

Employee Mobile Apps

An Important Edge Over
Traditional Corporate Intranets

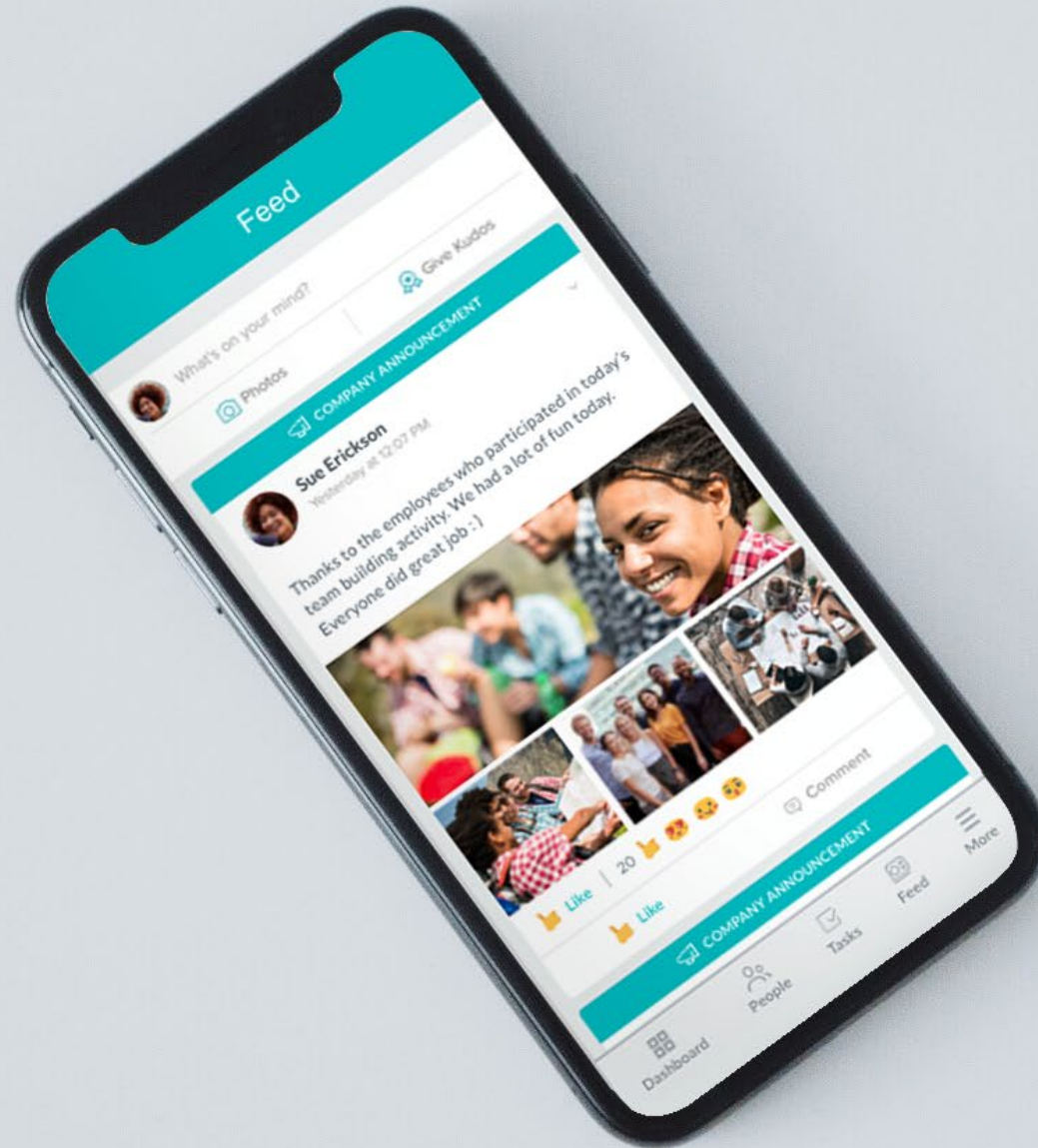
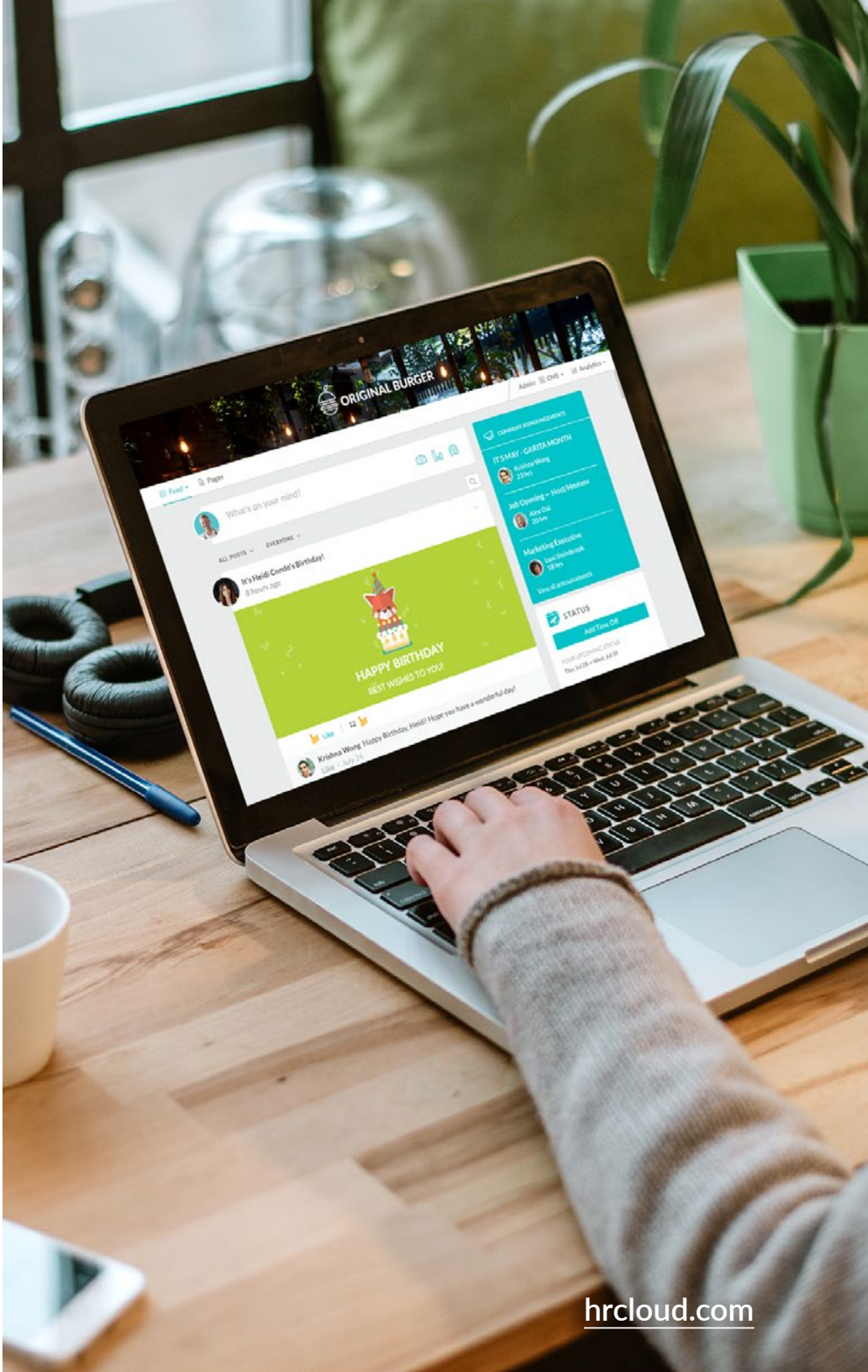


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Executive Summary

Let's face it: Past approaches and "business as usual" processes simply don't work anymore, especially those related to corporate intranets. Instead, innovative new technologies in general—and mobile HR apps in particular—can now overcome flaws once associated with intranets and create more rewarding employee experiences.

Today, modern employee mobile apps give workers fast, easy access to vital HR and corporate information. Yet now these apps do much more. Many are specifically designed to overcome the flaws found in past corporate intranets and now offer valuable content/communication tools, promote advocacy, peer-to-peer recognition and rewards, and can help create an Employee Experience (EX)

throughout the employment lifecycle, and transform the company's entire culture.

It all adds up to a powerful advantage. With the right mobile app, companies can improve internal communications, employee engagement, and even their overall productivity.

1. iPass Inc., Mobile Workforce Report," May 2011.

2. Digital Strategy Consulting, "Apps Boost Worker Productivity," May 27, 2014.

3. Fierce MobileIT, <http://www.fiercemobileit.com/story/workers-say-mobile-apps-help-them-do-their-work-41-companies-arent-deliveri/2015-12-16>

Today, the vast majority of mobile workers **94%** have a smartphone¹

Almost all of these employees report that they're comfortable using at least one mobile app, and **21%** currently use dedicated department-specific business apps²

71% of employees spend more than two hours a week accessing company information on a mobile device.³

The Mobile App Opportunity

No matter what industry you're in, chances are good that you're facing stiff competition—and that you need to do all you can to maximize the potential of your workforce. This means you need to do all you can to communicate effectively and make sure your employees are highly engaged and contributing to your most critical goals.

One way to do this is to create positive employee experiences that not only give employees what they want, but that engage them with your company in powerful ways they might not expect.

Mobile apps—specifically those designed to offer much better experiences than typically found with today's corporate

intranets—are now an extremely effective way to accomplish these goals.

Why should you use a mobile employee app? Consider these reasons.

4. <https://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

Mobile Apps are Proven Business Tools

Employees who use mobile devices for work **spend 89% of their time using apps**, while the remaining 11% of time is spent on internet searches or websites.⁴



✦ **Your employees are already using them.**

Today, the average smartphone owner uses nine apps each day and more than 30 per month.⁵ They are already comfortable with this experience and technology, and they may be waiting for you to provide it.

✦ **The next generations of workers will demand them.**

Millennials and Generation Z are truly digitally native and “mobile first.” Attempting to force them to use older, non-mobile-friendly technology—such as clunky intranet sites—may only lead to low levels of morale, productivity, and even employee retention.

✦ **Remote, field-based employees require them.**

A growing number of employees don’t visit the office on a regular basis or don’t have access to desktop computers. Without effective mobile apps, these workers may not be able to get on a corporate intranet or find important information, leaving them disconnected—and disengaged.

✦ **The success of your business may depend on it.**

Not providing mobile apps may have more of a long-term effect than you may think. By contributing to less-than-ideal employee experiences, you run the risk of miss communicating with employees, leading to low morale and even high turnover.

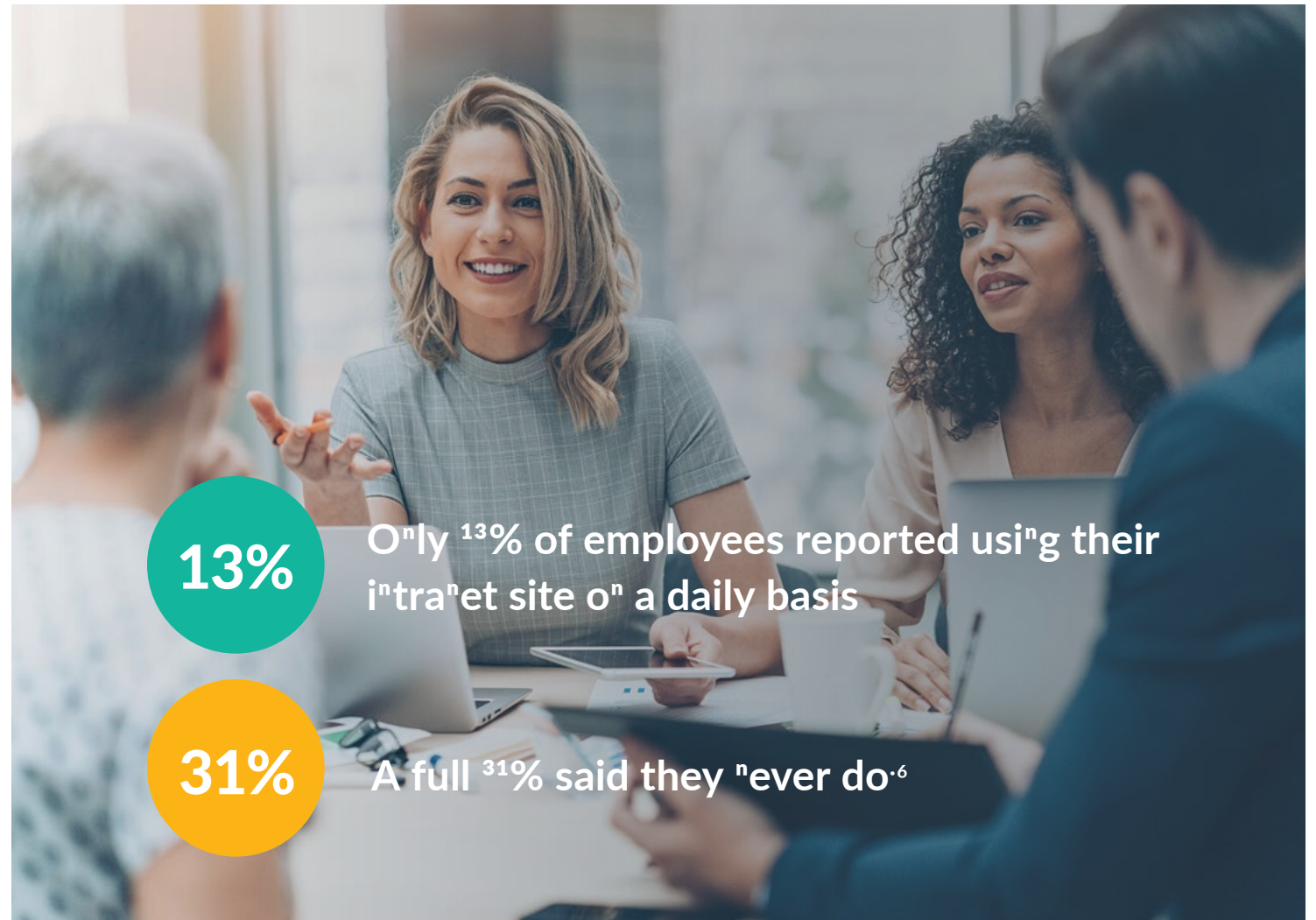
5. App Annie, “2016 Retrospective—Mobile’s Continued Momentum,” January 2017.

Why Isn't My Intranet Good Enough?

Most of us are familiar with the concept of a corporate intranet. While they were designed with the best of intentions—to help companies manage, communicate, and share important information internally—somehow they lost their way.

While not all intranets are bad (we'll highlight modern social intranets later in this document), the majority of traditional approaches now present a number of challenges:

6. Prescient Digital Media, "Social Intranet Study Report," 2013.



✦ **They tend to be outdated and suffer from old, stale content.**

Many companies invest in the design of their intranet, including navigation, page structure, group/department sections, but they don't do enough to plan to add content after the site is launched. Too often, intranets resort to a top-down approach where management uploads content, but this model inevitably leads to version issues, outdated content, and low adoption.

✦ **In many cases, there is no clear owner.**

In some companies, the intranet is seen as a shared responsibility between several different departments such as HR and IT. Without clear ownership or a governance model, there may be confusion when related to determining who should make important decisions or have ultimate responsibility. Without clearly defined roles, the intranet may seem to belong to no one, which can lead to its demise.

✦ **Most intranets are hard to navigate.**

One of the biggest employee complaints is "I couldn't find what I was looking for, so I stopped trying." If intuitive design and information architecture are not designed from the start, including offering a powerful search option, the entire intranet could be doomed before it even gets off the ground.

✦ **Intranets get cluttered over time.**

Over time, the information in any intranet will get disorganized. This problem can only grow worse, especially if the company doesn't implement clear policies to manage information and/or update the folders and filing systems.

Unfortunately, "broken" corporate intranet sites can have an adverse effect on the workforce. For example, without clear policies and effective tools, companies could face communication and collaboration issues that could snowball into larger challenges. Currently 60% of employees admit to not knowing their company's strategic vision. ⁷

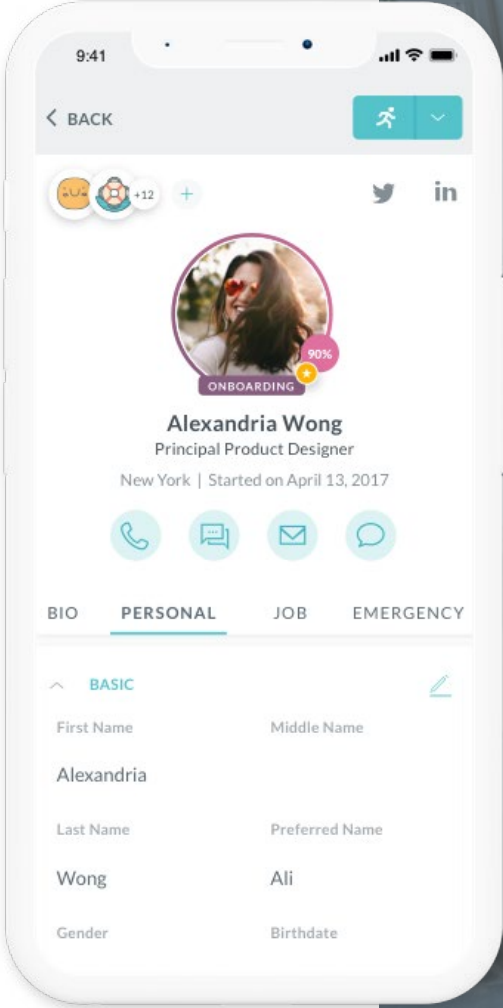
7. Prescient Digital Media, "Social Intranet Study Report," 2013.

Mobile Apps to the Rescue

Even if the “Intranet 1.0” approach may not work, the underlying goal is still the same: How can companies succeed in communicating, collaborating, and engaging their entire workforce?

The answer lies in modern social intranets that combine the best of the best features and capabilities such as a content management system (CMS), a personalized newsfeed, messaging and communications tools, and most importantly, a mobile employee app.

The inclusion of a mobile app with your intranet delivers many powerful benefits:



Mobile Apps Enhance the Onboarding Experience

We all know how difficult it can be to find, hire, and onboard top talent today.

Now there’s a better way—HR Cloud’s employee mobile app that gives new hires fast, productive access to everything they need to take care of their onboard tasks, all before their official first day.

Whether it’s creating a personalized portal, sending new employees easy-to-follow onboard checklists, or letting them use convenient e-signature capabilities on their mobile device, our employee app is designed to onboard fast, easy, and effective.

◆ **Self-service:**

From an HR perspective, an HR mobile app empowers your employees to answer their own questions. For example, instead of going to HR, workers can view and request time off, update direct deposit or banking information, or read specific policies using a smartphone—whenever and wherever they happen to be.

◆ **Enhance employee engagement:**

The entire workforce benefits from—and appreciates—an organization's use of mobile technology. For example, a recent research report showed that 85% of employers say employees who have used mobile devices or apps specifically designed to train customer-facing employees are better able to meet customer expectations.

◆ **Productivity:**

Related to the point above, when employees spend less time managing HR issues, and HR teams spend even less time responding to them, total productivity soars. Employees can improve their focus on the real work at hand, and HR can dedicate more time to higher-value, more strategic initiatives.

◆ **Accuracy of information:**

Mobile apps, especially those tailored to HR, are connected to systems that are highly automated and data-driven. This helps minimize errors, confusion and follow-up questions, and helps make sure employees work with very accurate information at all times.

◆ **Improve internal communications:**

Modern intranets encourage communication and collaboration by empowering any user to upload, manage, and share information. Even better, mobile apps deliver this same experience to remote employees, ensuring they have access to the same information, no matter where they work.

◆ **Faster, more effective business:**

Mobile apps enable real-time decision-making that doesn't involve time-consuming paperwork or rely on employees accessing information on a desktop computer. The entire business benefits with decision, responses, and resolutions.⁸

8. Inkling Systems, Inc., "Why Mobile is the Right Tool to Optimize Learner and Customer Experiences: A U.S. Study on How Organizations Benefit by Enabling their Customer-facing Employees with Mobile," January 2018.

Effective Mobile Employee Apps Are Here Now

Forget everything you thought you knew about corporate intranets (and their lack of mobile access). Today, leading HR solutions providers such as HR Cloud are delivering modern, social intranets capable of overcoming past limitations. For example, HR Cloud’s Workmates solution combines the best-of-the best communication and collaboration tools—content management systems, messaging platforms, org charts, company directories, employee advocacy, and even recognition and rewards functionality. All of this promotes real-time communication and creates more meaningful interactions between employees.

Now, the most successful modern intranets also include powerful, yet user-friendly mobile capabilities to connect remote employees or field-based employees who may not have access to computers or corporate systems.

Mobile employee apps can successfully improve the overall employee experience and transform company culture. For example, a centralized newsfeed instantly communicates what’s happening at your company. Employees can even offer peer-to-peer recognition to reward accomplishments and generate a new culture of excellence—all using their own mobile device.


With HR Cloud, the entire workforce feels informed, valued, and part of a larger team, ready to contribute to your success.



Workmates
Employee-Centric Engagement, Internal Communications, Social Intranet and Recognition



Onboard
Drive Engagement with great Onboarding Experiences for New Hires



HR Suite
Powerful, proven HR solutions to manage the entire employment lifecycle.

Go Mobile to Empower Your Workforce —and Achieve Better Business Results

Today, the world revolves around mobile—and to stay relevant, HR needs to keep pace. Implementing an HR mobile app for your organization which empowers employees to access all of the information they need, no matter where they are.

For busy HR teams, “work as usual” doesn’t always take place in the office, and

(unfortunately), it doesn’t always stop at 5:00 p.m. HR Cloud’s mobile employee app now helps HR find top candidates, create onboarding task lists, respond to employees’ leave requests, offer an official kudos for a job well done, and so much more. HR teams benefit from 24x7 access to the information they need to get the job done.

HR Cloud delivers a mobile employee app that helps all employees feel engaged and connected, thanks to easy, “at-their-fingertip” access to vital company information, announcements, and other important resources. Not only does the HR Cloud employee app make work better for all workers, no matter where they are, but it creates ideal employee experiences that translate into better bottom-line results.

Trusted by leading companies focused on employee culture and experience.

the
beautiful
group

VEOLIA

art in
action

SPARKPOWER
CORP

Osmose

The Employee Lifecycle

HR Cloud is a leading provider of proven HR solutions, including recruiting, onboarding, employee communications & engagement, and rewards & recognition. Our user-friendly software increases employee productivity, delivers time and cost savings, and minimizes compliance risk.



HR Cloud Applications for the Employee Lifecycle

1. Recruiting



Post jobs, evaluate candidates, and hire the best with our applicant tracking system.

- Applicant Management
- Job Boards
- Customized Offer Letter
- Applicant Reports
- Job Boards Integrations

2. Hiring & Onboarding



Save time, improve productivity, and create an onboarding experience new employees won't forget.

- Employee Self-Service
- Employee Profile
- Personalized Portals
- E-Sign and I-9 and E-Verify
- Custom Workflows
- Automatic Notifications and Progress Reports
- Employee Directory
- Onboard Integrations

3. Working Immersion & Productivity



Employee-Centric Advocacy, Engagement, Internal Communications, Social Intranet and Recognition

- Feed, Announcements, and Advocacy
- Group Channels and CMS
- Powerful Analytics



You can manage vacations, sick leave, and PTO all in one secure system.

- Accruals and Balances and Custom Policies
- Absence Tracking and Approval Workflows

HR Cloud Applications for the Employee Lifecycle

4. Career Advancement



When it comes to eliminating the need for paper forms, streamlining manual processes, and providing valuable insights into employee data, People HRMS delivers.

- Applicant Management
- Job Boards
- Customized Offer Letter
- Applicant Reports
- Job Boards Integrations

5. Retention



Workmates' kudos feature lets any employee reward a peer for any contribution or achievement. Prominent kudos leaderboards contribute to a culture of increased productivity, engagement, and effort.

- Recognition and Rewards
- Custom Kudos
- Points System
- Kudos Leaderboard
- Analytics

For more information,
please visit www.hrcloud.com
or contact info@hrcloud.com

Let's Get Started

Footnotes

1. iPass Inc., Mobile Workforce Report,” May 2011.
2. Digital Strategy Consulting, “Apps Boost Worker Productivity,” May 27, 2014.
3. Fierce MobileIT, <http://www.fiercemobileit.com/story/workers-say-mobile-apps-help-them-do-their-work-41-companies-arent-deliveri/2015-12-16>
4. <https://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>
5. App Annie, “2016 Retrospective—Mobile’s Continued Momentum,” January 2017.
6. Prescient Digital Media, “Social Intranet Study Report,” 2013.
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8. Inkling Systems, Inc., “Why Mobile is the Right Tool to Optimize Learner and Customer Experiences: A U.S. Study on How Organizations Benefit by Enabling their Customer-facing Employees with Mobile,” January 2018.