The Digital Transformation of Human Resources

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

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

¹ Aon Employee Benefits and Trends Survey 2019 ² HR Executive: The Rise of the Employee Experience Platform

Read more:
Why Employee Experience After COVID-19 Is Vital For Businesses
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.

¹ Gartner: Top Priorities For HR Leaders

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.

² TalentLMS: The 2019 Gamification at Work Survey

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.

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.
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

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.

¹ Gartner: Onboarding New Hires
² Human Resource Executive: The Increasing Importance of Onboarding
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.

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.

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.

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.

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.

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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 wellbeing and identify warning signs while working remotely, but digital channels allow employers to fulfill an important role in supporting employee health and wellbeing.

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.

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

¹ American Psychological Association
² Forrester: Healthcare Predictions 2021
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

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.

¹ CultureIQ: Company Culture and Employee Engagement Statistics

Read more:

Androids In The Office – Improving Workplace Culture In A Digital World
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.

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