



Building the case:

**MAKE AN EMPLOYEE
COMMUNICATIONS
APP YOUR
ORGANIZATION'S
TOP PRIORITY**

limeade®



BUILDING A SOLID BUSINESS CASE FOR YOUR EMPLOYEE COMMUNICATIONS APP INITIATIVE STARTS WITH EXECUTIVE AND ORGANIZATIONAL BUY-IN. NOT SURE HOW TO APPROACH THE CONVERSATION? READ ON FOR OUR PRACTICAL TIPS AND PROVEN STRATEGIES.

Internal communication is critical to the strategic direction and success of your organization. It's simple: more effective communications make for a more aligned, productive and focused workforce. On a deeper level, a communications plan is also vital to the success of your well-being initiatives, keeping messaging clear and consistent and helping employees feel cared for and informed.

You know this, and may already be looking into a mobile app. But that alone doesn't guarantee your whole organization is ready to take the leap. With any new enterprise-wide technology introduction, success will hinge on building a thorough business case and securing early buy-in.

This practical how-to guide will walk you through the steps for building a business case for your employee communications app.

1

IDENTIFY THE POTENTIAL BENEFITS AND MEASURABLE RESULTS

First, identify the many benefits a mobile app can bring to your internal communications.

A few of the most important are:

- **ONE STREAMLINED COMMUNICATIONS HUB**

A centralized communication hub allows employees to easily access information, read messages and more, in one place, anywhere and anytime.

- **REACH A DISCONNECTED WORKFORCE**

An employee communications app gives all workers, regardless of location, instant access to all communications as well as to common employee-related workflows and processes.

- **BETTER ENGAGEMENT WITH EMPLOYEES**

The inherent two-way dialogue mobile apps create enables greater employee engagement — from sending feedback and ideas to confirming details and asking questions, an app keeps the conversation going.

- **INCREASED PRODUCTIVITY**

A recent survey found that 53 percent of professionals across industries said

improved business processes and productivity were the primary benefits of mobility.¹ The world of work is going mobile, and early adopters are seeing the positive impact. Share this with your leaders and invest your saved time in generating additional work and revenue.

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KNOW YOUR EMPLOYEES' NEEDS

To build the business case for a mobile app, you need to understand your users' communication needs and the inefficiencies they experience. It's easy to assume you know what the problems are, but objective research is the metric that really matters. A firm grasp on the current landscape will ensure that your app hits the mark.

Let's dive into the ways you can determine employee needs — who to involve and what questions to ask.

WHO TO INVOLVE IN THE PROCESS

1. FIND INFLUENTIAL LEADERS

Talk to your internal leaders and look into the existing communications structures as a starting point. Identify the needs, document the obstacles and ask direct questions about what would make jobs easier.

2. FIND EARLY ADOPTERS

Once you find the influential leaders, show them the value of being an early adopter and co-creator of your solution. Share your success with influential leaders and gain a valuable ally.

3. HOLD FOCUS GROUPS

Now that you're armed with insights from well-respected insiders, you should:

- Hold a focus group with a wider audience of employee advocates or advisory boards.
- If time is limited, try traditional feedback methods such as an employee survey. It can't replace insightful dialogue, but it can validate your assumptions.



WHAT TO ASK BEFORE DEFINING YOUR OBJECTIVES

To ensure widespread adoption and an employee-centric approach, ask questions to pinpoint employee needs and pain points to determine your overall project objectives. Get definitive answers and present them in your business case.

QUESTIONS TO HELP YOU FORM YOUR MOBILE APP OBJECTIVES:

- What needs will this app help address?
- What challenges will this app help solve?
- What does success look like?
- Will I be targeting a particular group of employees?
- What is my plan for maximizing adoption?
- How will I encourage leaders to actively use this app?

SAMPLE QUESTIONS TO ASK YOUR EMPLOYEES ABOUT THEIR CURRENT COMMUNICATION METHODS:

- What forms of communication work best and why?
- Are there too many ways to get news and information?

- What communication channels can you not access?
- Are there ways for you to quickly and easily express your ideas or ask questions?
- Are you kept well informed about company mission, values and strategy?
- Are you kept well informed by senior leaders on company plans and progress?
-

SAMPLE QUESTIONS TO ASK YOUR EMPLOYEES ABOUT EMPLOYEES ABOUT A MOBILE APPROACH:

- Will getting information via a mobile app be easier for you? Why?
- Will a mobile app help complete tasks faster?
- What available tools, features or tasks would make you want to use an employee mobile app?
- What would make our workplace more engaging? More events? More insight into other departments? More conversation with leaders?



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DEMONSTRATE THE REAL ROI

A clear calculation for expected ROI will put you on the right track for project approval. But articulating the value of a mobile solution isn't always easy. Here are three main factors to include when compiling ROI:

DETERMINE THE PRECISE BENEFITS

by answering the following questions for a number of real-world scenarios:

- **What process are you trying to improve?** For example: "We're trying to increase the # of employees reached with news and updates by 10 percent, for a total of 3,000 employees."
- **What is the desired impact of using this mobile app?** For example: "With current channels, we can only reach 65 percent of our employees. It takes over a week and three managers to reach employees in our retail stores with important news and updates."
- **What is the positive business outcome linked to this app?** For example: "With a mobile app, we can distribute messages directly to smartphones, reducing the lead time from one week to instantaneous. The number of people involved is reduced to one person — the publisher."

COLLABORATE WITH OTHER GROUPS

Partner with other business owners to understand their needs and build a truly united business case.

THERE'S NO IMAGINARY BOUNDARY BETWEEN INTERNAL COMMUNICATIONS AND OTHER GROUPS

You might be thinking “Great, but I work in Corporate Communications, not HR or Finance. I’m not overcomplicating my communications app.” And that’s a valid concern. But it’s also a risk to project success. Look at it from the employee perspective: everything — from Communications to HR and Finance — is your company.

REACH OUT, JOIN FORCES AND COMBINE BUDGETS

Reach out to colleagues in other business units and departments — you might find a like-minded partner performing similar research who’s open to teaming up. If the project can’t be funded independently, you could even combine budgets to ensure a green light.

Partner with other functional areas. Build in workflows to help your employees experience more efficiency. Creating these connections will drive viral adoption and engagement with your mobile app messages.



DETERMINE THE PRIMARY USE CASES

When you understand your employees' needs, you can start thinking about the primary use cases for your employee communications app. At this stage, you'll only need to communicate at a high level. After gaining approval, you'll work with your mobile app vendor to identify the specific uses cases you need within your app.

COMBINE MOBILE USES CASES THAT BENEFIT ALL

When you ask employees what would be useful, they'll likely tell you that they want one central location where they can manage well-being and benefits, and also access company news and updates. By integrating employee communications with other enterprise systems, you mitigate the risk that your messages might get missed. After all, we place posters and digital signage where workers can see, right? Why would your mobile app be any different?

INTERNAL COMMUNICATIONS USE CASES

- Company news, blogs and alerts
- Virtual townhalls and videos
- Community involvement
- Q&A, surveys and polls
- Recognition
- Idea sharing
- Expertise search
- Confirmations and receipts

HR AND OTHER EFFICIENCY USE CASES

- Leave request and approvals
- Time management
- Personal data updates
- Benefits enrollment and policy access
- Document lookup
- Training and instruction materials
- Policy and procedures
- Expense and PO management
- Inventory lookup



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MAKE THE RIGHT PITCH

The next step in sharing your vision is creating an effective pitch for your business case. You need the presentation to communicate your idea and solicit approval at all levels. After all, every part of your organization will ultimately invest — in budget or time.

CREATE A COMPELLINGLY SIMPLE PRESENTATION

Document the challenges facing your organization and explain how your new solution will aim to solve the issues. Include specific ROI details and the scope of use cases in the mobile app. Start small, with close teammates. With each briefing, you'll refine your strategy, talking points and pitch.

BRING YOUR SECRET WEAPON, A PROTOTYPE

Employee mobile experiences are still relatively new and seeing is believing. You might be more successful if you have a mobile app prototype to share with your influencers and decision makers. If possible, encourage attendees to download, log in and experience the mobile prototype on their personal devices.

In most cases, your mobile vendor can provide a high-fidelity prototype — it could be your “secret weapon” to engage executives. Avoid vendors who can't or won't provide this service. It's a sign that they might not have a mature, scalable product to offer.

NEXT STEPS: MOVING FORWARD WITH YOUR MOBILE APP PROJECT

Once you've secured buy-in, you can move forward with your mobile employee communications project. From formulating your mobile strategy and scoping your use cases to setting up a pilot with a small group of employees and rolling out the app for maximum adoption, the experts at Limeade are here to help you with the next steps.

Contact a Limeade Sales Representative to discuss your mobile project:

<https://www.limeade.com/get-in-touch/>



ABOUT LIMEADE

Limeade is a software company that elevates the employee experience and helps build great places to work. The Limeade ONE platform offers employee well-being, engagement, inclusion and communications solutions in one seamless user experience. Recognized for its own award-winning culture, Limeade helps every employee know their company cares.

To learn more, visit www.limeade.com.

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