

The Digital Transformation of Human Resources

How to connect with, engage and motivate your employees in a digital workplace

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From Corporate Offices To Home Offices

The COVID-19 pandemic has changed the face of Human Resources. Organizations have been forced to move from centralized work to working from home. Home offices have replaced corporate offices. And that's unlikely to change.

Remote work is here to stay. Two-thirds of companies plan to continue remote working even after COVID-related restrictions are removed.¹ These include Google, Microsoft, Uber, American Express and Airbnb.

But as an HR Manager, this poses a problem for you.

In the past, your HR team relied heavily on centralized workplaces to achieve their goals. The shared physical environment provided plentiful opportunities to communicate with and engage employees. Wall posters, impromptu face-to-face meetings, display screens in cafeterias and other common areas, desk-based reminders, and so on.

But today's remote workforce makes this impossible – which puts your HR objectives at risk.

Digital channels are essential to fill this gap. They provide the critical link between employer and employee that drives engagement, culture, change management, training and development.

The digital future is here - it's time to get on board.

¹ BusinessInsider



Employee Engagement

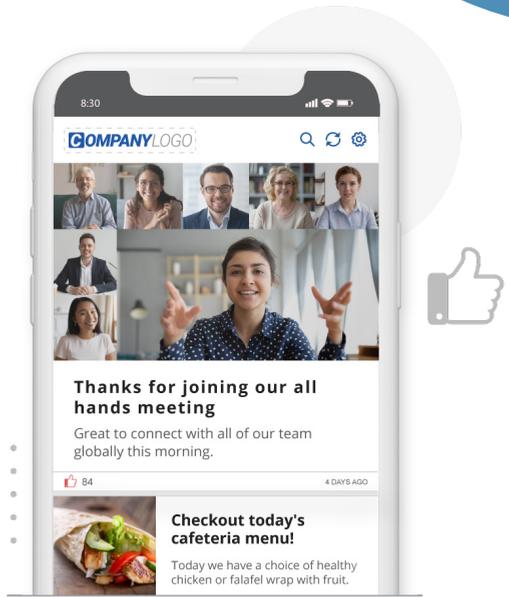
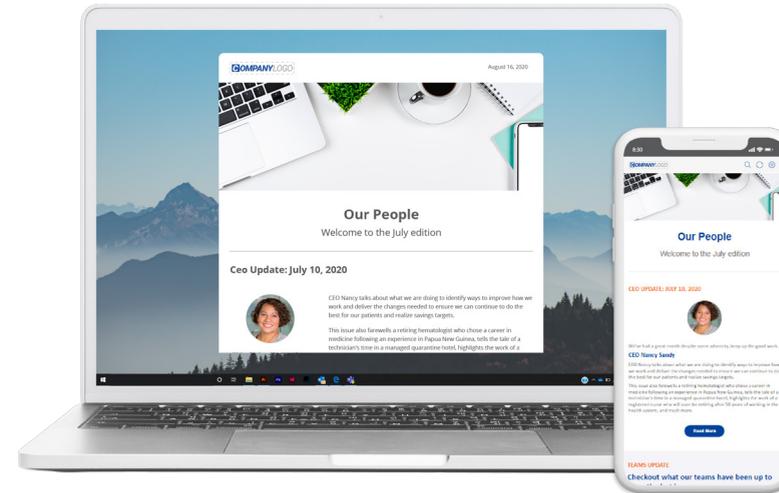
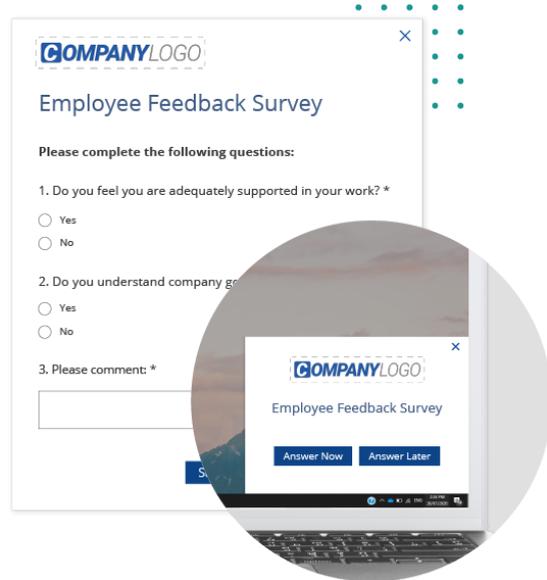
Engagement relies on connecting with employees. That's why so many organizations have seen drops in engagement during times of remote work. Staff isolated by geography experience disconnection with the company. The absence of regular in-person contact causes employees to feel more removed from their team, their managers and the company.

Digital channels can address these needs. Recent HR research proves using multiple communication channels to be more effective in engaging different groups of staff.¹



Read more:

[Why Employee Experience After COVID-19 Is Vital For Businesses](#)



Capture and measure engagement using [staff surveys](#). Introduce regular sentiment surveys, such as a daily pulse survey, to assess current levels and trends in morale.



Consolidate company news, events and social content into a single dynamic [digital newsletter](#). The visual presentation and scannable format make this channel ideal for connecting with staff. Send to all, or target for specialized interest.

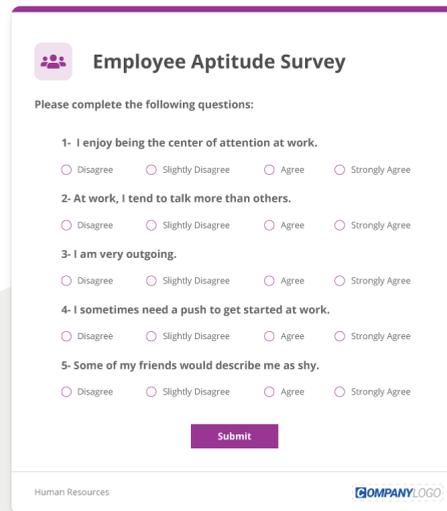


Engagement is only a tap away! [Employee communication apps](#) combine digital capabilities with personalized experiences. More than 50% of employees need this type of experience to feel connected with their colleagues and workplace.²

Development and Training

The biggest priority for HR Managers in 2021 is building critical skills and competencies.¹ This is how successful organizations maximize workplace performance and maintain competitive advantage.

It's an area where digital can really drive HR. Skills gaps and training needs can be readily identified, and customized development programs delivered – avoiding those stuffy meeting rooms and 'one size fits all' training.

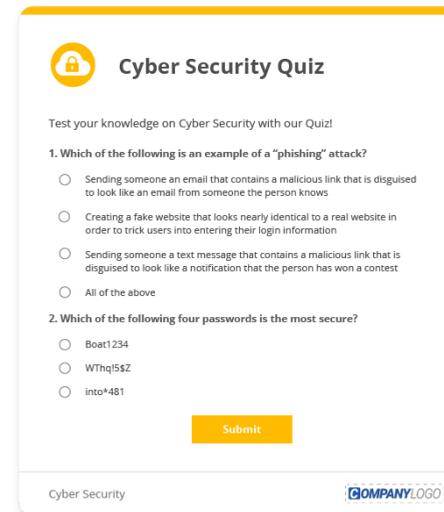


Employee Aptitude Survey

Please complete the following questions:

- 1- I enjoy being the center of attention at work.
 Disagree Slightly Disagree Agree Strongly Agree
- 2- At work, I tend to talk more than others.
 Disagree Slightly Disagree Agree Strongly Agree
- 3- I am very outgoing.
 Disagree Slightly Disagree Agree Strongly Agree
- 4- I sometimes need a push to get started at work.
 Disagree Slightly Disagree Agree Strongly Agree
- 5- Some of my friends would describe me as shy.
 Disagree Slightly Disagree Agree Strongly Agree

Human Resources 



Cyber Security Quiz

Test your knowledge on Cyber Security with our Quiz!

1. Which of the following is an example of a "phishing" attack?

- Sending someone an email that contains a malicious link that is disguised to look like an email from someone the person knows
- Creating a fake website that looks nearly identical to a real website in order to trick users into entering their login information
- Sending someone a text message that contains a malicious link that is disguised to look like a notification that the person has won a contest
- All of the above

2. Which of the following four passwords is the most secure?

- Boac1234
- WThq15zZ
- into*481

Cyber Security 



Goal Setting Workshop

Free goal setting workshops start this week, please indicate your attendance.

Please choose the session you will attend:

- Monday, April 16, 2pm
- Tuesday, April 17, 3pm

Human Resources 



Employee aptitude tests can be easily conducted using surveys. Responses allow HR Managers to map required expertise against existing skillsets, identifying where development opportunities lie or critical training needs exist.



Game on! **Gamification** as a corporate training tool is on the rise.² Its where traditional motivational techniques meet modern game design. From scenario-based quizzes to fully-animated games, these are a powerful channel for increasing engagement and embedding knowledge.



Organize important all-staff training across multiple sessions using **RSVP alerts**. These messages increase response, drive attendance and collect personal information more easily and appealingly than email.

Recruiting and Onboarding

Recruitment hasn't ceased just because we're working remotely. Far from it. But effective onboarding is more critical than ever.

Successful onboarding can increase employee efforts by more than 20%.¹ But HR teams are accustomed to in-person onboarding. New hires are welcomed to the organization with a tour of the facilities, introductions with key personnel and shared social occasions, all designed to integrate them and make them feel comfortable. How can this be achieved in a virtual world?

Kiss your traditional process goodbye. Today's online onboarding must replicate the benefits of in-person onboarding, but leverage the opportunities of the digital environment to create a richer, more immersive experience.

➔ Nearly one in **10 employees** have left a company due to a poor onboarding experience.²

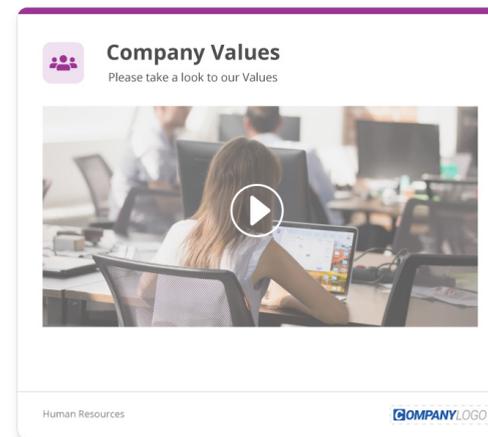


Read more:

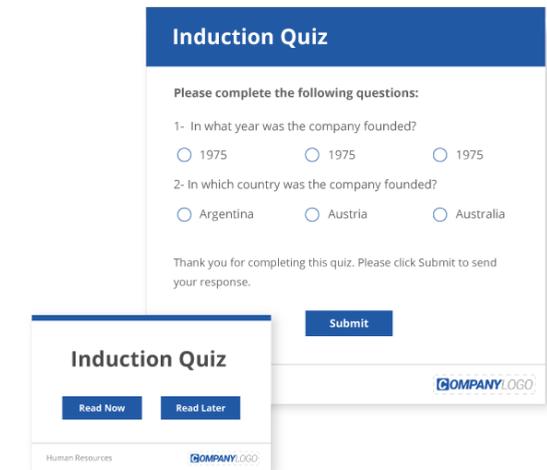
[12 Ways To Improve Your HR Online Onboarding Process \(+ Template\)](#)



Introduce new employees to staff through a vibrant [pop-up alert](#) so everyone can begin to get to know them – and new hires feel welcome.



Use [video messages](#) as training aids to get new employees up to speed on your systems, products, company values, competitive marketplace and so on.



Let's get quizzical! Test the knowledge of new employees to lift engagement and identify additional training needs. Versatile staff quizzes can be used for any subject – your corporate history, product range, vision, key personnel etc.

Change Communications

Organizational design and change management is the second highest priority for HR Managers in 2021.¹ This has the potential to further destabilize already uncertain employees. Managing and communicating this is critical.

Managers and HR teams are flooded with questions from employees on the nature of these changes and how their role is affected. It's only natural for staff to feel uncertain. But uncertainty is bad for business. Employees don't thrive when they feel nervous, vulnerable and confused.

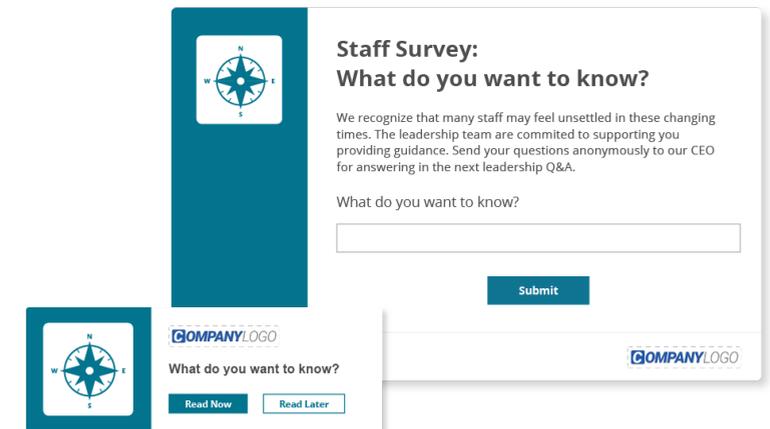
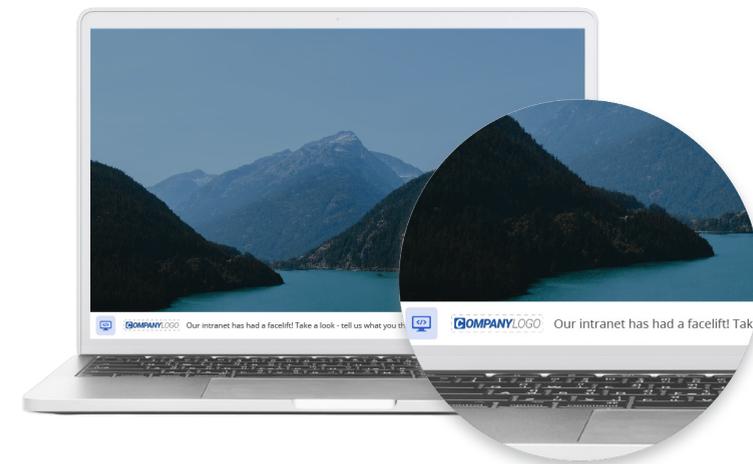
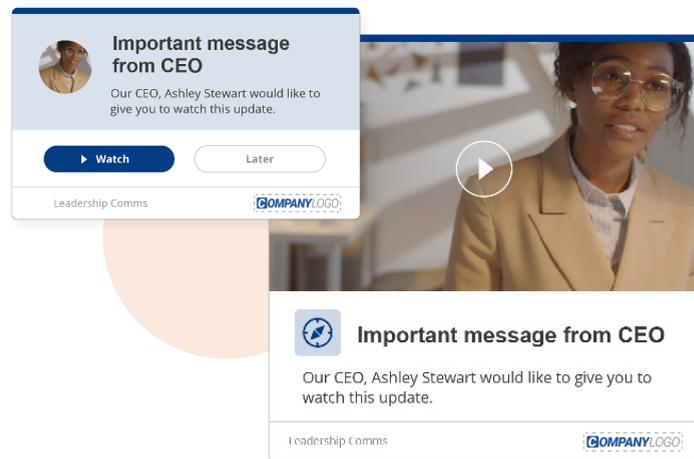
How can HR teams facilitate change without traditional town hall meetings, CEO presentations and feedback sessions.

Strong, visible leadership is essential to maintain morale, ensure business continuity and protect the brand. Digital communication tools can effectively replace traditional channels to deliver messaging that is transparent, empathic and genuine.



Read more:

[Effective Leadership Communication Priorities During COVID-19](#)



Record your CEO or leadership messages and circulate them in video alerts such that staff can watch on any device at any time. This helps convey sincerity and strengthen the emotional connection between employer and employee.



Maintain a cadence of regular, consistent updates to inform and reassure staff. Notify staff of the latest update with scrolling [newsfeed-style Tickers](#), which then directs to more information on your intranet.



Collect feedback on how employees are feeling or what they need through staff surveys. This valuable information can be analyzed to assess workplace sentiment and morale, as well as demonstrate employer concern.

Health and Wellbeing

Work is stressful, even under normal conditions. That's why **one million workers** in the United States miss work every day due to stress.¹ But combine this with the demands of remote working and restrictions of social isolation, and the impact on employee wellbeing is amplified.

Employees find themselves spending high amounts of screen time, taking fewer breaks, and neglecting exercise and nutrition. Left unresolved, these can seriously affect both physical wellness and psychological health. It may be harder to monitor workplace wellness and identify warning signs while working remotely, but digital channels allow employers to fulfill an important role in supporting employee health and wellbeing.



Read more:

[Promoting Mental Health And Wellness While Working In The Bubble](#)



Promote good nutrition, exercise and socialization practices through eye-catching [screensavers](#) which capture attention and encourage positive behavior change.



Share tips for staying healthy through infographics delivered via on-screen alerts – the ideal replacement for your old office posters.

Six ways to improve your mental focus and wellbeing

It's natural to feel anxious, uncertain or stressed during times of change. Looking after your mental health is one of the most important things you should do.

Take care of yourself with these tips for better mental health, focus and wellbeing.

- 1. Fresh air and exercise**
Proven to sharpen your mind and improve psychological health
- 2. Drinking plentifully**
Staying hydrated lifts alertness and reduces tiredness
- 3. Screen-free times**
Schedule times away from your computer to give your eyes a rest
- 4. Creating routines**
These instill a sense of purpose and provide valuable structure
- 5. Social stimulation**
Speak with family and friends regularly for social connectedness
- 6. Reflecting positively**
Reviewing what you've achieved each day provides positive affirmation of your efforts

Daily Health Check-In

To ensure the health and wellbeing of our employees, please complete our daily health check-in.

Are you or anyone in your household currently experiencing any COVID-19 related symptoms?

Yes
 No

In the last 14 days, have you (a) been advised to quarantine by a medical professional; (b) returned from any international travel?

Yes
 No

If you previously had COVID-19, do you have any remaining symptoms?

Yes
 No

Health and Safety



Returning to work? Monitor employee health and support contact tracing with daily [health check-in surveys](#) delivered via mobile devices or interactive digital signage.

Forrester predict that every company that reopens will become a healthcare company, as employers seek to protect employees.²

Workplace Culture

The importance of positive company culture is well understood. It boosts satisfaction, reduces turnover and drives performance.

But how can a strong company culture be fostered digitally? Shared social and team-building experiences, the traditional foundation of workplace culture, are no longer possible.

Without the personal touch of centralized workplaces, relationships are harder to maintain. The deep interaction between office colleagues is reduced to shallow, professional exchanges online.

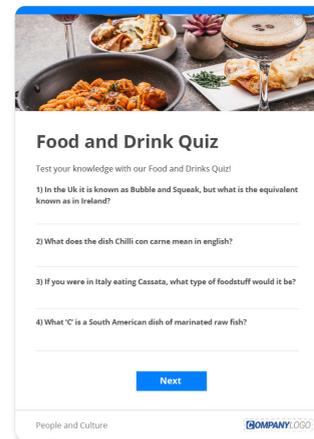
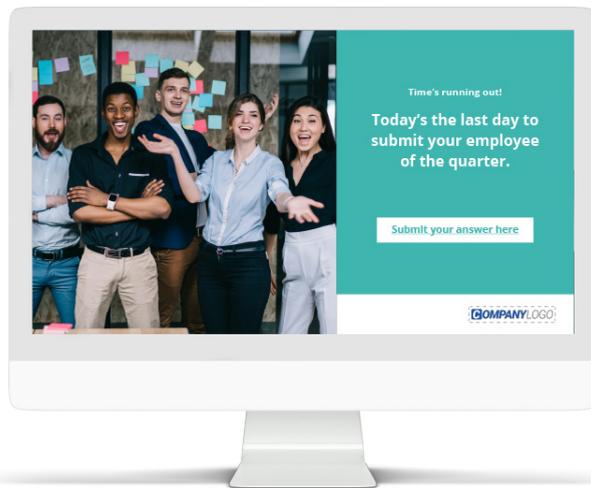
But correct use of digital channels can transform your culture crisis into a cause for celebration.

→ Companies with strong cultures saw a **400%** increase in revenue growth.¹



Read more:

[Androids In The Office - Improving Workplace Culture In A Digital World](#)



Staying cyber-safe while working from home

- Never respond to an email requesting your personal information
- Check suspicious email addresses or links by hovering your mouse button over the URL to see where it leads
- Watch for spelling and grammar mistakes – an email with these is likely to be fraudulent
- Look for generic greetings – using “Dear sir or madam” is a signal the email isn’t legitimate
- Avoid emails insisting you act now – phishing emails often try to demand immediate action



Content builds culture. Highlight achievements by celebrating milestones, outstanding performances and results through branded screensavers. Seen on every screen throughout each day, screensavers get the message through!



Foster interaction and light-hearted competition with a staff quiz. Serious or frivolous, these turn the driest subject into memorable experiences which bring people together.



Help employees work from home more enjoyably and effectively by sharing strategies for success through infographics delivered via on-screen alerts.

About SnapComms

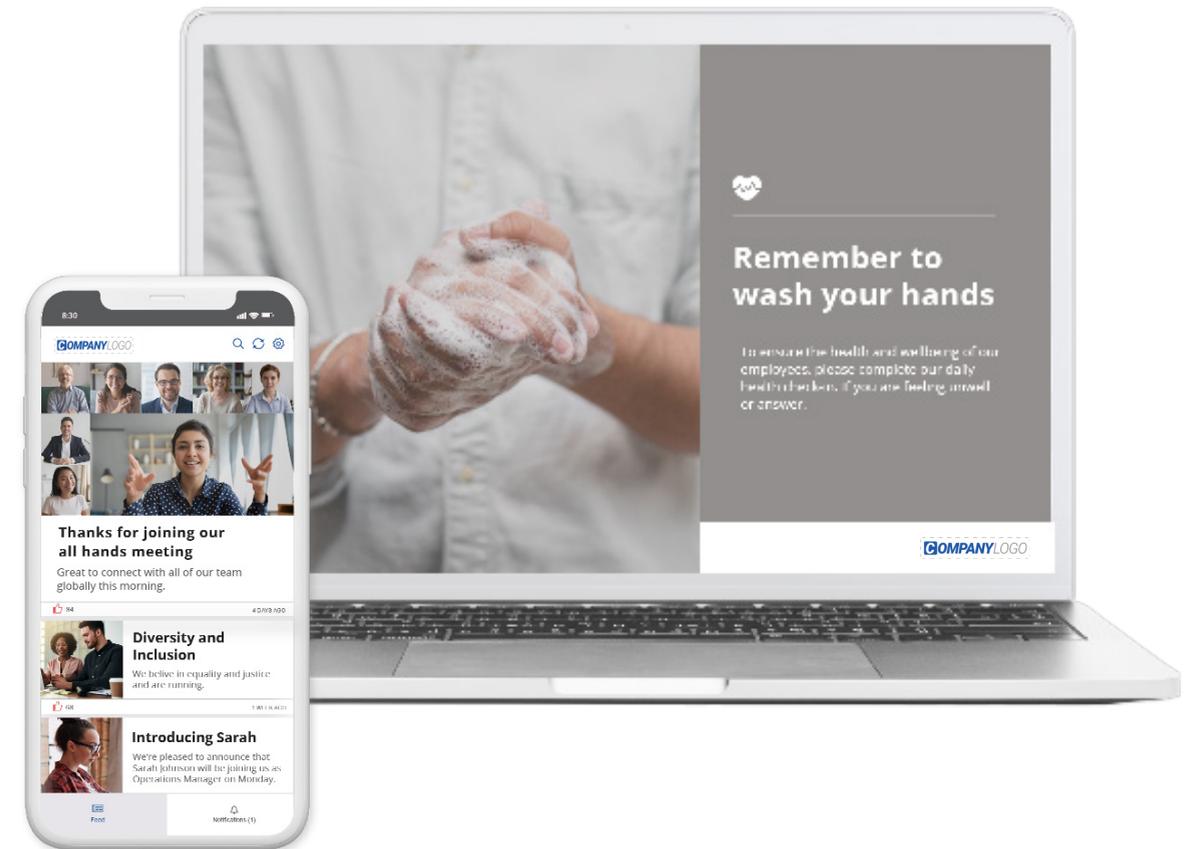
SnapComms is the global leader in multi-channel business-to-employee communications. Our award-winning digital channels are used daily by more than 2.5 million users in 75 countries.

We help leading organizations across the world achieve better communication, higher engagement and greater performance. Our clients include healthcare, financial services, government, education and other businesses, as well as several Fortune 500 companies.

SnapComms is an Everbridge Company, providing the only end to end critical event management and employee communication solution in the world.

Start better communication today.

[Speak to a SnapComms expert](#) or take a [FREE 30-day trial](#).



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