



AN EMPLOYER'S GUIDE TO EFFECTIVE COMMUNICATION



The importance of effective communication cannot be overstated. This is especially true during a crisis such as the coronavirus outbreak of early 2020. For employers, communicating important information and making sure that every employee is kept up to date is vital.

Today, we are more connected than ever before thanks to smartphones, the internet and social media. News can be communicated at speeds never seen before. Unfortunately, with e-mails, text messages and social media all competing for our attention, never in our history has our brains had to work as hard as they do today.



It's believed that that 269 billion emails were sent and received each day in 2017, and that figure is expected to grow to almost 320 billion daily emails in 2021. How can our brains possibly distinguish what is important?





Taking It Personal

Personalization and relevancy are crucial for [filtering through all the noise](#). Through personalization, we have better control of what we see and what is shown to us; we're able to filter and see information based on our preferences, thus making information relevant to us.

Think about whenever you log in to your preferred streaming movie or music service - you immediately receive recommendations based on your preferences. These platforms target ads and content based on information they know about you, including your behaviour and streaming history. This means that the content displayed is personal to each user. In fact, no two people will see the same interface with the same recommendations, history or preferences.

As a result, the experience becomes more personalized and relevant. The same rule applies to communication; communication must be personalized and relevant.

Measured Effectiveness

Just how important is effective communication, you wonder? [One Inc.](#) article shares that, according to a global PR industry report, the cost of poor communication is an overwhelming \$37 billion.

400 corporations with 100,000 plus employees in the U.S. and U.K. estimated that communication barriers - that is, anything that prevents us from receiving and understanding the messages others use to convey their information - cost the average organization \$62.4 million per year in lost productivity.

Effective communication is the glue that binds organizations together, connecting departments and teams and ensuring every employee is up to date, on the same page, and aware of company happenings.

In our e-book, *Employee Engagement: Unlocking Your Employees' Potential*, we share research findings from leadership expert Torben Rick, which shows that engaged employees increase productivity by 51%, absenteeism is reduced by an average of 4 days, and both profitability and shareholder value is boosted by 19% and 9%, respectively.

As highlighted in the blog, *How to Improve Internal Communication and Provide the Right Feedback*, numerous studies have shown the impact that effective internal communication has on engagement. Organizations with effective change and communication programs are 3.5 times more likely to outperform their competitors.

Effective Communication and Employee Engagement Go Hand-in-Hand

- Effective Communication increases productivity by up to **25%** with employees saying they are more engaged in their work and more connected to co-workers
- Employees who are engaged are **27%** more likely to report "excellent" performance in their own job
- Companies with engaged employees outperform those without by **202%**





Using an Employee Platform to Communicate Vital Information

Following the advice of government authorities during the coronavirus pandemic in 2020, many companies have allowed their employees to work from home.

For employers, the importance of communicating important updates and making sure that every message not only reaches every employee but is read is crucial.

Therefore, in addition to personalization and relevancy, for communication to be effective, it's essential employers use the right channels. If you're only using one or two channels to communicate with employees, you're likely to be excluding a large section of your workforce.

Did you know that 85% of employees use more than one device to communicate at work? Or that 44% of employees say they want a wider adoption of internal communication tools?

Cloud-based employee platforms have become an increasingly popular solution for organizations to communicate with their workforce. Employees can log in to their cloud-based employee platform anywhere, anytime on any device to read messages, keep up to date with important company news, manage their benefits and much more.

An employee platform is considered more effective than the intranet for finding information about benefits and other employment information. With an employee platform, information can be filtered to show only the information that's relevant to the individual. This reflects digital developments in general, where, again, we have become accustomed to tailor-made recommendations and personalized communication.



Leading Examples

One company that has used a platform to great effect is multinational networking and telecommunications company, Ericsson. With more than 95,000 employees worldwide, it can be a challenge to keep every employee up to date on their benefits. The platform is the most used channel for benefits communication at Ericsson in Sweden when HR wants to inform employees about their benefits, and when employees search for information themselves. The platform is also ranked as the most effective by employees, which is evident in the login statistics: approximately 8 out of 10 Ericsson employees log in to their platform at least once a month.

Another company that has had great success with their employee platform is multinational pharmaceutical and biopharmaceutical company, [AstraZeneca](#). Through their platform, HR administrators at AstraZeneca send regular messages to employees to keep them up-to-date with the latest company news.

“Our strategy is to manage the flow of information so that it’s correct. That’s why our platform has a very high number of logins - our people know where to find whatever they need,” says Ulf Holmgren, Regional Benefits Lead, AstraZeneca.



Ready, Aim Fire: Targeted Internal Communication.

Just like traditional marketing creates audiences to target campaigns, today, employers can use targeted communication for internal communication. Targeted communication allows the sender to adapt the content of their message and send different variations of the message to specific target groups.

For example, through Benify’s award-winning platform, administrators can use the platform’s inbuilt communication hub to create and send targeted communication. Employers can send the right message through the right channel. Employers can reach their employees regardless of where they are and through their preferred communication channel, be it push notifications, text messages, e-mails, or in-platform messages.

As an example, with the help of different filters, e-mails, push notifications or messages can be sent to employees in a specific age group, employees working in a specific department or employees working in a specific country.

While using multiple channels is a powerful strategy, as we share in our [communication e-book](#), it’s important employers don’t overuse or abuse channels. Send important updates only when they are, indeed, important. If you send too many e-mails or push notifications, you not only minimise engagement but also risk diluting the importance and urgency of your messages.

Communicating with Your Entire Workforce

While there have been significant advancements in technology with regards to communication tools over the past decade, most of these developments have been created for those sitting behind computers.

E-mail and instant messaging systems might be effective forms of communication for employees sitting at desks, but what employees working in hospitality, retail, in a factory or out in a field?

As shared in the blog, *3 Reasons Why Your Company Needs an Employee App*, it's estimated that 80% of workers globally are deskless, which means that the majority of today's workforce are not stationed behind desks every day.

Today, a staggering 60% of employees use apps for work-related activity. Among hotel and restaurant employees connected to Benify's platform, almost 90% of all logins are made via mobile. As a result, one of the most effective

ways to make sure your communications reach your deskless workforce is by using a mobile app. In fact, unless you're using an employee app, the largest portion of your workforce could be missing out on important company updates.

By seeing the smartphone as a communication device, you can communicate with your blue-collar workforce on the device that's always with them. Employers can send important updates via push notifications.



The Future Is Here and It's Mobile

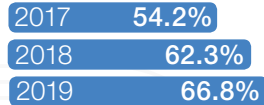
Of course, it's not only blue-collar workers using mobile devices. Today, there are 2.7 billion smartphone users across the globe. Studies show that the average person checks their phone every 12 minutes, with 10% checking their phone every four minutes. Incredibly, 90% of that time is spent using mobile apps.

The global workforce is becoming increasingly mobile and the number of employees who access information concerning their employment via mobile is growing every year. This is especially so for younger employees and in industries with fewer office employees.

Why restrict communication to e-mail, which employees can only access when they are in front of an office computer? Enable employees to access messages, enrol in benefits and read employment information, anywhere, anytime via their smartphone.

By using an employee platform that has its own mobile app, employees can access information and updates, anywhere, anytime from the palm of their hand. Companies can allow employees to access company handbooks, policies, FAQs, enrol in benefits, view their compensation and more.

At Benify, we have seen a huge increase in the number of logins to our platform made via mobile devices in the last three years:



3 Reasons You Need to Communicate with Your Employees via Smartphone

- According Emergence Capital, approx. 80% of workers globally are "deskless"
- Up to 1.87 billion of employees - a staggering 42.5% of the global workforce - are expected to be mobile by 2022
- The average adult spends 3.15 hours per day on their mobile phone (not including voice calls)

3 TIPS FOR EFFECTIVE COMMUNICATION DURING A CRISIS:

Being able to reach your employees and communicate critical updates is especially important during times of crisis. Below we offer three tips on how to communicate swiftly and efficiently during a crisis.

1. Assemble a Crisis Team

Assemble a small team of key people from management, HR and communication with clear routines for decision-making and communication. To avoid contradictory messages from individuals, make sure everyone in the organization knows early on that all communications concerning a crisis will be communicated by the group.

2. Communicate Regularly

In times of uncertainty and crisis, worry, misinformation and rumours spread fast. Set up reoccurring meetings and communications at approximately the same time each day, so that employees know when they can expect updates. Even if there is nothing new to report, it's important to communicate that there are, in fact, no new updates. Keep each update brief so that employees are not overloaded with information.

CONCLUSION

We hope that after reading this whitepaper you've learned just how important effective employee communication is especially in times of a crisis.

At Benify, we've helped thousands of organizations across the world improve their communication and engage their workforce. Want to see how we can help your company? Get in touch with us.

3. Use Multiple Channels

As we've emphasised throughout this whitepaper, today there's no such thing as a "one-size-fits-all" communication method and that it's essential to use multiple channels. This is especially true when communicating during a crisis. Sure, use e-mail and the intranet, but think "mobile first".

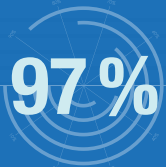
After all, It's said that the average person [picks up their mobile phones 58 times a day](#); whether at work, home or somewhere in between, most of us have our phones with us. Use push notifications and social media to communicate and reach your employees with important updates.



About Benify

Benify's journey started in 2004 with three friends in Sweden. Today, Benify offers the world's leading global benefits management technology with thousands of customers and over 2 million users around the world.

Our solution helps employers create an exceptional benefits and rewards experience while reducing benefits administration, automating processes, radically improving the communication of their employee value proposition and ensuring better data governance and management of benefit and reward costs.



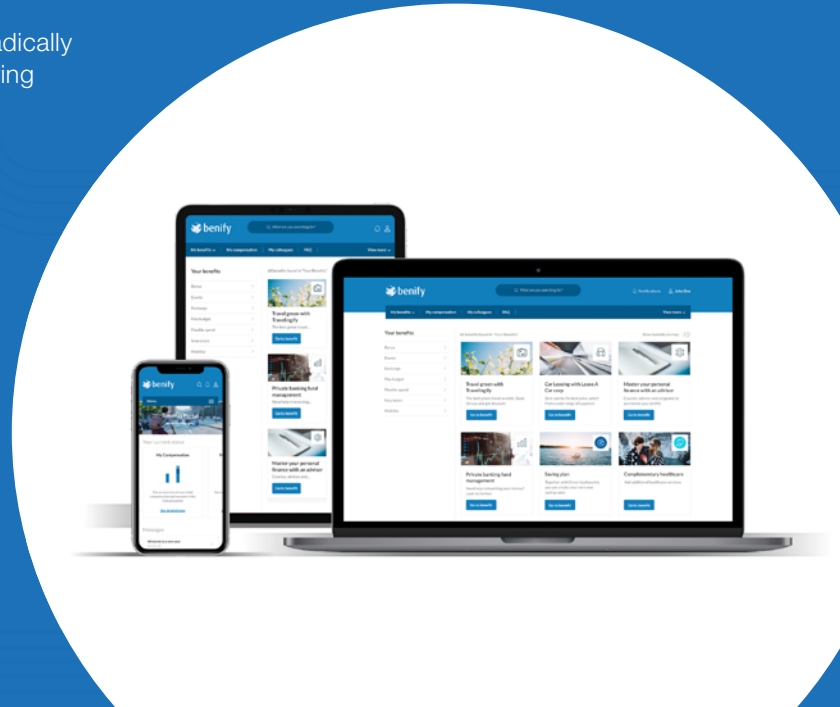
client retention rate



users



languages



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