



# HR IN THE DIGITAL WORLD

Mobile strategies, use  
cases and tactics for your  
modern workforce

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# MOBILIZING HUMAN RESOURCES

HR leaders are at a crossroads: on one side, there's the directive to streamline services and on the other, the realities of the modern workplace. The truth is, the vast majority of the global workforce doesn't work in a traditional office setting. And although not every workforce is digitally-connected, most people today live a digital lifestyle.

The table is set, and companies have a big opportunity here — to communicate with remote and deskless workers via mobile technology to ultimately extend reach and enhance adoption.

To ensure efficiency and a great employee experience, HR needs solutions that can reach all employees where they are, with information that feels useful and supportive, when it matters. Mobile devices are the most direct way to reach all employees, and HR can leverage them to deliver services and information directly to the right employee at the right time.

## **STRATEGY:**

### **Send targeted HR communications and tasks**

People today are overloaded with information, especially in the workplace. Company announcements, HR memos, approvals, confirmations — everything, relevant or not, goes to everyone. And that's a risk to both attention and engagement.

For HR, this creates a tail-chasing effect of follow-ups and duplicative effort. A mobile strategy allows for more configuration: what information goes where, to whom, how it should be scheduled and prioritized. Most importantly, it cuts out the obstructions of the past, reaching the right people in the right places, as efficiently as possible.



# A MOBILE STRATEGY DRIVES EFFICIENCY AND EFFECTIVENESS

Moving HR routines into the mobile world allows you to deliver efficient and effective HR self-services. The following use cases are common HR tasks that could be better accomplished on mobile devices. Flip through this guide to get some ideas of ways you and your employees can be productive in the moment.

## HR SELF SERVICES

Broadcast company news, changes and announcements directly to all employees. Keep them informed and up-to-date with:

- Leadership changes
- New management
- Staffing alerts
- Mergers and acquisition news
- Market updates

## SIMPLE APPROVALS

Employees can complete daily routines faster without having to access multiple HR systems. So, be sure to include:

- Benefits enrollment alerts
- Vacation request approval
- Travel expense approval
- Time entry approval
- Milestone approval



## COMMUNICATIONS

Deliver relevant and timely information to your peers and employees while also creating impactful conversations around:

- Corporate information  
(e.g. leadership change)
- CEO / Executive communication  
(e.g. blog & news)
- Regional information  
(e.g. weather warnings)
- Role-specific information  
(e.g. new regulations)
- Employee onboarding  
(e.g. handbooks, tips and tricks)

## FLEXIBLE WORKFORCE

Let your teams leverage their own devices to accelerate routines and information such as:

- Log travel expenses
- Clock-in/clock-out
- Find an expert
- Share knowledge
- Get important information
- Access safety documents

## LOOKUPS

Employees can make informed decisions on their mobile devices with real-time lookups into multiple systems:

- Expert finder
- Employee or colleague lookup
- Pay stubs
- Timecards
- Collateral



## STRATEGY:

### Reach your deskless workers

If your organization employs retail staff, shop floor personnel or other roles that don't require a desktop, you likely struggle to make sure they have access to key processes and information in a timely manner. Do away with slow, paper-based recording systems and corporate communications via email.

## TACTIC: BYOD

With smartphone penetration at over 90 percent, use a secure "bring your own device" (BYOD) approach to implement the use cases you need to make them as productive as the rest of your workforce.<sup>1</sup>

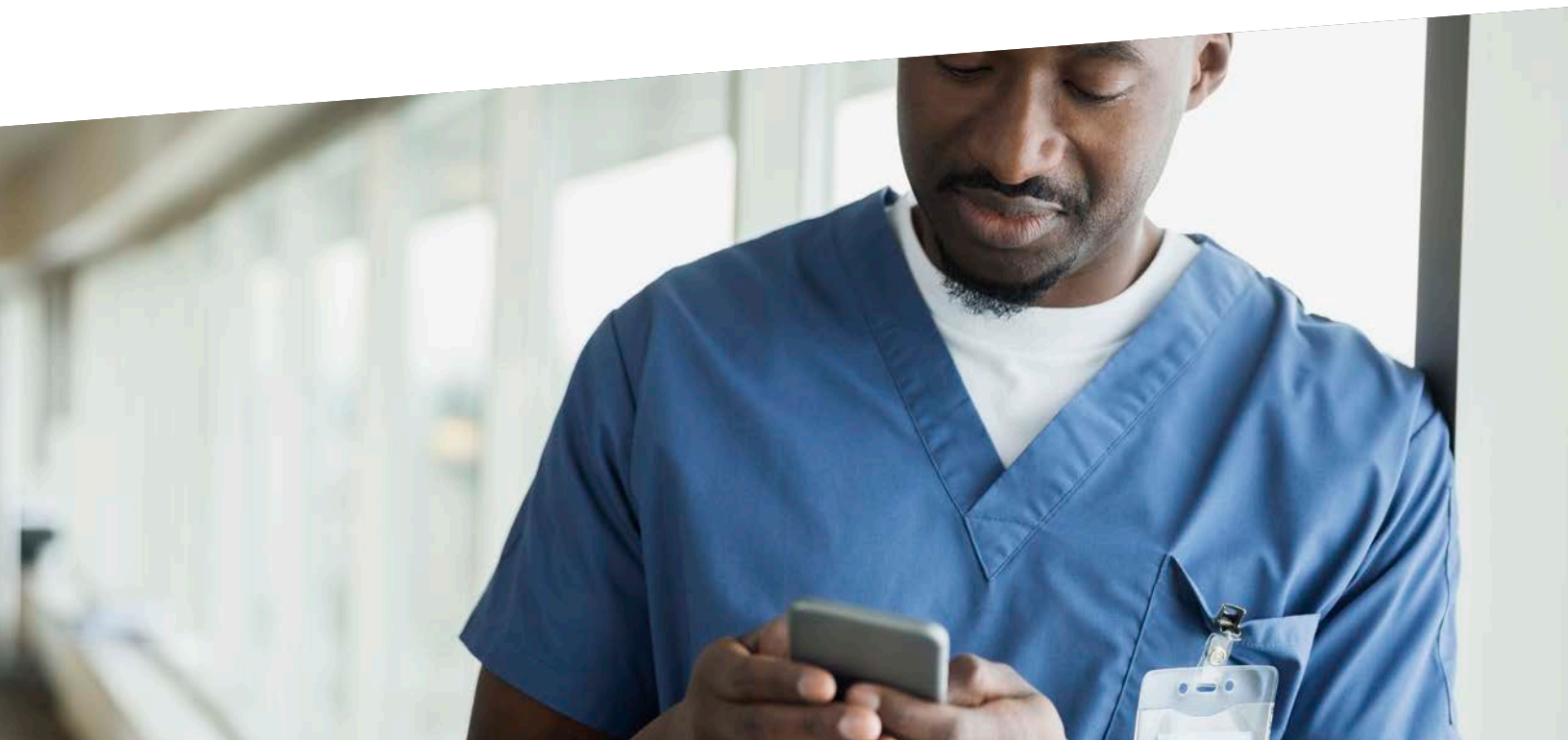
## STRATEGY:

### Don't forget about your millennial employees

More than 20 percent of millennials only use a mobile device to access the internet, and the remaining 80 percent are more likely to use a mobile device over a laptop or desktop to get work done.<sup>23</sup> The younger segment of your workforce is comfortable with mobile technology. As they increase their footprint in your organization, you'll need to be mobile first to attract, retain and get the best results from this generation.

## TACTIC: Get the data

Do the research: find out the generational makeup of your workforce. Knowing where your company is today will help form your understanding of the future, from how quickly you need to adapt to what types of solutions will work best.



# DRIVE MORE EFFICIENT HR SELF-SERVICES AND COMMUNICATIONS WITH MOBILE.

Mobile technology is the most efficient way to deliver HR routines and communications. Our award-winning mobile solution, Limeade Communications, allows you to reach every employee with relevant communications that make work better.

Want to know more? Visit [limeade.com/get-in-touch](https://limeade.com/get-in-touch)

<sup>1</sup>-eMarketer, May 2018, <https://www.emarketer.com/content/mobile-time-spent-2018>.

<sup>2</sup>-comScore, 2015 U.S. Digital Future in Focus, <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/2015-US-Digital-Future-in-Focus>.

<sup>3</sup>-comScore, 2015 U.S. Digital Future in Focus, <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/2015-US-Digital-Future-in-Focus>

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