



HOW TO CHOOSE THE RIGHT EMPLOYEE EXPERIENCE PLATFORM FOR COLLABORATION AND PRODUCTIVITY.

Six must-have features of an employee communications platform.

The forced escalation of remote and hybrid workforces because of the coronavirus pandemic made a sudden, substantial impact on the workplace experience. [Stanford research](#) reveals that, in the summer of 2020, double the number of US employees worked from home full time compared with on-site — and remote workers accounted for two-thirds of US economic activity.

The shift meant that companies had to find new ways to communicate with their employees. A single channel of communication, regardless of its past performance, no longer was sufficient.

What organizations need are strong digital communication tools — flexible platforms that work on multiple devices, in multiple locations.

As your organization implements its plans for hybrid, in-person offices and fully remote settings, you must consider the ways your employees want to engage and communicate with you. And you need to know how these strategies serve your employees, customers and bottom line.

But how do you get there? How do you target the right recipients? How do you avoid costly miscommunications? How do you ensure messages are relevant, personalized and drive the business results that leadership expects of you?

It all begins with choosing the right digital communications platform.

6 KEYS FOR SELECTING A COMMUNICATIONS PLATFORM

Are you ready to step up your employee communications game? Here are the six must-have features to look for when selecting the right platform.

1. MAKE IT EASY TO ACCESS — AND USE.

If your employees don't feel comfortable with a platform, they won't use it. The right communications platform makes every step simple for the employee, from authentication methods — such as a single sign-on or username and password — to providing choice in devices and channels. It also should include intuitive interfaces and two-way communication capabilities.

“No one wants to contact tech support, ever,” says Gregg Apirian, chief experience officer [at workplace experience provider Korbyt](#). “You will lose your employees’ interest unless you can capture their attention immediately and make them feel self-sufficient in the communication tools you provide.”

2. TAP ANALYTICS AND REPORTING.

Do you even know whether your employees are receiving your communications? Or are you sending them out without any oversight, analysis or metrics in place?

You can't manage what you don't measure. In-depth analytics and reports provide the insight needed to continuously fine-tune communications. This “tuning” of communications increases relevance, ensures clarity, generates the desired employee response

and improves productivity. Look for platforms that let you use the same employee data and attributes for targeting and for filtering your analytics and reports.

“With digital engagement, we can measure who we are reaching, if it's getting through, if they're viewing it, if they're clicking on it, commenting on it, sharing it,” Apirian says.

3. GIVE CONTENT CREATORS STREAMLINED CONTROL.

Your communications platform must provide the ability to quickly create, publish and manage content for different endpoints — digital signage, mobile, desktop, email or browser. It must be able to send targeted content securely to different audience segments and make it easy to manage each segment down to individual user profiles.

“Employers should be able to take the same content and tailor it for multiple channels — whether that be a SharePoint site, Microsoft Teams, digital signage, an intranet site or another employee communications tool or site,” says Elizabeth Mull, senior director of employee communications and experience at TEGNA, a broadcast, digital media and marketing services company.

Heath Price is the associate chief information officer at the University of Kentucky. The university uses digital signage software from Korbyt to communicate with current students, faculty, staff and prospective students visiting campus.



HOW IMPORTANT ARE EMPLOYEE COMMUNICATIONS?



Very important, according to a 2018 report from Gatehouse. The study found that 64% of businesses say that effective employee communication is very valuable.

Another report found that miscommunication costs businesses with 100 employees an average of \$420,000 annually.



“The first step for us is looking at the content that our different departments and areas want to create and deliver. Then, we can pair the technology with it,” Price says. That includes a combination of in-person communication — such as digital signage — and a suite of virtual communication tools designed to meet user needs in various ways. “We want a platform built for the 2030s, not just for today.”

4. **UNDERScore RELEVANCY.**

Employee engagement and retention begins with relevant, personalized messaging.

And a key element of personalization is targeting, Apirian says. “But if you’ve never targeted before, how are you segmenting your audience? How do you know what kind of content they want or need? Is your employee data clean and ready to be used for targeting? This all matters and must be determined with data and analysis technology,” he adds.

Successful messaging targets communications at all levels — enterprisewide and down to the individual. This isn’t optional. Really understanding your employees and their content-ownership level means demanding engagement-oriented outcomes. Relevant communications must pair with measurable results, or you risk losing the interest of your employees.

5. **SIMPLIFY IMPLEMENTATION, INTEGRATION AND SUPPORT.**

You don’t need a complicated employee communications platform to raise your communications bar.

Your best choice is a software as a service provider that will alleviate the burden on your IT desk. It will be easy to implement, integrate and support. It will interact seamlessly with other data sources, systems and applications to personalize the digital employee experience and act as an information hub for your workers.

6. **EMPOWER CHOICE.**

People have preferred ways that they like to get information. Some favor phone calls while others prefer email and texting, while still others opt for mobile apps and social media sites.

Knowing how your constituents want to receive information — and being able to deliver accordingly — is key to boosting and maintaining engagement. Your communications platform must support multiple devices and communications channels, including mobile apps, web browsers, SMS applications, desktop applications, kiosks and other physical workstations, and digital signage.



EMPLOYEE COMMUNICATIONS: IT’S NOT ONE-SIZE-FITS-ALL

At one time, meeting employees where they are meant creating a one-stop intranet hub to provide them with the information and work tools to be successful,”

says Elizabeth Mull, senior director of employee communications and experience at TEGNA, a broadcast, digital media and marketing services company. But this model assumes that all employees consume information in similar ways and that they could all access their organization’s intranet. This is not always the case, particularly amid the coronavirus pandemic when some employees are still working remotely.

“Technology enables us to consume and interact with information and content in many different ways,” Mull says. “Now, meeting employees where they’re at means giving employees choice as to where and how they receive communication, whether that be email, SMS, desktop — intranet and web — mobile apps, digital signage screens and more.”

It’s vital to understand the differences in how employees may want to access information and how that plays a role in effective messaging, along with inclusion — or exclusion — of different types of content.

“Employees need and want context in employee communications,” Mull continues. “To do this, employee communicators need platforms that enable tailored, targeted and timely employee communications.” ■

“We can’t get our students to open emails from us, but their parents will. So, we have to reach students through digital signage or text messaging. We have to often communicate the same content through different delivery methods,” Price says.

MOVING FORWARD

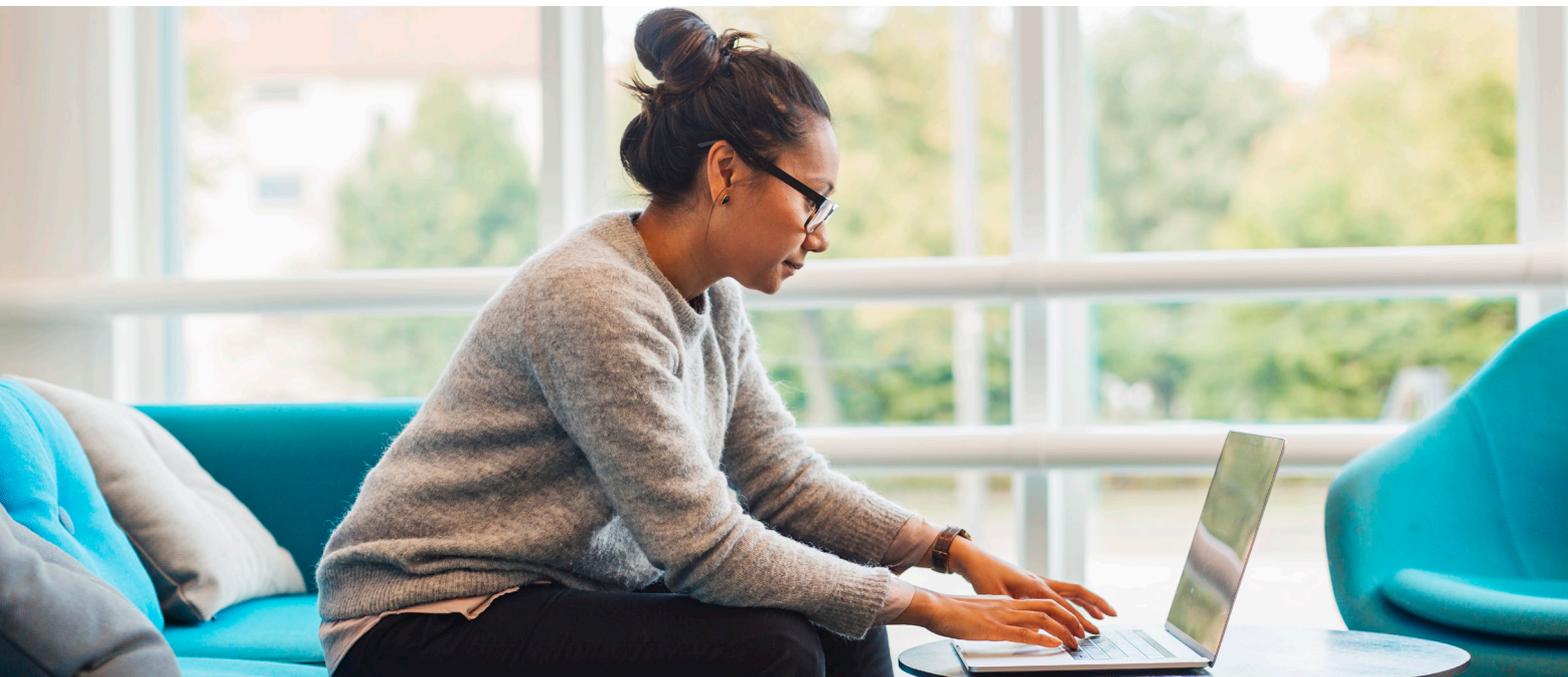
Productivity, collaboration and overall employee morale improve when communications are accessible and streamlined. This will prove especially vital as workplaces continue to evolve even after the pandemic ends.

“Innovation and growth are often generated by the natural synergy of in-person conversation and collaboration,” Mull states. “During the pandemic, business leaders had to find alternative means to help employees grow individually and as a team.”

Korbyt Anywhere is a seamless, simple-to-use workplace experience platform that helps organizations reach, communicate with and support employees across the enterprise on any digital channel or device, including desktop, web, mobile and signage.

“Our platform, while it is easy to use and easy to learn, also has a powerful set of integrated tools designed to raise the quality of employee experiences and the positive impact great communications have on the overall health of any business. We’ve got a knowledge base — website with self-guided help and how-to content. We’ve got a support team to answer questions, troubleshoot, take feature requests,” Apirian says.

Ready to raise the bar with your employee communications? [Request a free Korbyt Anywhere demo.](#) ■



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— **ELIZABETH MULL,**
Senior Director of Employee Communications and Experience, TEGNA

ABOUT KORBYT ANYWHERE

Korbyt Anywhere is a workplace experience platform that enables companies to reach targeted audiences and deliver relevant content, data and information, or enable easy access to the systems and resources on any screen, anywhere. The company is headquartered in Dallas, Texas, with additional offices worldwide.

For more information, visit <https://www.korbyt.com>.

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