don't shout

Reach engaged employees when they are most receptive, whether they're in the office, at home or on the road.

### Make it feel effortless

Communicate as part of a full digital experience that employees choose to use on a daily basis to make their lives easier.

### Everyone is different, everyone counts

Offer purpose and belonging to the entire workforce HQ, remote or deskless unhindered by current digital enablement. Embrace diversity, shop floor to the boardroom, with easy personalisation based on advanced dynamic segmentation and AI.



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