



BIG BOOK_{OF} EMPLOYEE APPS

More than 15 success stories

*For you, the communicators, because
good communication tells good stories.
Thanks to all who shared theirs with us.*

Your Staffbase Team

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Editors:

Lauren Burgess, Robert Grover, Dr. Juliane Kiesenbauer,
Sven Lindenhahn, Tabea Dörr, Lindsey Sullivan, Frank Wolf

Design:

Kseniia Loos

Editorial



Frank Wolf,
CSO and Co-Founder, Staffbase

Internal communication is changing!

“Communication must cost more than a small laboratory centrifuge.”

These words from journalist Ranga Yogeshwar, spoken in a ZEIT online interview about science’s communication with society, can also be said of internal communication. Comms continue to struggle with tight budgets, an excess of work for small communication teams or lone warriors, and an unfortunate lack of recognition. While IC may be changing for the better, effective communication still fails to get the respect it deserves.

That’s why Staffbase currently works with more than 2,500 organizations worldwide to turn their desire for successful communication into reality. This book is the largest-ever collection of real-world examples of employee apps. It provides a wealth of insight into companies that have succeeded in putting their employees at the center of internal communications by effectively reaching all of them, no matter where they’re working. Where else is a message better received than on your employees’ smartphones, right next to the apps they know and love, such as Instagram and YouTube?

This book is constantly being supplemented with new case studies from various industries and is also available digitally.

We would like to thank all of the company representatives for their cooperation.

We wish you an exciting read!

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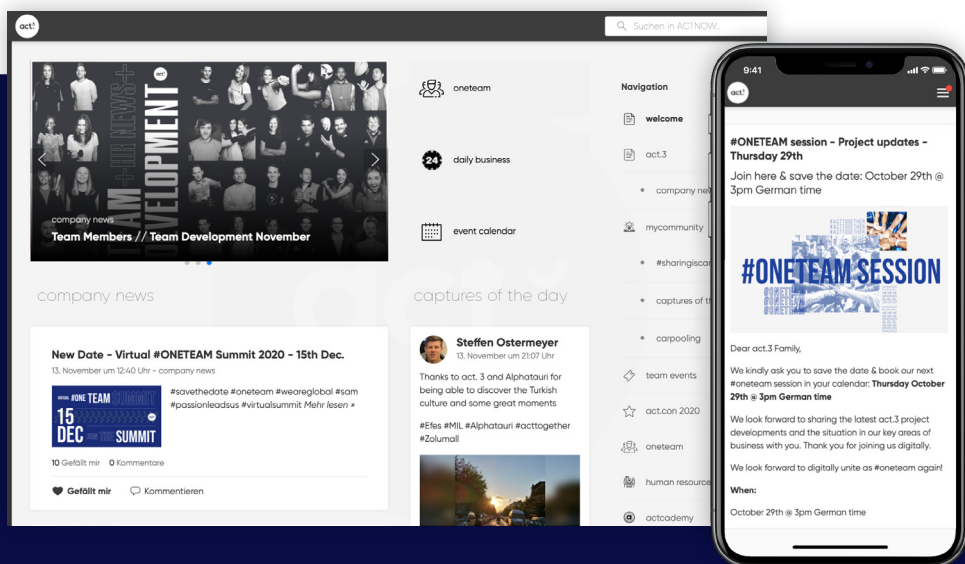


Insights into Modern Employee Apps



act.3

With an employee app, act.3 improves internal communication flow and global exchange



Approx. 350



Herzogenaurach,
Germany



15 locations on
four continents



Aoife Walsh
Corporate Communication Lead

“Communication is not what you do for a team. It is what you do with a team. We used the Staffbase tool to develop ACTNOW, our internal communication platform. ACTNOW enables updates and sharing in an effective and creative way, strengthens our culture virtually, and connects our global act.3 community in one place.”

Challenge

act.3 is a global marketing agency specializing in brand activation with a focus on strategy, creative & content, and experiences. Central to their work is the networked effort of different project teams and the intercultural exchange between all 15 locations worldwide. Corporate culture and mobile data access are essential for the agency's community. But until now, employees have lacked a central channel to connect with colleagues from other departments and locations, share knowledge, and embrace a unified culture.

Solution

With this goal in mind, the act.3 Corporate Communications department set out to find an interactive channel that would reliably provide all employees with important information and offer a virtual space for shared exchange. After extensive research, act.3 decided on a mobile-first communication platform. The employee app, called *ACTNOW*, includes company updates, essential information and communication tools for individual departments, a place to share project updates and experiences with the global community, and resources to learn more about act.3, the company culture, and their individual areas of responsibility. In addition, *ACTNOW* offers various tools to work more efficiently and collaboratively and to introduce new employees to processes more quickly than ever before.

Results

After the launch of the app and continuous feedback rounds, it became clear that employees now experience a sense of shared connectivity that drives them to be more engaged. *ACTNOW* is used to regularly share ideas, learn together, and develop further. The improved communication channels have noticeably strengthened the global act.3 community.



DHL Group

SmartWorkspace@DHL Group,
the Digital Gateway for
600,000 Employees Worldwide



Approx. 600,000



Bonn,
Germany



Operating
in 220 countries



Daniel Hohn

Head of
Smart Workspace Engagement,
HR People Experience

“With Smart Connect, we have a genuine employee experience platform for the first time. Personalized information and services are available to all colleagues worldwide, empowering employees and making collaboration easier.”

*Translated from German**



Connect

August 2019

Challenge

As a leading logistics provider, DHL Group is one of the largest private employers in the world with almost 600,000 employees. The focus is on digital transformation in all areas of the company — including internal communication. With “myNet” the company had already been using an intranet since 2015, which reached around 250,000 office employees worldwide. However, the 300,000 or so operational employees at the time had no access to it and were therefore excluded.

Solution

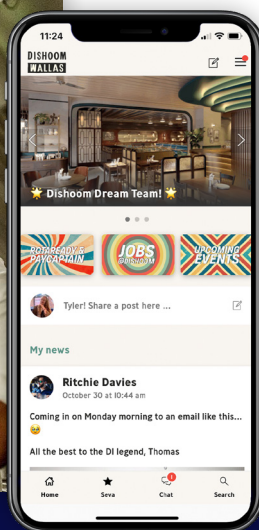
In 2017, the decision was made to introduce the new Staffbase employee app “Connect” for an initial 4,000 employees from different countries and divisions. Staffbase Spaces made it possible to make certain content visible to only some of the users and thus personalize and localize it. Everyone involved received a push notification on their smartphone for important messages. A “social wall” made it possible for everyone to exchange information and the chat function facilitated personal communication.

Results

While news on the corporate intranet only reached around 5% of the workforce, more than 70% of employees clicked on news in the app during the pilot phase. A survey showed that satisfaction with management communication had increased enormously. During the Covid-19 pandemic, the *Connect* app was rolled out worldwide in order to reach all of the almost 600,000 employees and provide essential safety information and updates. But the success story did not end there: in April 2022, DHL Group implemented the global employee experience platform “Smart Workspace.” Staffbase has a global presence in this digital ecosystem as a front-door intranet and employee app.

More insights can also be found at <https://staffba.se/dhl-group>

Hot and Fresh Straight To Your Mobile:
How Dishoom Revolutionised their
Internal Comms



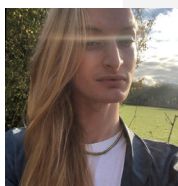
Approx. 1,750



London,
UK



9 cafe locations
across the UK



Tyler Rose
Internal Communications
and Team Engagement

“The app helps create a positive impression from day one – it’s really helped retention.”



Dishoom Wallas

December 2021

Challenge

Despite having multiple channels of communication, the internal comms team at Dishoom found their efforts falling short of expectations. There was a lack of visibility into the ways that employees were engaging with the comms and the metrics that the team were able to track weren't providing the full picture. Environmental and financial concerns also existed. For example, the posters the company created with key info had to be regularly updated and mistakes were costly to rectify.

Solution

To bridge the gaps in communication, Dishoom turned to Staffbase to work on developing an employee app that would consolidate all the key information employees needed. The app is now the one stop source of things like schedules, company updates, sustainability initiatives, growth opportunities, events, and more. The launch of the app was a celebratory event in itself — with clues and teasers shared with staff in the six weeks leading up to the big day. Dishoom now has a direct, concise and cost-effective line of communication to all their staff, using a device that they already carry with them at all times.

Results

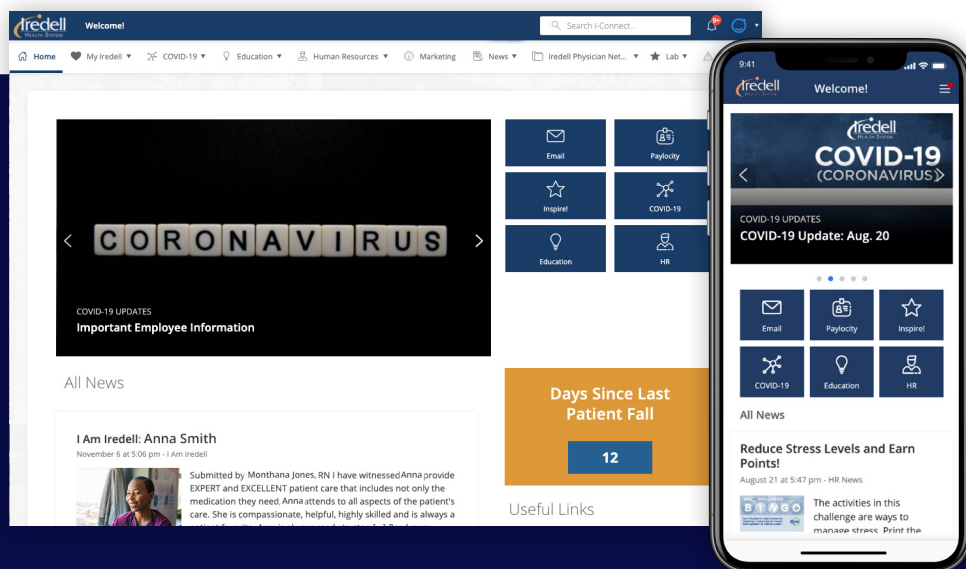
With the innovative launch campaign, Tyler Rose saw registrations skyrocket to 97% within a few weeks of launch. "We have at least 50% active users on the app every week," he explains. Tyler also emphasized that user-generated content is now a huge part of what goes in the app, demonstrating sincere and enthusiastic engagement among employees. The app has contributed to overall employee happiness and job satisfaction, and has even increased employee referrals for job openings. The goal for Dishoom now is to use the robust metrics available to them to make more data-driven decisions and further improve efficiency.

More insights can also be found at <https://staffba.se/dishoom>



Iredell Health System

Employee app replaces outdated communication platforms and connects 1,700 staff working around the clock



Approx. 1,700



Statesville, NC,
US



6 locations
in the US



Meagan Kowalski

Director of Planning, Community
Relations & Marketing

“ Our previous intranet was old, outdated, and not user-friendly. We needed a solution that worked well and that everyone could access from anywhere.”



I-Connect

November 2017

Challenge

When Iredell Memorial Hospital opened in 1954, it was a 100-bed hospital focused on the well-being of the community. Today, it employs approximately 1,700 staff members, making it the third-largest employer in the county. Because the workforce works in a variety of departments on a shift system, with many employees working off the main campus, Iredell's full workforce could not be reached through its outdated intranet. Their old intranet also wasn't user-friendly, with an overflow of confusing pages and often irrelevant information. Compounding the problem is the fact that much of the workforce in hospitals are on their feet and therefore away from PC workstations.

Solution

Iredell chose a mobile app that completely replaced its existing intranet. The app reaches every employee across the health system. *I-Connect* is used to communicate CEO announcements, policy changes and other company requirements, share internal event dates with staff, and more. Staff without PC workstations can also use the app on their smartphones to access all the information they need to stay informed.

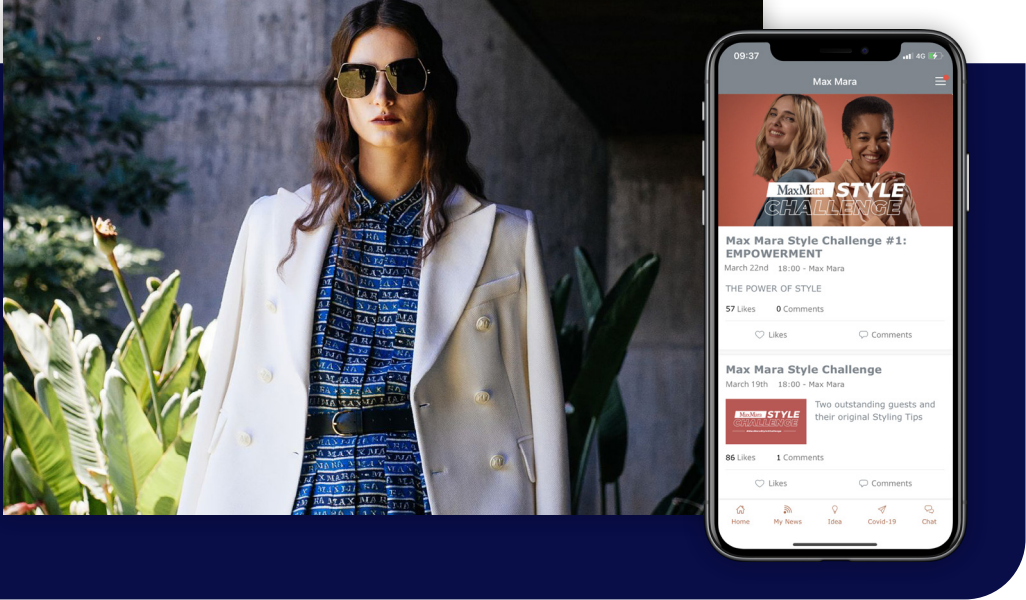
Results

Iredell Health System launched the *I-Connect* app in November 2017, and after two months, 70% of its 1,700 employees were registered. Today, the app has an average registration rate of 94%. The new employee app has successfully replaced the company's old communication platforms and now directly provides information to all employees regardless of their location.

More insights can also be found at
<https://staffba.se/iredell-health>

Max Mara Fashion Group

How Max Mara Fashion Group
Informed, Engaged, and Aligned
Their Entire Workforce



Approx. 5,000

Human Resources
Management Director
Max Mara Fashion Group



Reggio Emilia,
Italy



2,500 globally

“Smartphones are an extension of our lives. If we ignite conversations through an employee app on our phones, it means being close enough to our employees that we can be there to take care of every situation.”

Challenge

With a commitment to continuous innovation, MMFG recognized that their internal communication tactics were in need of a refresh. In April 2018, MMFG developed a plan to implement a digital platform to act as a one-stop shop for internal communications. The new solution also needed to host all corporate documents and policies, such as those related to wellbeing, health benefits, payroll, and e-learning. Max Mara's HR director says, "The goal was to develop a supportive engagement tool enabled by all Max Mara Group collaborators from all around the world." A mobile app could bring employees together, regardless of where or when they were operating.

Solution

MMFG created a project group with representatives from various departments to test the functionality of multiple possible solutions and to ensure that the best platform was chosen for their workforce. After a live in-person demo, the MMFG project team decided that Staffbase was the best fit for their specific needs. Once fully developed, MMFG conducted a gradual rollout over the course of 2019. The team encouraged employees to register with email campaigns and branded stickers.

Results

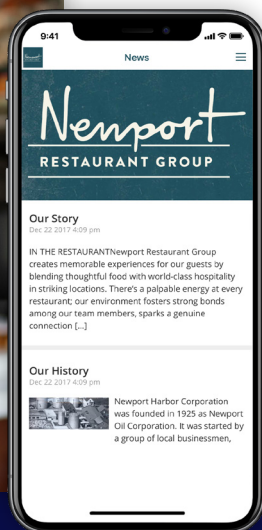
With 76% of their global workforce using and interacting with the app, Max Mara has been able to successfully engage their employees while evolving the platform and its content. 69% of the organization are monthly active users, meaning that over 3,300 employees per week are using the app. Communicating to a workforce spread across 105 countries is a challenge for any business. The implementation of a mobile-first solution has allowed MMFG to inform, engage, and align their entire workforce by providing up-to-date and relevant information.

More insights can also be found at <https://staffba.se/mmfg>



Newport Harbor Corporation

Connecting over 900 employees across
14 restaurants, strengthening company
culture and consolidating information



Approx. 900



Newport, RI,
USA



14 restaurants
in the US



Dan Lederer
Marketing Manager

“Once you get employees to include the app in their regular social media rotation, it’s easy to keep them up to date with breaking news.”



Challenge

The restaurant chain Newport Harbor Corporation was struggling to reach their workforce. With over 900 employees across 14 different locations, keeping everyone informed about events and providing important updates seemed an insurmountable task. Many of the employees work directly with customers, away from a desk, and don't have the opportunity to regularly read emails with company news. With 14 restaurants spread across the country, quickly and reliably disseminating information in person also wasn't feasible. This lack of communication was having a negative impact on the development of the company culture.

Solution

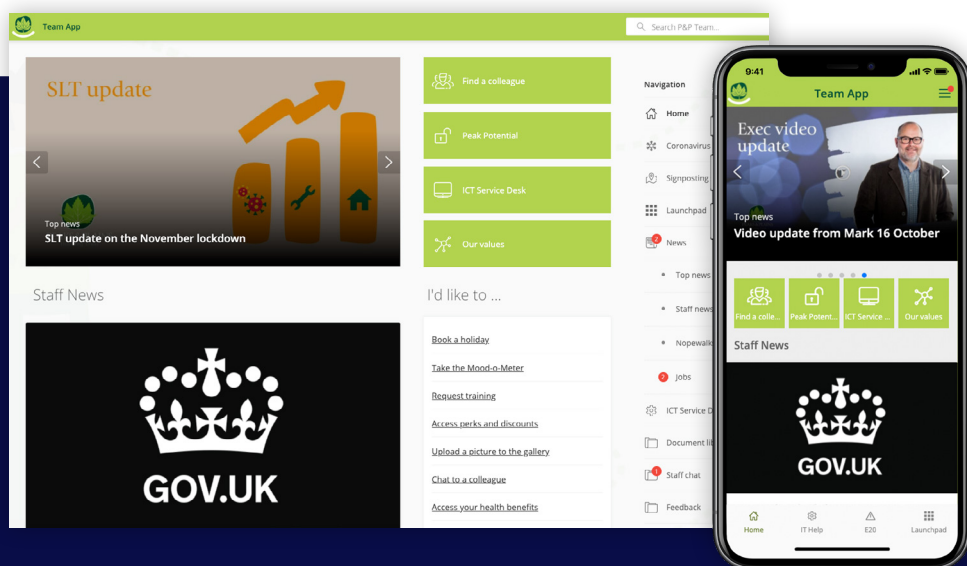
The solution was *NHC GO*, a mobile app developed with Staffbase. The app is used for information sharing, culture building, and employee recognition, with instant message updates, site-specific channels, and static resources that are directly accessible to all employees at all times. This way, it's as easy as possible for all employees to get involved. All information from the current intranet was transferred to the app, making it the company's central communication and information channel.

Results

There were strong adoption rates for the app from outset: in just three months, 50% of the workforce were regular users. With the app, NHC Group managers can now send messages directly to employees, reliably and quickly. The workforce can read news when they choose and at their own pace. The app not only allows for the sharing of information, but has strengthened the company culture and created new avenues for employee engagement.

Peaks & Plains Housing Trust

From top-down to
bottom-up communication
with a single click



Approx. 250



Macclesfield,
UK



1 location
in Macclesfield



Aileen O'Riordan
Digital Communication Lead

“ Using the employee app is very intuitive; it feels like we've had it forever. The right branding supports our corporate communications. **”**



Peaks & Plains Team

July 2016

Challenge

Peaks & Plains is a not-for-profit and innovative housing association based in Macclesfield, England. Prior to 2016, a confusing and complicated intranet overwhelmed employees with irrelevant, top-down communications. It also failed to reach employees who lacked regular access to a computer.

Solution

To address these issues, a fully branded employee app with interactive messaging channels was introduced: *Peaks & Plains Team*. Integrated bulletin boards and corporate idea management tools streamline internal knowledge management. In the app, communicators can choose between top-down generated messages that only carry information and peer-to-peer messages that allow employees to network directly.

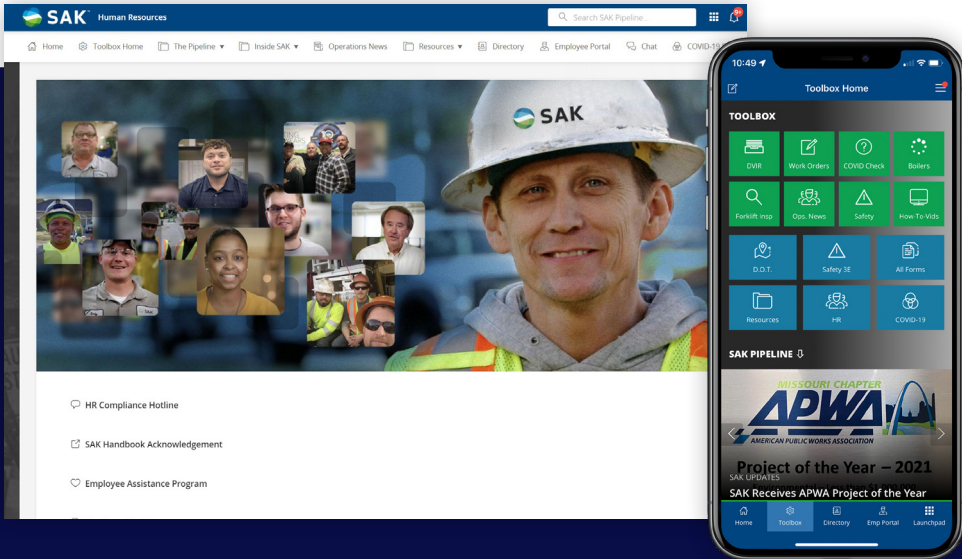
Results

The new Staffbase communication tool promotes the development of a transparent and appreciative corporate culture. Through the app, communication can happen not only top-down but also from the bottom-up. Communication barriers have been broken down, which has not only increased employee satisfaction, but also had a positive impact on employee commitment and motivation. The user figures are also convincing; after just one week, 90% of the workforce had logged into the app.



SAK Construction

Laying the foundation for strong internal comms builds returns across the business



Approx. 500



St Louis, MO,
US



8 locations
in the US



Travis Lucas
Human Resource Director

“The app has become a part of how we do business at SAK. It has become a vital tool for our crews to perform their jobs daily, providing them with the resources they need, when they need them, right on their phones.”



Toolbox

June 2017

Challenge

70% of SAK Construction employees are not desk-based and don't have access to laptops. Despite numerous communication tactics, not having those digital touch points led to blind spots and lack of engagement across the board. There was also very little insight into the important metrics that would allow the IC team to make data-driven decisions.

Solution

SAK Construction quickly recognized that Staffbase's mobile app was the best tool for the job. As Human Resources Director Travis Lucas points out, "The other companies that we were interested in were definitely priced higher, and didn't offer the same amount of customization." Their app now serves as a one-stop shop for all things related to internal comms, HR, and Department of Transportation compliance. Employees can find everything from employee spotlights, personal posts like wedding announcements, changes to their insurance benefits, and a real-time list of drivers available to operate special vehicles.

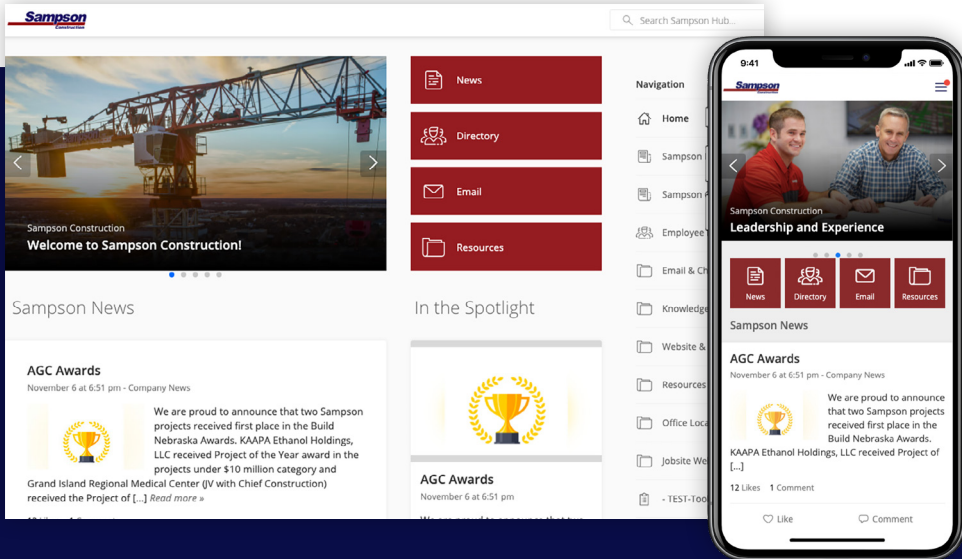
Results

Since the launch of the employee app, SAK Construction has reaped the benefits in numerous ways. They've saved money thanks to eliminating printing costs, increased efficiency by streamlining and centralizing communications, increased engagement, and have improved their ability to track the performance of their comms. Another key benefit for SAK Construction was the reassurance that employees now have constant access to important safety information right in the palm of their hand — contributing to risk reduction. 97% of all SAK's employees are currently registered on the app, with an average of 357 active weekly users. That's 71% of SAK's workforce!

More insights can also be found at <https://staffba.se/sak>

Sampson Construction

Workplace wellness –
toward better nutrition and health
with an employee app



Approx. 350



Lincoln, NE,
US



5 locations in
the US



Travis Lucas
Human Resource Director

“We like being trendsetters at Sampson and are now using tools to improve safety, communicate, and launch our wellness program, which is unique in our industry.”



Challenge

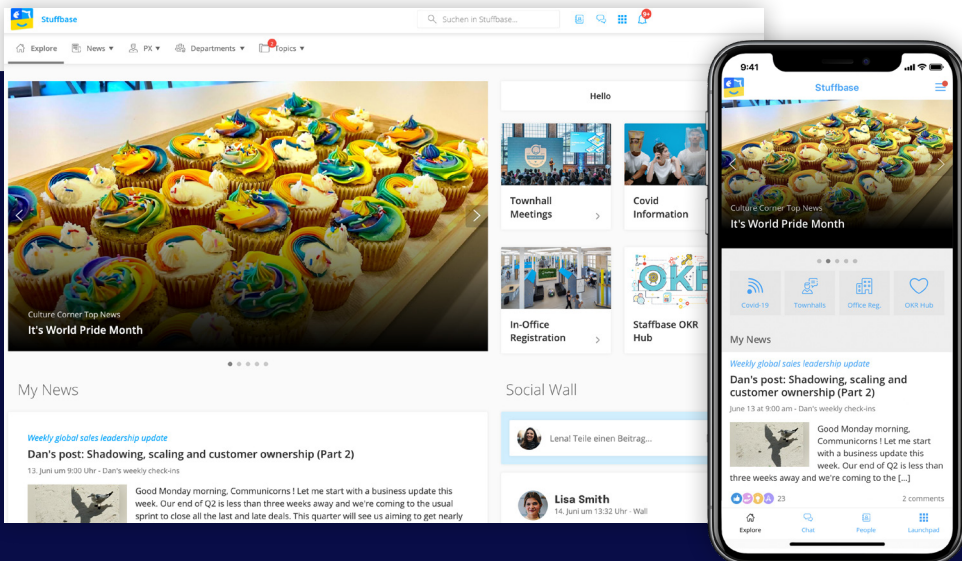
As a construction company, Sampson had what they believed were limited opportunities for internal communications. However, the company was eager to create a healthier and more inclusive workplace for its employees and set out to become an industry leader by initiating a wellness program. However, the company lacked the right communication tool for providing all employees with information about the new options. As a result, employees did not feel sufficiently informed.

Solution

To address this failure, the company turned to Staffbase to develop an employee app that not only provides employees with information, but also promotes a culture of safety. The app links internally to chemicals, materials, and products used, allowing employees to quickly and easily inform themselves about important safety procedures. Push messages can be used to inform employees immediately and, if necessary, prompt them to respond. The app also offers a section where all information on the company's comprehensive health program can be found.

Results

Sampson Construction can now assure its employees that their health and nutrition are valued. For them, "Workers who live well, build well." Just one month after the app's launch in December 2017, 80% of the company's employees were using the app daily to communicate with each other and share the company's latest health tips. The communication tool also helps new employees get up to speed and connects them directly with their colleagues. Thus, the app has not only become a tool for internal communication, but has also been extensively used for human resources management.



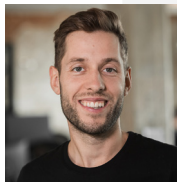
Approx. 900



Chemnitz,
Germany

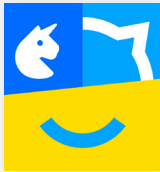


14 locations
worldwide



Dr. Martin Böhlinger
Managing Director
and Co-Founder

“For us, the Staffbase app is of course an internal showcase of our own product. In 2020, we needed to create a home for our culture alongside Slack and email. The accessibility for our employees in different locations made a mobile app the ideal solution. It made collaboration easy through lockdowns and beyond.”



Staffbase

December 2017

Challenge

Staffbase is the world's leading provider of a platform to improve employee communication in large international companies. More than 900 employees at 14 international locations need a central platform to exchange information company-wide and to cultivate a common corporate culture. In line with the internal company motto "Drink your own champagne" Staffbase naturally relies first and foremost on its employee app as a channel for internal communication, which puts its workforce at the center of the company's activities.

Solution

The Staffbase app provides all company employees with a place to share, learn, and connect. This has been especially true since 2020, when the app became a virtual office. The ideas employees once exchanged at the coffee machine or during lunch breaks are now shared in the app. Colleagues tell each other how they used their training budget and which digital team events were particularly fun. Contributions from the very top also add a personal touch, for example when the CEO shares his Spotify playlist for the year. In short, the app provides a space for individual stories, creating closeness despite the physical distance.

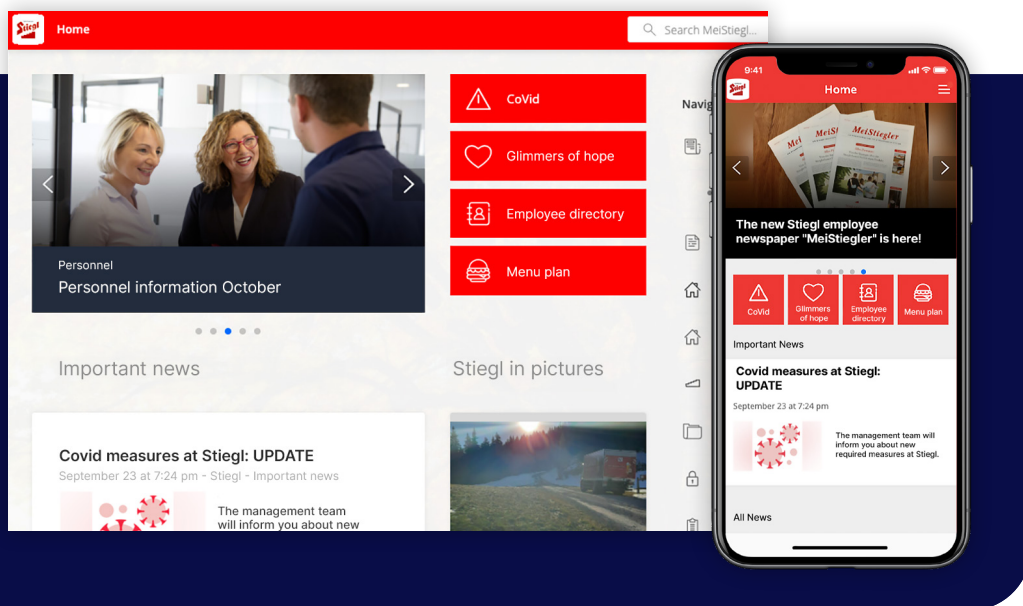
Results

As of November 2023, 96% of all registered employees actively used the app, a total of 710 new posts were published throughout the year, the "Like" button was pressed over 25,000 times, and nearly 4,000 comments were left under various posts. Content is automatically translated into the preferred language of the respective employee. The staff always looks forward to testing the app's brand-new features and contributing to its further development through feedback opportunities in the app. Dr. Martin Böhringer is certain that the app will remain central to internal communications at Staffbase.



Stieglbrauerei

The Stieglbrauerei employee app increases trust, engagement, and employee happiness



Approx. 750



Salzburg,
Austria



7 locations



Mag. Kerstin Vockner
Human Resources

“Particularly in a family business like Stieglbrauerei, thoughtful, human interaction and a personal touch have an important place in the corporate philosophy. The introduction of our employee app as part of our digitization program was another successful step in our efforts to combine tradition and modernity.”



MeiStiegl

November 2018

Challenge

The Stiegl brewery in Salzburg has stood for the joy of living for around 530 years. Values such as quality, regionality, and diversity are the focus of the company's philosophy. The combination of craftsmanship with state-of-the-art production technology reflects the connection between tradition and modernity. In 2017, Stiegl embarked on a search for an internal comms solution that would convey the company's culture and values in the best possible way. As part of an innovation project, the idea of an employee app was presented, which was selected after a vote among stakeholders.

Solution

In the following year, the company went through five different planning stages on the way to finding its own app. After an analysis and the search for a provider, Stieglbrauerei found Staffbase. Together, they specified the details for the future *MeiStiegl* app and discussed possible implementations. Six months after the initial analysis, the app was tested with a small group and made available to all Stieglers in November 2018.

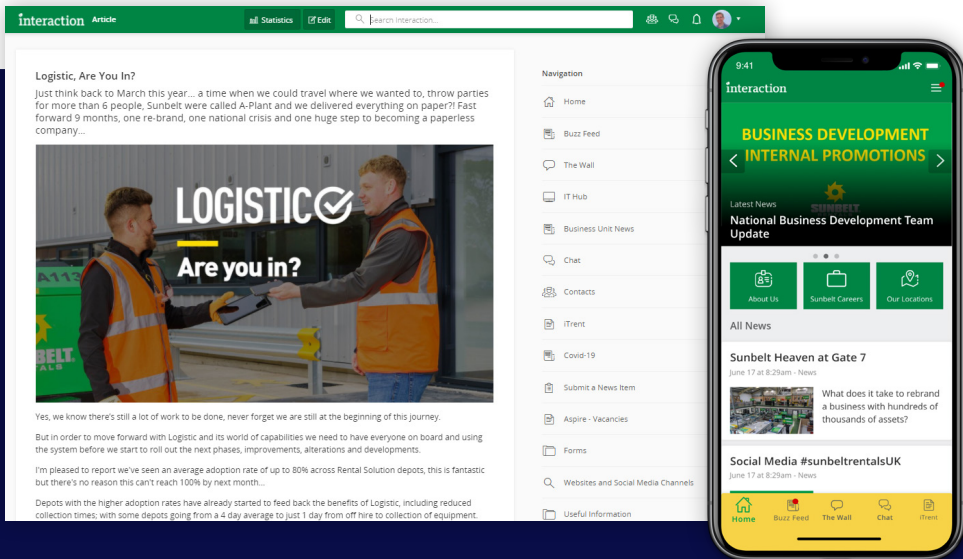
Results

After the first few months, more than 75% of all Stieglers had registered on the mobile platform and have been active users ever since. Almost every second, someone leaves a like on a post on the platform. In addition to the ability to deliver more information in a timely, thoughtful way, there was a greater level of trust placed in management, employees felt more appreciated, and there was more engagement overall.



Sunbelt Rentals

A mobile-first solution helps close the communication gap for employees, wherever and whenever they're working



Approx. 3,700



United Kingdom

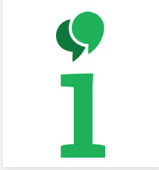


more than 200
UK locations



Chris Nicholls
National Communications
Manager

“ I can't say this enough, because everything's so visual on the app, and the opportunity for feedback is there, which it wasn't before: everyone's game is up. Everyone works a little harder. Which is quite fascinating, and in fact great to see.”



Interaction

September 2019

Challenge

Since 2016, Sunbelt Rentals, previously known as A-Plant, has grown at an exponential rate through the acquisition of a number of specialist businesses. Each had their own brand identity, culture, and strategy. This ultimately caused a communication gap as there was no single point of contact and no single method to communicate throughout the 20+ businesses. A number of employees didn't have access to company email addresses, desktop computers, or the intranet, with the main source of information coming from direct mail, bi-annual magazines, and line managers.

Solution

Sunbelt Rentals opted for a mobile-first solution. After receiving a recommendation from an existing customer and seeing their ability to build a fully customized and branded app, the team knew that Staffbase could create a platform that would reflect the new values, mission, and vision of their company.

Results

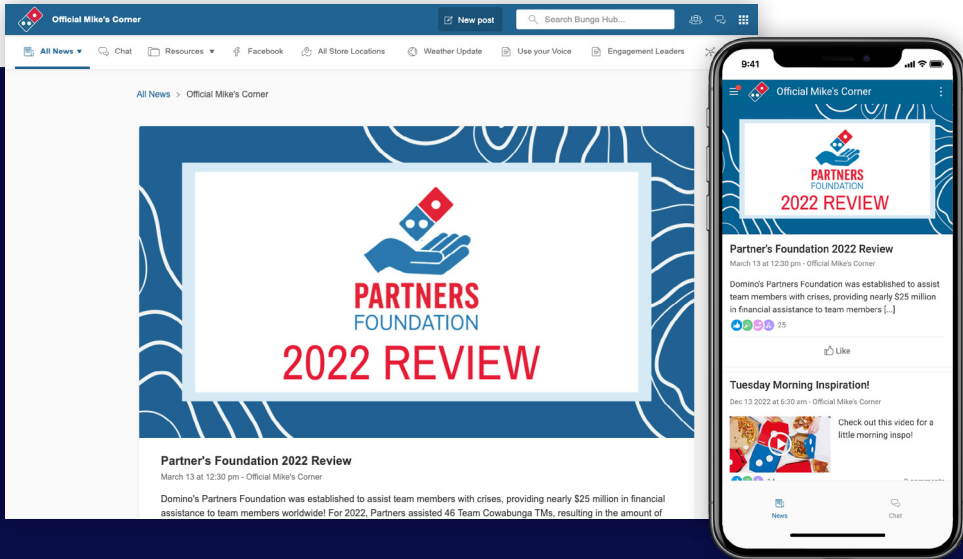
Since its launch, 2,240 employees have downloaded and regularly use the app, with 1,325 weekly active users. The most popular channels within the app are the BuzzFeed and Recognition channels. Using the analytics tools in the app, Nicholls shared that the views per post range from 600 to 1,000. Employees can now recognize each other for a job well done, and the comms team is able to share powerful employee stories and successes within the entire organization.

More insights can also be found at <https://staffba.se/sunbelt>



Team Cowabunga

Discover how Team Cowabunga serves up streamlined communications and reduces turnover to 2,500+ employees



Approx. 2,500



Alpharetta, GA,
USA

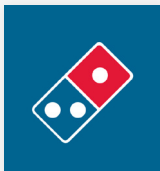


112 locations across
three states



Maredie Palmer
Communications and
Digital Experience Manager

“When we were looking to solve our communications challenges, Staffbase looked to be a simple and cost-efficient way to reach our entire team. And that has been proven every bit true. Staffbase has been a huge asset for us as a company.”



BungaHub

March 2022

Challenge

Team Cowabunga's workforce is made up almost entirely of frontline workers who do not sit behind desks. Messages were being relayed to entire store teams by email and a pizza stained bulletin board in the back room of each location. These methods were proving to be less than effective. Messages weren't being relayed in a timely manner or at all, which led to important information getting lost. This caused confusion for employees which ultimately contributed to a higher turnover rate. Team Cowabunga needed to provide access to a single source of truth, and access needed to be quick and efficient.

Solution

Team Cowabunga launched their branded app and intranet, *BungaHub*, in March 2022. Since then, *BungaHub* has allowed them to segment messages and deliver them in real time. More importantly, it has allowed them to measure the impact of the content that's been shared. *BungaHub* now serves as a one-stop shop for everything their employees need, including benefits, feedback, HR integrations, training, career growth, and more.

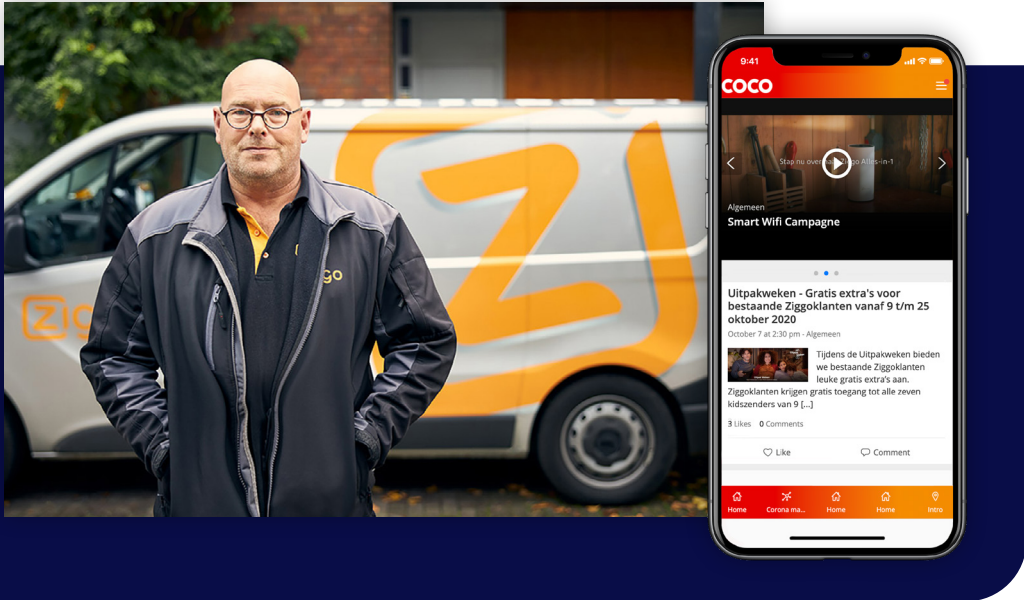
Results

Since its launch, *BungaHub* has achieved over 85% adoption and has received wonderful feedback from the field. Team members now have access to everything they need without having to create more work for administration, saving both time and money. A strong company culture is very important to Team Cowabunga. By implementing feedback forms and surveys they have been able to take the pulse of their frontline employees. The CEO is also able to send out a regular update to encourage a strong sense of community. Maredie can review daily, weekly, and monthly metrics to gauge the different content she sends, as well as its best timing and frequency. With these valuable analytics she can make data-driven decisions and continue improving.

More insights can also be found at staffba.se/teamcowabunga

VodafoneZiggo

Connecting thousands of employees at the office and on the go with a mobile app comms solution



Approx. 5,200



Amsterdam, Netherlands



2 locations in the Netherlands



Moustapha Benhaddou
Performance Improvement
Manager

“ We have technical professionals all over the Netherlands. All of them have different tasks and skills, work in a different field, or have a different team. It was especially important to us to only give these employees the information that is relevant to them.”



Coco

January 2019

Challenge

VodafoneZiggo's goal is to connect people through modern technologies, both its clientele and its own employees. VodafoneZiggo were facing problems integrating the 1,500 employees who lacked company email addresses. This group included field technicians who remained completely disconnected from company information and had little contact with their colleagues. Employees were forced to use a wide variety of channels — some of them private — to communicate with each other. This often resulted in the dissemination of inaccurate information, which made the work of those in the field more difficult and time-consuming.

Solution

Given the challenges listed above, VodafoneZiggo partnered with Staffbase to introduce *Coco* — the company's mobile employee app with targeted news channels, up-to-date feedback forms, and interactive bulletin boards that can be used to share knowledge. With the app, the company's technicians no longer have to open their laptops after each job to view the next one, but can receive this information directly on their smartphones. In addition, they can share valuable information in a trusted, official channel, often leading to improved customer service.

Results

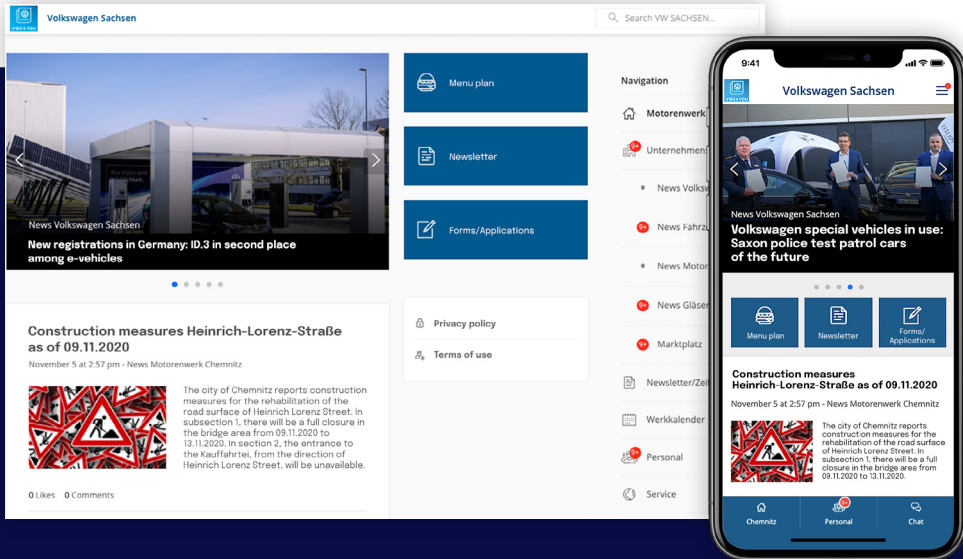
More than 90% of the technicians say they would no longer want to work without *Coco*. Push notifications mean that every employee is always up to date. In the past, it often wasn't easy to find solutions to problems. With *Coco*, the communications team can create a form and send it as a message to specific teams in the field to gather feedback and identify sample solutions. Then, everyone can use that information to find faster solutions for customers. Each employee can be sure that their app only contains practical information intended for them, keeping them from being inundated with irrelevant information.



Volkswagen
Sachsen

Volkswagen Sachsen

Creating a more inclusive, engaging culture for 10,000 employees with improved communication via app



Approx. 10,000



Zwickau,
Germany



Three locations
in Saxony



Prof. Thomas Edig
Managing Director Human
Resources and Organization

“The app is a great success. We can send information directly and also on an ad hoc basis via the private mobile phones of our employees.”



VWS 4 YOU

November 2018

Challenge

Volkswagen Sachsen Ltd. is one of the largest employers in Saxony, with locations in Dresden, Chemnitz, and Zwickau. To provide all employees with accurate, relevant, and timely information, several means of communication were previously available, including the employee newspaper, emails, team discussions, and the intranet. The problem was that out of the company's approximately 10,000 employees, many had no access to a standard computer workplace. For that reason alone, Volkswagen was seeking a comms solution that would allow it to communicate faster and with more flexibility and effectiveness.

Solution

To achieve these goals, the communications and IT department partnered with Staffbase to develop the mobile employee app, *VWS 4 YOU*. On the app's home screen, each employee can find their site-specific message channel and individually subscribed channels. The employee always has relevant information at their fingertips. In addition, interactive pages with information on job advertisements and human resources ensure a high level of transparency. Personal chats (for example, on carpooling) round off the app's communication offerings.

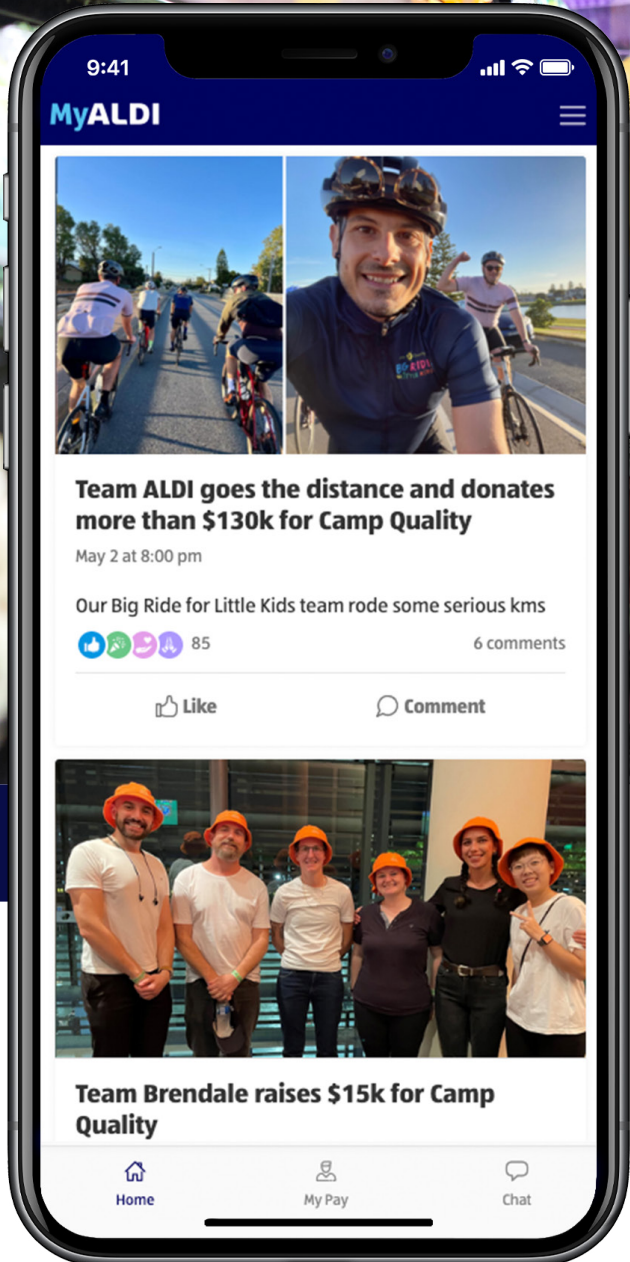
Results

More than 60% of the employees use the *VWS 4 YOU* app every week, resulting in greater communication and an inclusive, engaging corporate culture that connects everyone. The range and speed of relevant information shared continues to improve.





A Deeper Insight into Modern Employee Apps





MyALDI

**How ALDI Australia
Engages Employees While
Increasing Productivity**



ALDI Australia has proven the dramatic positive effect an employee app can have on a large retail organization



16,000+ employees



Minchinbury,
Australia



588 store locations
in Australia



Adrian Christie
Director of Communications

With more than 580 locations in six states and territories, 16,000+ employees, and 1,000+ Australian business partners, ALDI Australia is a leader in the Australian grocery store market. In contrast to other grocery store giants, **ALDI is the only discounter in the Australian market.** Because of this distinction, they have adopted a unique and successful business model.

ALDI Australia provides customers with the highest quality groceries at permanently low prices. They do this by offering a limited yet carefully selected product range and working closely with business partners to maximize efficiencies to deliver quality and value to customers.

Adrian Christie, Director of Communications at ALDI Australia, has his hands full when it comes to both internal and external communications.

“What’s particularly important to ALDI is that we empower our leaders throughout the business. With a highly dispersed workforce, we needed a solution that would provide us with a consistent way of engaging with our teams. We use Staffbase to do that.”



Since opening in 2001, ALDI has contributed an estimated \$30 billion to Australia's gross domestic product. They have an **"Australia first" sourcing approach** and these partnerships represent the most significant component of their contribution to the Australian economy.

ALDI's operating philosophy is based on clear values: simplicity, responsibility, and consistency. This is reflected in the way they interact with their people, customers, business partners, environment, and the communities in which they operate. ALDI is committed to doing the right thing in every aspect of their operations and understands their responsibility to the environment, sustainable sourcing, community, and health.

The Challenges

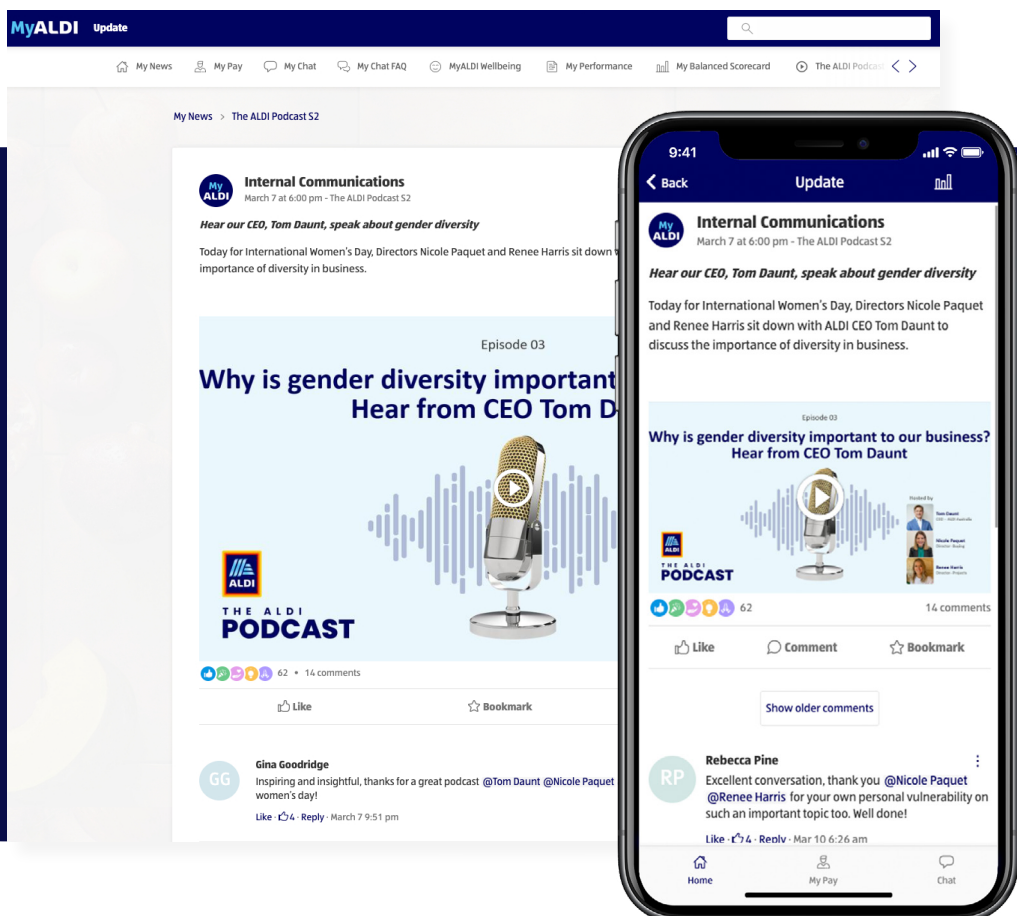
Owning Their Narrative

The shift around social and traditional media in the world at large has given rise to the importance of employers engaging with employees on topics that matter to them. More than ever, there's an expectation from employees that an organization should operate with integrity and offer guidance on a wide variety of issues. In other words, businesses can no longer remain silent on topics that matter to their people. ALDI is committed to doing the right thing in every aspect of their operations, and this includes life outside of the workplace. They needed a way to cut through the noise and deliver that message directly to employees.

Providing an Excellent Digital Employee Experience for Frontline Workers

ALDI Australia's workforce is largely frontline workers who don't sit at a desk. Messages were being relayed to entire store teams by one dedicated store manager, and this was proving to be an ineffective way to communicate. With such large teams and administrative tasks handled on a case-by-case basis, the workload was piling up. They needed to provide their frontline workers with access to self-services to offset that workload. A change was needed to ensure the **right message was getting to the right people at the right time**. Additionally, they needed a way to not only connect and engage with their employees, but for their employees to connect and engage with each other. They needed to create a dialogue.

Shouting from the top down was no longer an acceptable way of leading a large dispersed workforce. They needed to create a dialogue with their employees.



Empowering Frontline Managers

Another challenge common to most retail organizations is the ability to empower the hundreds of different managers running their store locations. “You want your store managers to take pride and ownership in their store, as they act as the CEO of that organization,” says Adrian. The way they engage with their teams and some of the unique ways that they drive performance can and should differ, in order to empower individuals and make the most of their leadership styles. But they also need to be consistent in the messaging that they’re sharing. But with a network so broad, with little or no computer access, and with so many different voices trying to share a consistent message, there needs to be an umbrella that sits over the top of it. ALDI Australia needed an employee app to communicate a consistent narrative across the organization.

“What’s great about Staffbase is that you can have one voice to many, but it’s different when you start segmenting to different people within your organization – for us that might be a message to our store managers and their store assistants or to their respective managers.”

— Adrian Christie,
Director of Communications



The Solution

Their employees had a need and desire to hear directly from their employer, rather than through other external channels such as social media or the mainstream news. Adrian and his team knew that a change was needed and they began sourcing a solution. In their search for a communications platform, several factors made it clear that Staffbase was the ideal solution for them.

They launched their branded app, *MyALDI*, in October 2021. Since then, *MyALDI* has allowed them to segment messages and deliver them in real time. More importantly, it has allowed them to measure the impact of the content that's been shared. According to Adrian, "Moving to an employee app was an obvious step forward. It doesn't discount other channels that exist, but it's a channel that reaches our employees on their terms." *MyALDI* now serves **as a one-stop-shop for everything their employees need**, including payroll, rostering, benefits, feedback, training, and more.

They have structured their app and intranet in a way that not only encourages employees to utilize it, but it's so beneficial that employees want to use it. *MyALDI* is a one-stop-shop for anything and everything they need. "When it comes to utilization of the platform, you need to approach it from what will make it sticky," says Adrian.

“Features that are useful and important to individual employees are what makes *MyALDI* sticky.”

— Adrian Christie, Director of Communications

99%

Registered Users

84%

Active Weekly Users

94%

Active Monthly Users



Shift Management

With MyALDI, this includes such features as “MyRoster” — where employees can quickly and easily check when they’re on shift. Providing employees with instant access to their upcoming schedules sets the whole team up for success. This reduces the confusion that leads to no-shows and enables management to track and optimize labor costs in real time.

Access to Payslips

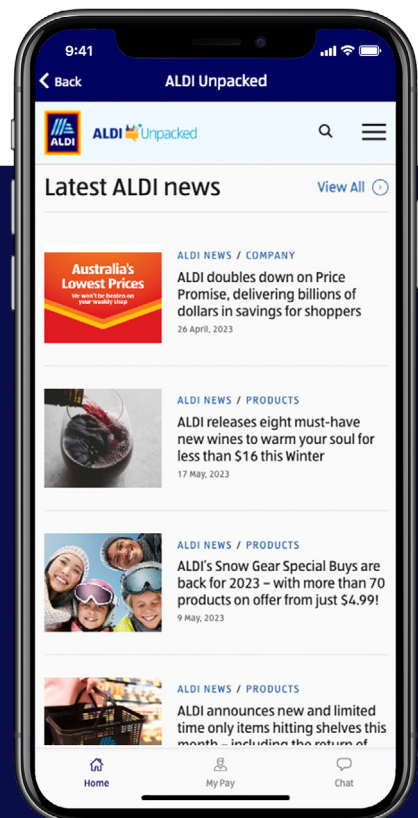
Employees can also access their pay information, as well as make updates such as a change in address or banking information. No need for employees to submit requests and create administrative work — which is both timely and costly.

Benefits and Policy Overviews

Reaching out to management to request information about benefits can be uncomfortable in some scenarios. With MyALDI, employees have quick access any time to review the benefits available to them.

“ Shaping the narrative with our employees and driving productivity through shared purpose has been at the heart of why we’re moving to an app. And the benefits you get from the HR systems that can be plugged into it lead to cost efficiencies and a better employee experience.”

— Adrian Christie,
Director of Communications





“ The figures we look at the most are our daily, fortnightly, and monthly active users. Because we need them coming back and coming back multiple times.”

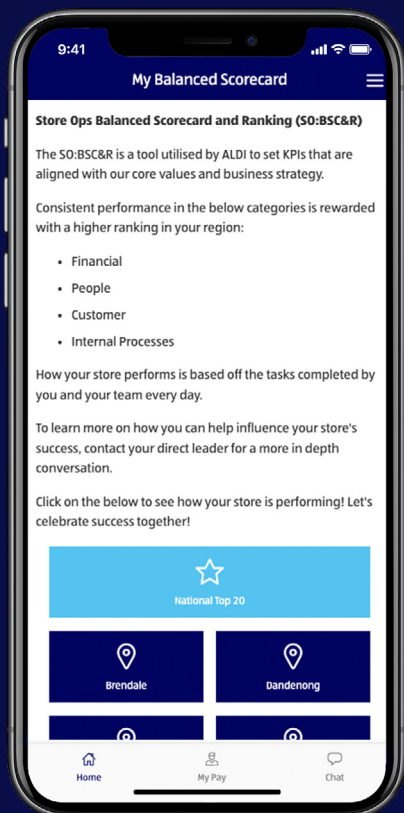
— Adrian Christie,
Director of Communications

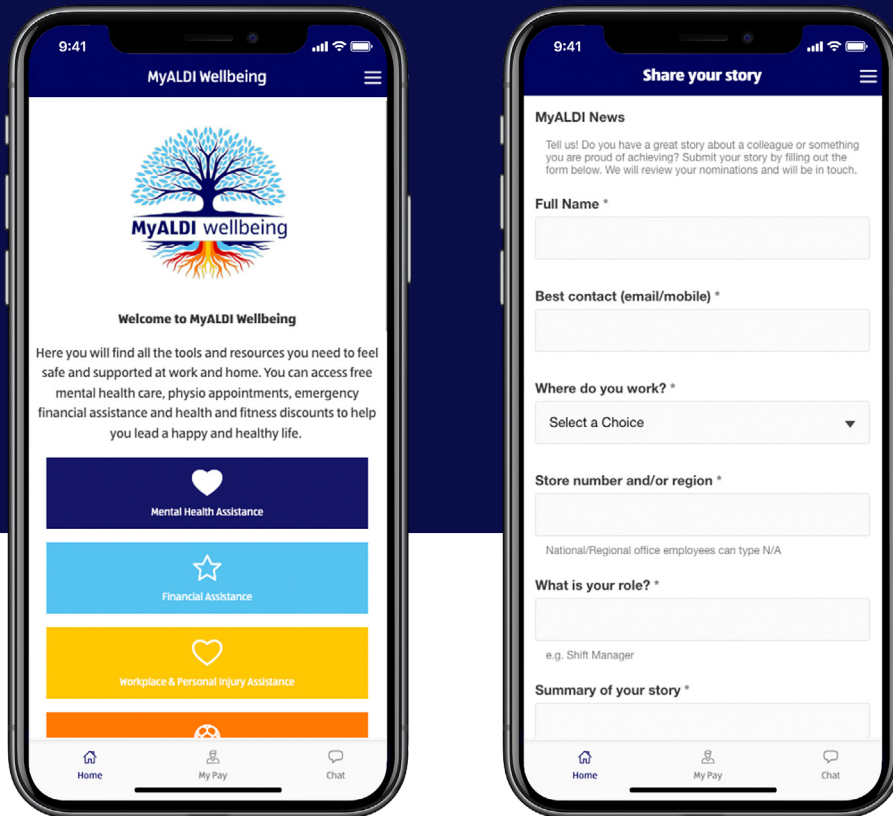
Engagement

After employees have registered and are using the app, how do you keep them engaged? Adrian and his team take advantage of the analytics available and regularly review usage metrics.

They use this information to gauge the type of content they put out as well as the timing and frequency of said content. This enables them to make the right decisions about when to share more lighthearted content, and when important and urgent messaging is best communicated.

ALDI Australia has achieved amazing results when it comes to employee registration and engagement. With a 99% adoption rate, practically their entire workforce has registered for **MyALDI**. That's over 16,000 individuals. **They maintain an average monthly active user rate of 94%**, as well as a weekly average rate of 84%. Adrian and his team have utilized the analytics available through **MyALDI** to better understand their workforce.





Cost Savings

The ability to provide employees with one place to access relevant, trusted information provides immeasurable cost savings for the business. With multiple integrations available for employee self-services, employees have the power to make updates to their account entirely on their own. This saves both time and money by **reducing the workload for their HR team** and streamlining processes through the power of automation.

“*The integration of the HR systems into Staffbase is where the real benefit comes to the bottom line of the business. It equally benefits the employees, as they can facilitate things that should be simple in real time through one interface.*”

— Adrian Christie, Director of Communications

“ To be able to listen and hear feedback about the impact of those decisions from the people who are facing customers every day is one of the greatest business benefits of the app.”

— Adrian Christie, Director of Communications

Employee Feedback & Retention

A recent US study has revealed that failure to act on employee feedback might be driving employee flight. In this study conducted with 2,000+ full-time and part-time workers, nearly half (41%) said they don't believe their feedback leads to meaningful organizational change and more than half (53%) reported they're looking for new jobs. **Organizations that understand their people are much more likely to keep them informed, engaged, and ultimately retained.**

By utilizing feedback forms and surveys, ALDI Australia is able to take the pulse of their frontline workers. They receive insights about everything from the products they source to the setup within individual stores, and they even have a direct line to the feedback shared by customers to the frontline employees.

Conclusion

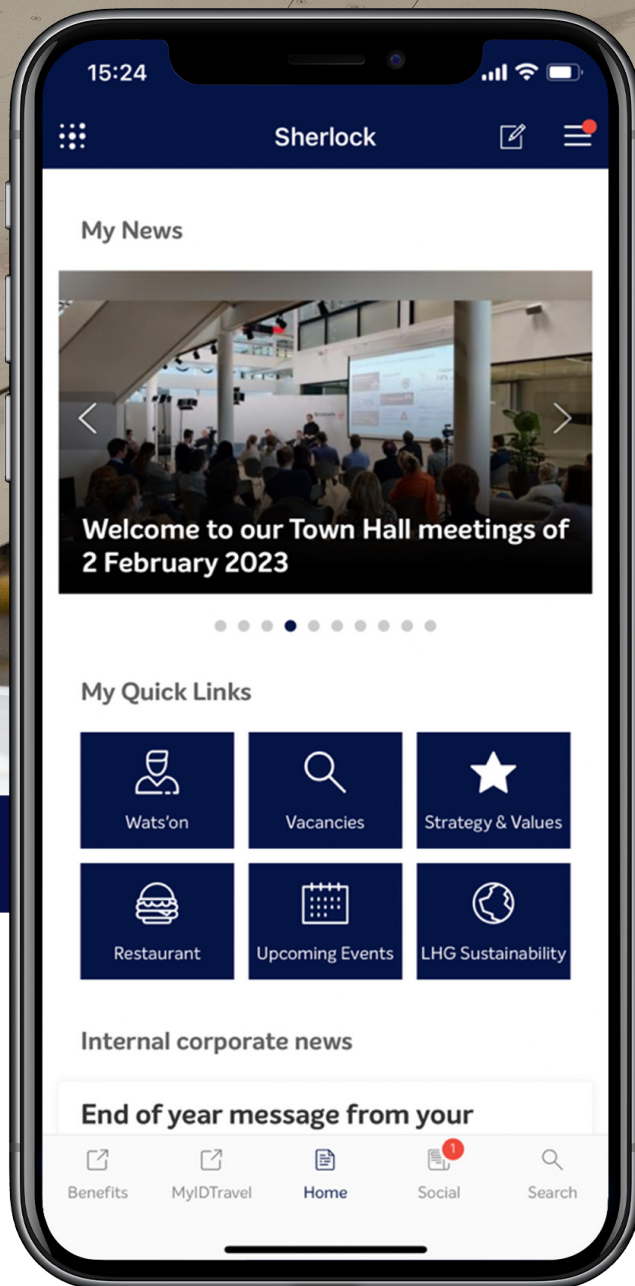
Research shows that improved internal communication alleviates numerous business problems and supports employee performance. Companies like ALDI Australia are saving time and money with an internal comms solution that makes sending and receiving comms easy and efficient. ALDI Australia is committed to providing its customers with the highest quality groceries at the lowest possible prices. **The increased productivity and the saving of both time and money resulting from their Staffbase branded app is proof that the company is equally committed to improving the work lives of their employees.**

Insights into the effect of internal communication on business outcomes — and subsequently the impact of a mobile employee app on internal communication — point to a concrete and calculable return on investment.



“*Staffbase, as an employee app, was a really simple, cost-effective way of reaching every individual within the organization.*”

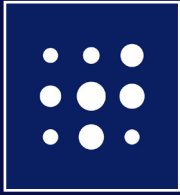
— Adrian Christie, Director of Communications





A one-Stop Shop

**In the Air and Everywhere,
Connecting Employees
Around the Globe**



“You’re in good company.”



3,100 employees



Brussels Airport



41 aircraft

Brussels Airlines, Belgium’s largest airline and a member of the Lufthansa Group, faced the challenge of effectively communicating with their on-the-go workforce. Seeking a mobile communications solution that catered to their diverse workforce, Brussels Airlines turned to Staffbase.

Brussel Airlines’ Karina Arstanova, Digital Channels Officer, and Ilse Verhelst, Internal Communications Manager, walked us through their digital transformation. They shared valuable insights into the challenges they faced, the selection process, implementation, and the positive impact of adopting the Staffbase app for internal employee communications.



Karina Arstanova
Digital Channels Officer



Ilse Verhelst
Internal Communications Manager



Challenges Faced

Brussels Airlines, like many airlines, encountered difficulties in reaching their employees who were frequently on the move. Traditional communication methods such as email were insufficient, and the existing intranet did not meet the needs of a mobile workforce. They sought an app-based solution that aligned with modern communication preferences and offered user-friendly functionality.

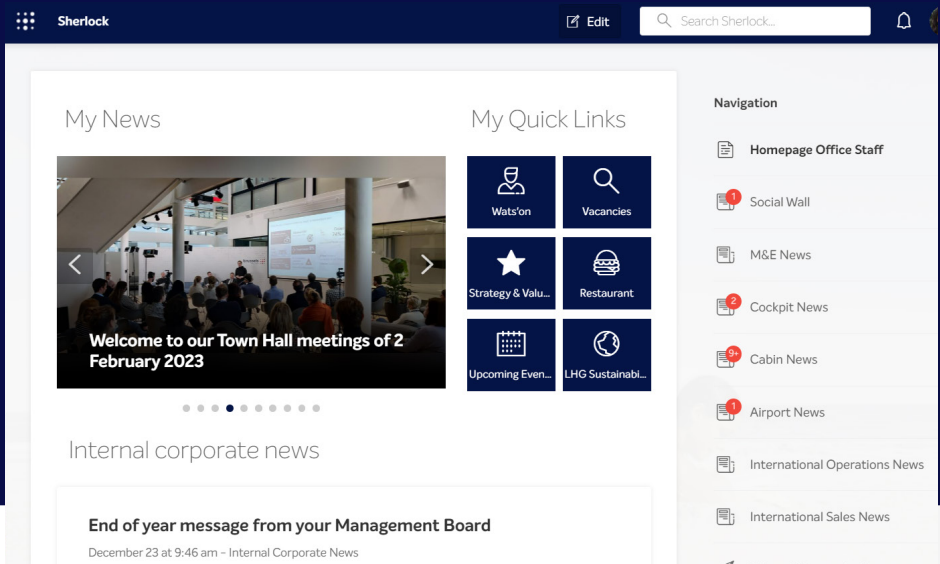
“Most employees aren’t sitting behind a desk with access to a computer. They’re either on the road or in the air. Or they’re at home. All of this makes them difficult to reach. We had a communications platform before, but it was just to send emails. We needed an app. That’s the way people communicate today, and we have to be there where people communicate.”

— Ilse Verhelst, Internal Communications Manager

Selecting Staffbase

Brussels Airlines chose Staffbase as their internal communications management platform based on several factors.

One major factor was that Lufthansa Cargo, Brussels Airlines’ mother company, successfully implemented Staffbase — a huge endorsement. On top of this, comparisons with other apps providers, including those used by sister company Eurowings, came up short in terms of available features and flexibility.



The Staffbase app's proven success at Lufthansa Cargo, coupled with its **user-friendly design, functionality, and seamless authentication process**, made it the ideal choice for Brussels Airlines.

Implementation and Launch Process

The implementation process of Brussels Airlines' app, called *Sherlock* in honor of the existing intranet Wats'on, was smooth and well-managed.

Project management received a glowing rating of 10 out of 10 from Ilse and Karina because the app was launched on time and with exceptional support. Training sessions were conducted online for content owners, and comprehensive guidelines and tools were provided to make sharing content as straightforward as possible. These included a bank of images to use, tone-of-voice guides, and a list of frequently-used aviation terms.

“It was very smooth. From a project management point of view, I can only really applaud the team at Staffbase. Everything was perfect.”

— Ilse Verhelst, Internal Communications Manager

The app launch was also synchronized with the airline's new branding, ensuring a cohesive and impactful introduction for employees. One of the core aims of the rebranding was to modernize and simplify internal processes — prioritizing digital solutions across the board.

Homepages were built for different departments to quickly communicate what's most important to that group.

“ The Ground Operations staff have a homepage called Airport Staff. Cockpit Crew and Flight Operations have a homepage called Cockpit. Everyone sees their relevant information first. That's how we positioned it. We listen to what your needs are, we know what you want, and we offer you an app that will hopefully solve a lot of the issues you encounter every day.”

— Karina Arstanova,
Digital Channels Officer

To encourage maximum uptake of the new platform, the team came up with an innovative launchplan. They put together bags of candy labeled “Sherlock” and attached one to each locker. They included a card with the QR code to scan, through which employees could immediately access the app with the same username and password that they use to open their computers.



Almost **75%**

of employees throughout the entire company are adding or contributing to the app.

Around **75%**

of the maintenance and engineering staff are registered

Over **90%**

of the cockpit crew are registered in the app.

Impact and Results

The Staffbase app revolutionized internal employee communications at Brussels Airlines, boosting employee engagement to a new level. Within just a few months, 90% of cockpit crew and 75% of maintenance and engineering staff were registered on the app and actively participating.

The comms team completely eliminated emails for wider internal communication, directing all operational updates, project announcements, and event information through the app.

The introduction of a social wall within the app provided a space for employees to share their thoughts and feelings about work in a way that was visible and could be acted on by the organization. Before the app, employees had been setting up pages on social networks such as Facebook. This change worked to foster a sense of community and helped to prevent sensitive information from being leaked externally. The app's usage extended beyond day-to-day communication, empowering employees to exchange ideas, ask questions, and share professional insights.

“ In the past, we didn't know what the engagement was. We had no clue. We were blind. Sometimes we only knew when they responded to an internal comment one-to-one. It was just an email, and once the email was gone, it was gone, and you didn't know what was happening with it. Now, you can really track and trace. The first thing I do in the morning is look at the dashboards and the second thing I do is read all the comments.”

— Ilse Verhelst, Internal Communications Manager

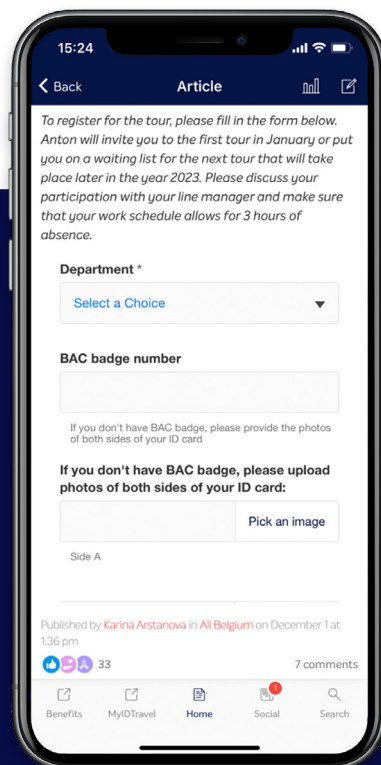
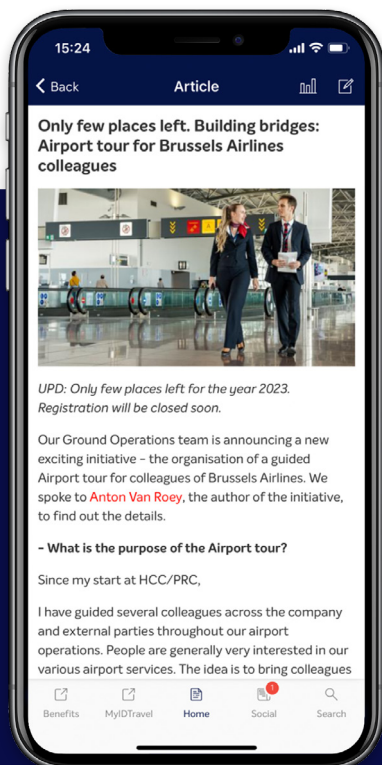
“You really get to see who you’re talking to because they react almost immediately, and you know what they like,” Ilse said. “You can add videos and pictures, and now, also with the plugins we’re experimenting with, it’s so much more fun to work with all the content than it used to be. For me, it’s been a life changer.”

On the metrics side, Staffbase’s analytics and reporting facilitated data-driven decision-making. **Data focused on engagement, such as log-ins, open rates, posts and likes, helped the communications team tailor content and continuously improve their internal comms strategy.**

The team also introduced a trial run of a community group within *Sherlock* for the LGBTQ+ community at Brussels Airlines. The trial was a great success, and Ilse noted that the group quickly took on a life of its own, generating a great deal of engagement and community support.

“We see that the engagement is really high with the forms. So maybe our next plan is to see how we can use other tools to increase engagement.”

— Karina Arstanova, Digital Channels Officer





Future Plans and Recommendations

Building on the success of the Staffbase app, Brussels Airlines has plans to create additional community groups within *Sherlock* and explore innovative tools to enhance engagement further.

The team is planning to introduce a group for pursers (Cabin Crew managers) at the organization. These individuals previously got together in physical spaces at airports but were unable to do so during the COVID-19 pandemic. The goal is that a group in *Sherlock* will provide a replacement space to connect for this community.

Ilse highly recommends Staffbase to other communication professionals, emphasizing its user-friendliness, interactivity, and the transformative impact it has had on internal communications at Brussels Airlines.

Conclusion

With Staffbase's app, Brussels Airlines successfully overcame the challenge of reaching their always on-the-go workforce.

The app provides a user-friendly, one-stop-shop solution for internal employee communications, driving higher engagement and modernizing the company's overall communication strategy.

Brussels Airlines' journey with Staffbase demonstrates how an effective internal communications platform can transform organizational communication, foster community, and align with the evolving needs and preferences of a mobile workforce.



“ We looked at a few other apps from the commercial world. After comparing the functionalities of all the apps, Staffbase came out as the best solution for us.”

— Ilse Verhelst, Internal Communications Manager, Brussels Airlines





8 Steps for Finding the Best Employee App

Practical experience at a glance from hundreds of employee app projects

Internal communication is more important than ever. In today's world of work, effective communication is the glue that connects people, creates a sense of community, and holds organizations together. For many of these companies, having an employee app has allowed them to remain capable of timely action, keeping employees up-to-date daily, and implementing necessary corporate measures quickly and effectively.

What's the benefit of an employee app?

An **employee app** is a platform for internal communication. It focuses on the mobile channel in particular and should be available to all employees, usually on company and private devices alike.

Not only do employee apps remove the access barrier for communication, but certain essential functions such as push notifications also help to better activate dispersed employees compared to more conventional digital platforms for employee communication.

Anyone who starts researching employee apps will quickly notice that as simple as the concept may first appear, a whole host of questions will almost immediately arise. This is especially true for questions about technology, because **at first glance everything looks familiar: a mobile screen, usually displaying news. That means your employee app is ready to roll, right?**

At Staffbase, we have years of experience in the introduction and development of employee apps for hundreds of organizations ranging from between 300 to 500,000 employees.

Here we will discuss the eight most important questions you should ask yourself when considering an employee app.



1. Is an employee app voluntary or mandatory?

This is a fundamental decision to make as you're getting started. Clarifying and communicating this point to all concerned from the very beginning will help prevent misunderstandings down the road.

It is possible to mix voluntary and mandatory use. For example, management level employees might receive compulsory information via company-owned devices, while employees in production might voluntarily receive company news on their private smartphones.

Incidentally, in many countries, the question regarding voluntary use will be the first thing a works council will ask.

Here's an overview of the main differences between voluntary and mandatory use:

	Goal	Devices	Alternatives	Advantages	Disadvantages:
Voluntary use	Better inform employees, encourage interaction, make everyday work easier	Private Smartphones + mostly private (data) charges	These methods may continue being offered for sharing basic information (terminals, private PCs, limited edition of the employee newspaper, bulletin boards, etc.)	Easy and cost-effective implementation	Only limited reach for core work process
Mandatory use	Mobile mapping of work processes	Smartphones / tablets (+ data charges) / WLAN (provided on-site by the company)	Not necessary	Direct cost savings and improvements to core work process	Higher investment costs, effort in maintaining many mobile devices

More than 90% of our customers offer the app for voluntary use.

But how can you compel your employees to use the app voluntarily in the first place?

The main answer is that content in your employee app must be attractive and relevant for each individual employee.

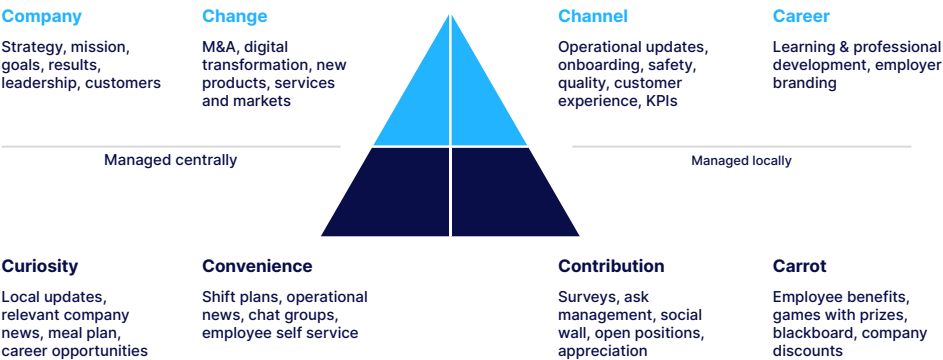
2. What kind of content works best for an employee app?

An employee app can only be successful if the interests and goals of both the company and its employees are taken into account:

By improving internal communication, companies can better achieve economic goals such as increasing the commitment, motivation, and job flexibility of their employees.

In addition, there are operational purposes such as the creation of more efficient personnel processes and employee self services with features like mobile vacation requests and shift planning.

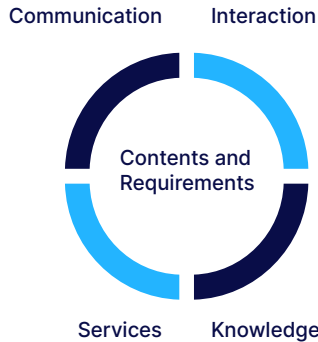
Content strategy: the Staffbase 8C Model



A motivation-oriented view of the sample contents of an employee app: In addition to the differentiation between employees and companies, the differences between local and central administration plays an important role, especially in large companies.

Employees have a far greater self-interest in content that affects their immediate working environment and everyday work. This includes information such as the cafeteria menu, shift schedules, local site news, bulletin boards, and an employee marketplace.

Employee App



When planning and implementing your content strategy, satisfying the interests and goals of the company and the employees must be your goal.

The most important content and use cases of an employee app fall into four key areas:

Communication, Interaction, Services, and Knowledge.

Communication

Central use cases are company news or locally-specific updates. This need not always be top-down. As a result, a good employee app should support various formats.

Examples and contents:

Promoting an understanding of strategy:

Explaining vision, goals, and values, and using stories to make these explanations memorable to employees.

Help employees to get a picture of their company in the truest sense of the word:

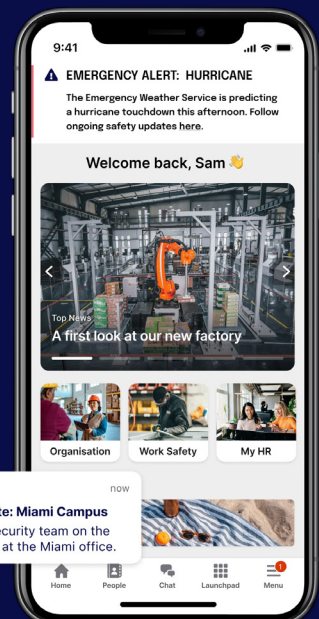
with pictures and videos (it's a fact that many employees have never seen their CEO live or in a video).

Distribute time-critical information in real time via push notifications.

Ask employees for feedback and communicate its implementation transparently.

Communicate across departments or target group-specific channels.

Push notifications allow real-time updates—essential in crisis situations.



Enable decentralized units to easily create content.

Combine mandatory and voluntary channels.

Support operative communication (e.g. within a shift team).

Individual communication for moments that matter (e.g. onboarding).

Interaction

Employee apps enable communication in two basic directions. Employees should easily be able to give feedback so that the organization can develop better and faster. The ability to actively participate and truly be heard will lead to increasingly committed employees.

Examples and contents:

Questions to the management (public or anonymous)

Feedback via employee surveys

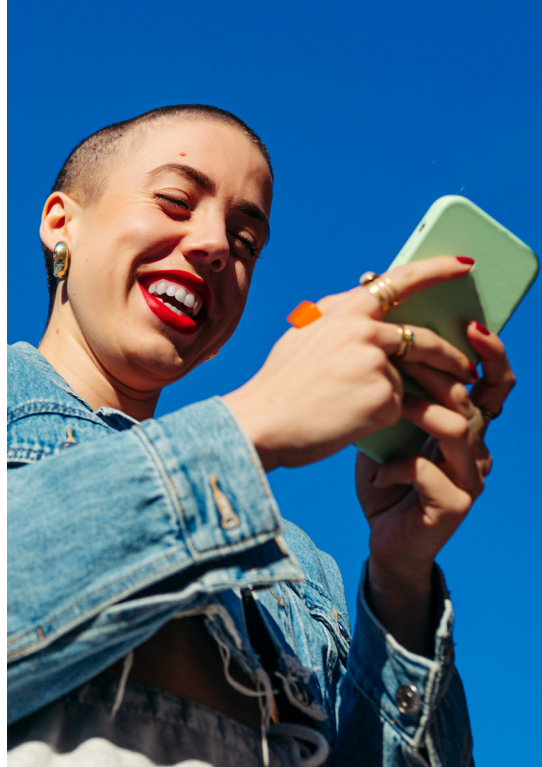
Digital support of employee events (live survey, voting, questions)

Cross-departmental community building

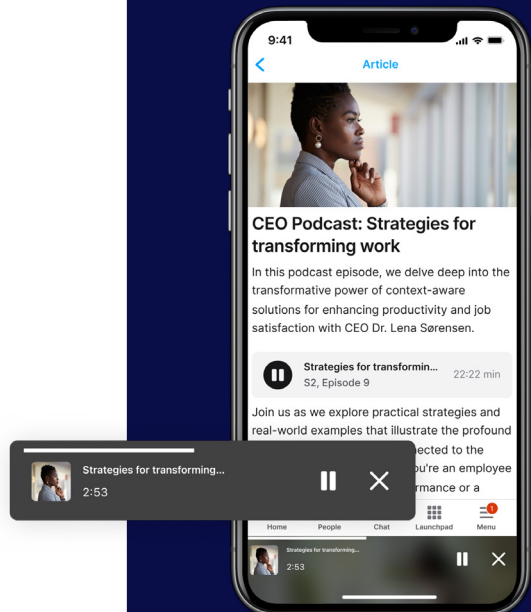
Social wall or bulletin board

Raffles and competitions

Collect ideas (digital suggestion box)



A CEO podcast provides valuable insights directly from top executives, offering unique perspectives and actionable advice for listeners.



Knowledge

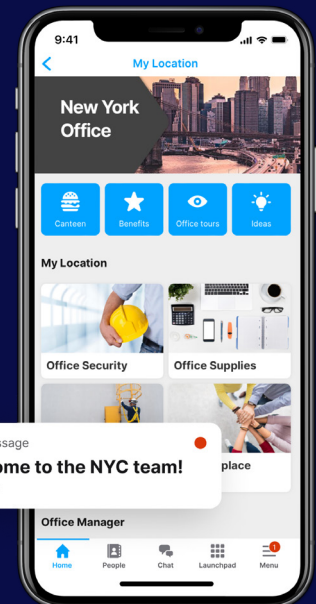
This use case may seem surprising at first, because often employee apps are thought to be pure “news apps.” But such an orientation limits the potential and relevance for employees, as well as benefits for the company.

Unlike news, knowledge and information that is permanently valid should be well structured and easy to find. You can use content in the app to answer employee FAQs, for instance.

Examples and contents:

- Emergency plans and contact persons
- Frequently requested topics (personnel, location information)
- Important campaigns, projects, and events
- Information about the product and service range
- Uniformly provide frequently requested templates and documents
- Learning content (courses, short videos, quizzes)

Targeted location hubs enable employees to easily access information that is personalized to their working experience.



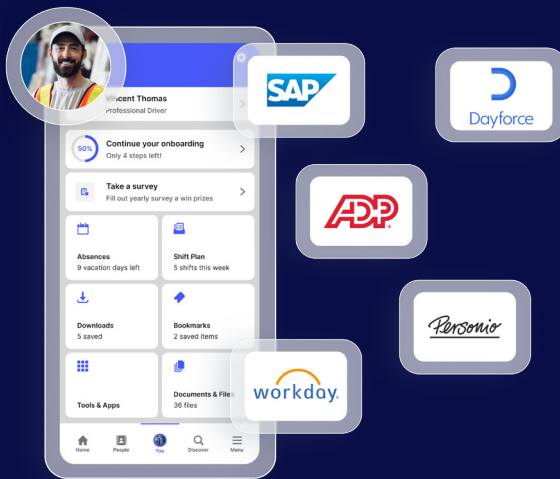
This category is exciting because content can remain relatively stable. Following their initial effort, there will be less ongoing work for editors. For employees, static knowledge content makes the app much more relevant because it acts as a “company in your pocket.”

An important requirement for a technology platform is having content pages that are modular in structure, easy to edit, and deliverable via smart navigation to the right target groups.

Services

The focus of this use case is on the practical benefit for employees in their individual daily work routines. Those who can perform simple tasks themselves are more independent and therefore generate less effort for internal service teams, too.

Shift- and vacation planning are possible in an employee app. There are various ways to integrate third-party systems in order to bundle frequently required services in one place.



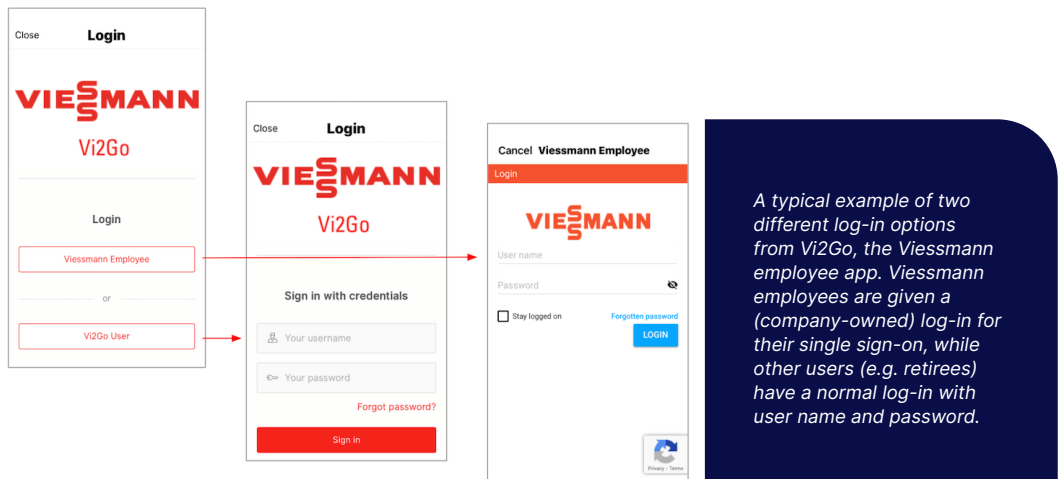
Examples and contents:

- | Telephone directory
- | Shift schedule
- | Menu
- | Status of individual OKRs
- | Employee discounts
- | Leave requests and vacation status
- | Payroll accounting
- | Car-park occupancy
- | Carpooling availabilities
- | Travel management

3. How are users administered and how do they log into an employee app?

Many production or service employees don't have a company email address and aren't listed in company user directories (e.g. Azure Active Directory). In addition, their company tenure often fluctuates (e.g. temporary holiday staff).

On the other hand, many employees already have an AD account and want to log into the app using Single Sign-On without having to enter a password with every use. An employee app should therefore offer options for both these target groups.

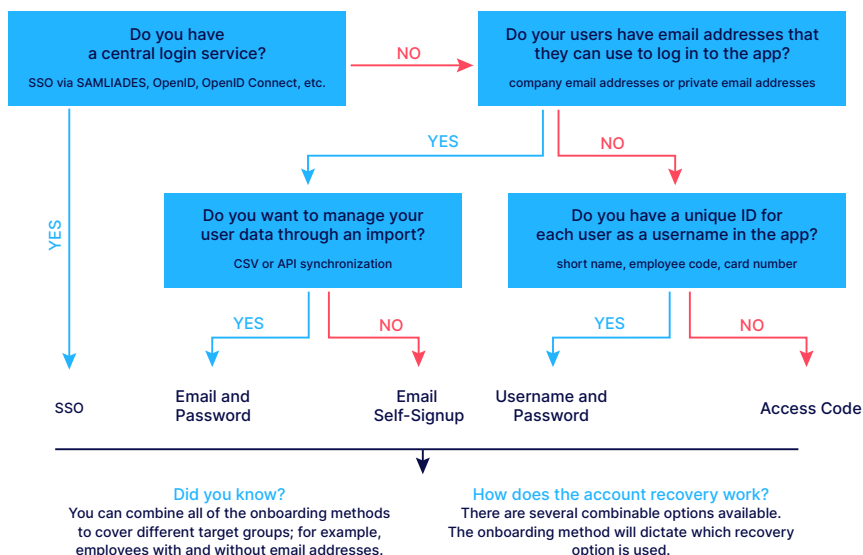


For automatic personalization or a phone book, information about location, contact data, or department can also appear in the employee app.

User management can therefore become a very complex topic. The first step is finding the appropriate method for user onboarding or combining different approaches for different target groups.

The following is a brief overview. If you want to delve deeper, you will find [a detailed description of all available options here](#).

Decision tree for the user management of an employee app:
A simple way to find the right procedure for your company.



4. What's the best way to brand and distribute an employee app?

At this point it is useful to consider the typical requirements and usage context of an employee app:

Ideal usage is regular (daily or weekly), but only for short periods (3–5 minutes).

Employee training about how to install and use the app is only possible to a limited extent.

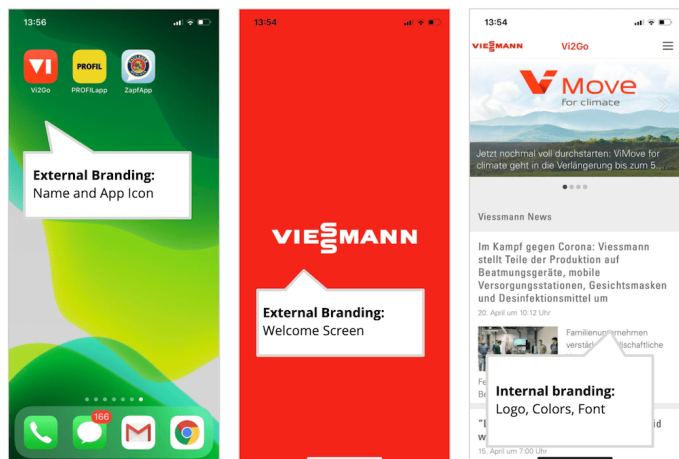
Employee trust in data protection is important and must be communicated coherently (e.g., *Does the app track my location?* No. *Is my personal data managed securely?* Yes).

Various other tools and apps are often already in use or will be replaced by the app. How can clear differentiation between these tools be achieved?

For best results, companies often take an employer branding approach with the app. Your employees should be happy to show the app on their phones, in effect making them advocates for how your company is forward-thinking and modern.

Existing internal media (an intranet or employee magazine, for example) will have already established an internal brand for employee communication. Your app should reflect this branding.

Viessmann's Vi2Go app icon and welcome screen are part of the external app branding. The screen on the left shows the "public area" of the app, which is necessary for Apple to accept the app in its App Store. It is also useful for external messages or to share information with job applicants. After an initial login, authorized users will have access to internal, personalized information.



All of these points support your employee app as being a recognizable and easy-to-use platform. We see the company branding of employee apps as well as intranets in general as an important part of their success and sustainability. This applies to both the external and internal design of your app.

Distribution of the employee app

There are various setup possibilities which have been summarized and described in detail here. Basically, distribution via the public App Stores is the best option. Employees will already know this process because almost every smartphone user has already searched for and downloaded new apps in the App Store.

5. What should editors focus on in an employee app?

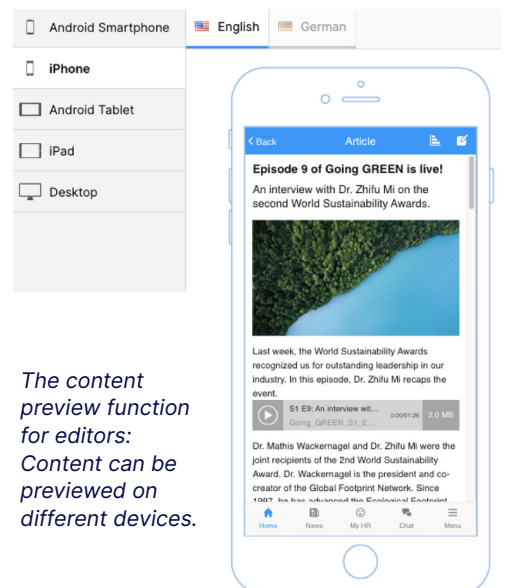
Good content is what makes an employee app attractive to users. An employee app platform must therefore support the work of editors.

Let's concentrate on three requirement classes that are important.

Easy and flexible content creation

Some sample requirements:

- Different templates for news articles
- Schedule articles for publication
- Determine which content needs to be sent via push notification.
- Which articles need to be marked as important or require a read confirmation?
- Integrate videos externally, loaded directly onto the platform and streamed from there
- Pictures and picture galleries, with automatically optimized file size
- Share or copy articles to other news channels
- Create content both on the desktop and mobile



The content preview function for editors: Content can be previewed on different devices.

Use predefined content widgets to build clearly structured pages

Have a preview function

Delegation of content creation to local sites and users

Some sample requirements:

Local editors can create and manage content in their specific area, but are only normal users in the rest of the platform

User-generated content is possible in selected channels (e.g. bulletin board)

Seamlessly combine global and local content from the user's perspective

Simple and advanced analytics options

Some sample requirements:

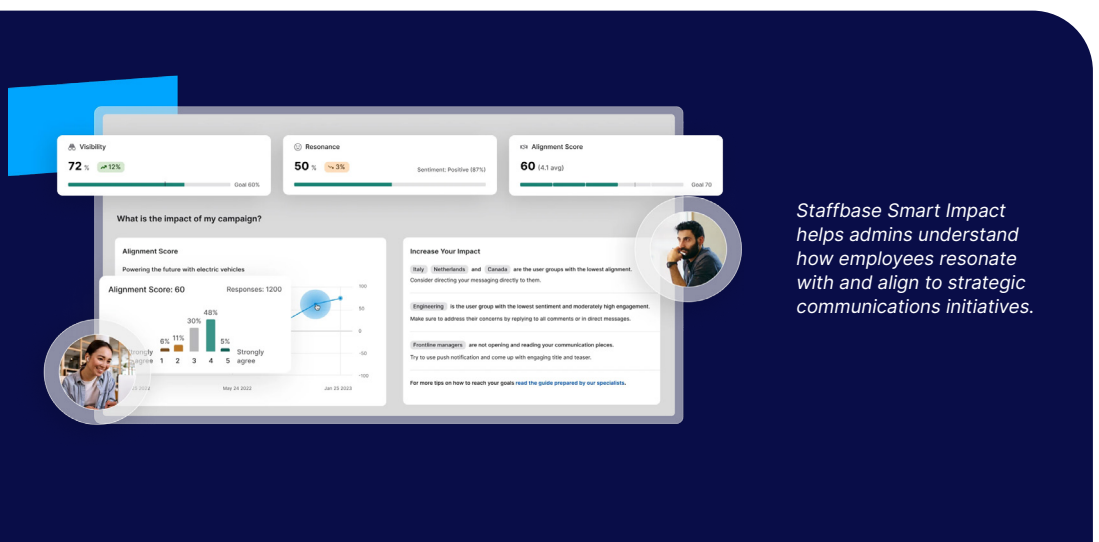
Local editors and users can easily and directly see the number of views in the app

Analytics function for admins and editors to compare views and interaction with content over any period of time

Analysis of different content types: news, pages, and chat

Filter user activity based on group membership: job profile, location, or department

Set goals and understand content resonance and alignment with metrics such as audience reactions, sentiment, and employee agreement



Staffbase Smart Impact helps admins understand how employees resonate with and align to strategic communications initiatives.

Targeting comms is very exciting for organizations that employ diverse employee personas. For example, our clients in the health care sector (hospitals) see differences in the use between doctors and nursing staff. And often, trainees will be the most frequent users of an employee app. This kind of information helps to target these groups with relevant messages that will further increase app use.

6. How does an employee app fit with my intranet and digital workplace?

This question is often not urgent, but it will certainly come up at some point and that’s why it’s important.

Many companies use an employee app alongside an existing intranet. That’s a good idea, because it will allow you to start quickly. Your app will often replace the printed employee newspaper or at least alter the way it’s published.

An employee app can operate alongside an existing intranet for a very long time, but there is a strategic advantage to an app platform that ultimately integrates with an intranet. After all, the respective strengths and weaknesses of intranets and employee apps are complimentary.

	Employee App	Intranet
Organize content and make it findable. <ul style="list-style-type: none">• Very good usability on the desktop.• Entrance gate to the digital workplace.	—	+
<ul style="list-style-type: none">• Mobile first + accessible to all.• Easy to use without training.• Automatically personalizable.	+	—

Compare the strengths and weaknesses of an intranet and an employee app. The two tools complement each other well when combined in a single platform.

From this perspective, a future trend in intranets and employee apps will be for the two platforms to converge to a new generation of modern intranets. For this reason, we now offer the Staffbase Intranet, an extension of our app platform to a complete intranet. With an employee app, your intranet relaunch will go from slow-motion to warp speed.

You can introduce employee apps quickly and they will finally allow you to reach all of your employees. The introduction of an employee app will create an opportunity for a smart relaunch of an existing intranet. An employee app can be the first step in an intranet introduction, and done successfully, will give you greater freedom when scheduling the migration of your remaining content.

7. What are the employee app requirements of larger companies?

The larger the organization, the greater the technical requirements for the app and its supporting infrastructure.

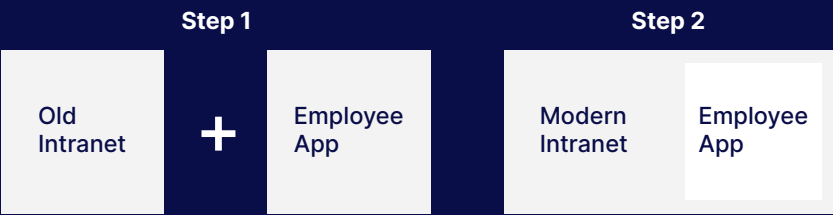
Here's a short overview of five areas worth considering:

Data protection and security

Both topics are without question important to all companies, but larger organizations generally place even more emphasis on security. The gold standard for data protection is ISO27001 certification. According to this standard, providers should certify their data center as well as the entire product organization.

You can find a detailed overview of data security in the video below, or you can [read all about it in this informative white paper.](#)

At first the app can exist next to the old intranet, but later will become an integral part of the new intranet.



Multi-Language

Global organizations employ people from different countries who speak a variety of languages. As a result, an employee app should provide the best possible support in this regard:

- App interface available in as many languages as possible (for example, Staffbase offers 45 languages)
- Content and navigation can be created in different languages
- Merge multilingual comments under multilingual content so that discussions are not separated by language
- Automatic translations of comments and content



Global + Local = Glocal – Creating freedom for decentralized administration

Very large companies are too widespread to maintain content centrally. Because of this, they want to delegate some responsibility for content to national territories or even individual locations.

In this scenario, global-only editorial roles won't be sufficient. You will need local administrators (e.g. for a plant or a country) with extensive rights for certain areas in the app, but who are still prohibited from viewing or changing global content.

Staffbase calls this concept "Spaces," a feature which makes it possible to administer a wide range of content in very large companies.



Functional extensibility

Large companies often have many different tools in use. One of the most important IT strategy goals is to reduce cost and complexity by consolidating these tools. In addition to its user management and data protection aspects, IT will therefore look at an employee app platform from this perspective.

From an IT perspective, an employee app has a very special position: it is often the platform with the widest reach throughout the company. Services and content relevant to all employees should be integrated into this platform as easily as possible:

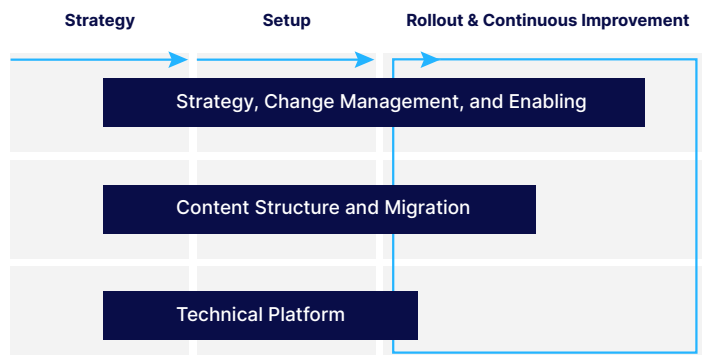
It should be possible to create functional modules to extend the app yourself or have them created by partners and connected to the app platform via an open programming interface (API).

Individual integrations to third-party systems should have the support of various options (linking, direct embedding with SSO, individual development).

Introduction and continuous app improvement

Large companies will need to put more effort into an implementation project and are therefore especially dependent on structured approaches. Not only does this apply to methodology, but also to the initial and ongoing support from an app service provider, who should act in accordance with the processes and expectations of the customer.

The Staffbase methodology for the introduction of an employee app. Each department has a set of defined activities that provide clear guidelines for the project team.



8. What does an employee app cost and can you build one yourself?

Almost all app providers offer their platform as a so-called Software-as-a-Service (SaaS) solution. This means that the use of the platform is paid for with an annual fee which covers things like hosting, support, and regular updates.

Fees are usually based on the number of employees invited, as well as certain functional modules that you have the option to choose. One example of an optional module at Staffbase is the chat function. Some companies definitely want chat, while others either don't need it or have another platform in use.

On this basis, providers can create an individual offer. Employee apps are generally cheaper in their price per employee than Microsoft 365 licenses, for example.

Build an employee app yourself?

Most of the apps we use in everyday life use existing software. In fact, most companies also see a clear benefit in Software-as-a-Service providers for internal applications. The reasons are clear: low costs, reduced risks, and shorter delivery times. Internally developed apps struggle in all three areas with these challenges.



Here are some examples of time and costs:

Time

With a SaaS solution, an app can go live in a matter of weeks or even days. Programming an app on your own will extend this period well over a year.

Concept: The 80/20 rule applies when creating the concept of a mobile app. The devil is in the details: How will user onboarding work? What do you do when a user loses their login information? What are mandatory fields for editors?

Decision Making: With your own concept, long internal discussions about everything from button colors to app functionalities may arise.

Approval: Answers to questions from the works council, data protection officers, and IT security teams.

Development: Three versions of an internal communication app are needed: Android, iOS, and Web.

Testing: Android, iOS, and Web each have different software versions and browsers on the market. All of this will lead to a lot of effort in testing.



Submission to the App Stores: For an internal communication app, it is important that it be made available in the App Stores, where it must comply with strict guidelines.

Downtimes: The app is a very “visible” project in the company and requires a highly available hosting environment and ongoing support.

Maintenance Time: New Android and iOS versions often include changes which will have to be implemented promptly, otherwise the app will become inaccessible.

Costs

You should estimate costs based on the actual size of the project. You can quickly develop an initial news feed in the app. But as we’ve seen, for an app to be successful, much more content and functionality is necessary. Don’t underestimate the overall scope of the project:

Development costs: The complexity of a solution is very difficult to understand without a detailed concept. Topics that are typically underestimated include:

Cost of a content management system: “It’s just an app” might be the thought of a development partner who will subsequently give a low project cost estimate. But how does content get into the app? We invest 75% of our development power at Staffbase to things that aren’t immediately visible in the app; for example, the content management system, performance, and infrastructure.

Maintenance costs: New Android and iOS versions often contain changes that need to be adapted quickly and continuously in the app.

Costs for wrong decisions: In a user-defined app project, the app usually cannot be tested with many users before it goes live.

Combining the best of both worlds

Every company will have its own specific requirements, because not everything will work with a standard solution. That’s why modern SaaS platforms like Staffbase are open platforms that are easy to customize and extend.

Standard Application Programming Interfaces (APIs) allow individual extensions that will remain compatible even after updates to the core solution.





**Unlocking the
Power of Seamless
Communication**

Employee Communication Apps: 10 Benefits of a Mobile Comms Platform

If you're reading this on your phone it wouldn't be surprising. 6.6 billion people reportedly own a smartphone. Smartphone use touches every aspect of our lives. Whether it's to communicate via voice or text, check the news, share our opinions, do our banking, buy stuff. . . . The list goes on and on, and increasingly it includes the use of employee communication apps at work.

According to a UK study:

- 60% of employees now use apps for work-related activities.

- 71% spend more than two hours a week accessing company information on mobile.

- 70% of employees keep their phones "within eye contact" at work (as reported by CNBC).

- Nevertheless, 59% of workers believe their organization has been too slow at delivering apps for the workforce.

Given these conflicting numbers, it's safe to guess that too many companies mistakenly believe "communicating" with employees via old-school intranet, or collaborative platforms is enough. Clearly it's not.

Instead, employees are frustrated — especially the increasing number who changed the way they work in the wake of the coronavirus crisis. Why? Because they can't interact and get work-related information from the device they use for everything else in their lives.

But that's where employee communication apps enter the picture.



What are employee communication apps?

At their heart, employee apps are communication tools, and the best of them can and will do a great deal more. But any employee app worth its salt will provide companies with a mobile solution for reaching all of its employees via their personal smartphones/tablets.

In this way, employee communication apps can provide an effective and secure channel for connecting dispersed workers. These people often lack a corporate email address or regular access to a desktop computer. They include non-desk and/or remote workers, as well as freelancers, non-contract employees, temps, etc.

As more and more people are working outside of the traditional office, employee communication apps can provide easy, mobile access to corporate information and workplace tools. They are generally targeted for practicality and relevance, and they do a great job of fostering alignment and engagement.

Improved employee communication is good for your bottom line.

Without further ado, here are 10 good reasons why we think employee communication apps are the best way for you to raise your internal comms game.

1. Employee Communication Apps Create a Positive Workplace Culture

Workplace culture — the behaviors at the core of an organization — defines the ability of leaders and employees alike to relate to one another for the common good of all. Positive culture fosters loyalty in the workplace. It prompts employees to look out for one another. It's a key to retention and engagement. And it attracts talent.

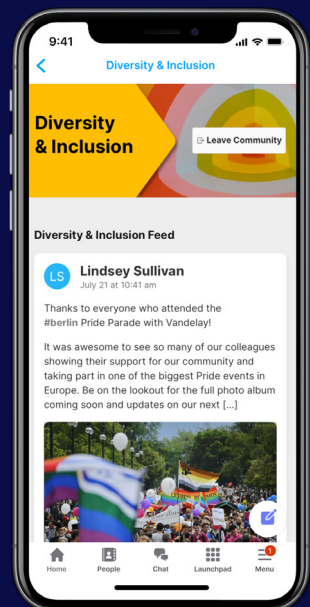
And there's more. Elise Olding, research vice president at Gartner, says that many CIOs recognize that the right culture helps accelerate digital transformation efforts.

The open communication generated by an effective employee communication app will go a long way toward helping organizations create and sustain mutually agreed cultural values.

Employee communication apps can help to build a stimulating, dialogue-driven environment that benefits everyone, from remote or frontline workers to C-suite executives.

“A lot of CIOs have realized that culture can be an accelerator of digital transformation and that they have the means to reinforce a desired culture through their technology choices. A partnership with the CHRO is the perfect way to align technology selections and design processes to shape the desired work behaviors.”

— Elise Olding, Research Vice President at Gartner



An employee handbook is just one way to create culture with a mobile comms app.

Apps can flatten organizational hierarchies and create natural opportunities for workers to share the positive (and negative) aspects of their culture. And they ideally generate a cycle of meaningful, motivating conversations and actionable feedback.

Such consistent, ongoing, multidirectional communication that can reach all employees is the best way to establish a positive workplace culture.

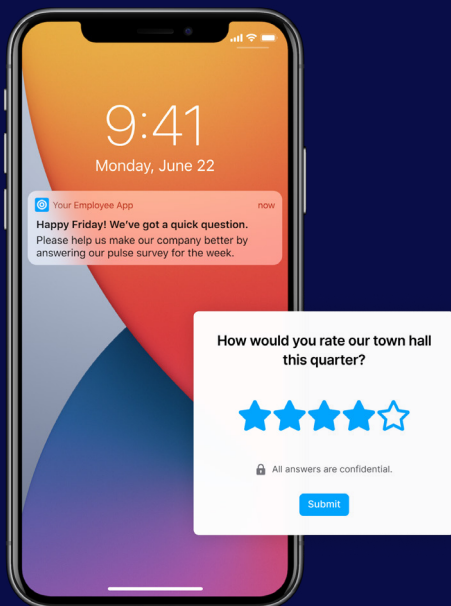
2. Employee Communication Apps Foster Engagement

First the good news: the global percentage of “engaged” workers involved in, enthusiastic about, and committed to their work and workplace is at its all-time high.

The bad news is that that “high” is a mere 23%.

Nearly six out of ten employees are “quietly quitting.” They may be physically present or logged into their computers, but they lack connection to their work and workplace and they only do the minimum required. And they’ll be out the door in an instant for a slightly better offer.

So, how can employee communication apps help?



Surveys are a great way to create mobile engagement.

Here's a good example. Don Wooldridge, Vice President of Culture Development and Education at Florida's TradeWinds Island Resorts, conducted employee engagement surveys for nearly 20 years.

Twelve months after the company began using an employee app, engagement scores rose by an average of three points in every category. And they've been on the rise ever since.

Given his company's success with the app, Wooldridge is eager to share what he's learned about creating mobile engagement.

The overall positivity at TradeWinds, he explains, is a direct result of stronger connectedness between the company's employees.

"An employee app gives you a bigger and more detailed picture of the company and the people that you work with," he says.

And it's those human connections, even more than the work itself, that are at the heart of employee engagement.

3. Communication Apps Encourage Employees to Take Part in the Conversation

Here's a true story.

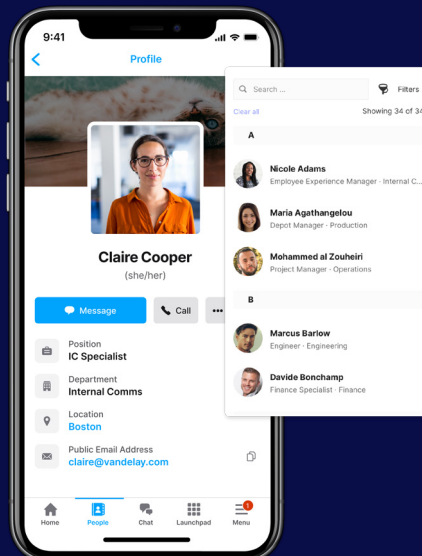
A woman read a comment in her employee app about a decision to invite a controversial figure to visit company headquarters. She wrote a comment highlighting her feelings about some of the positions that this individual reportedly supported. And she wrote in a heartfelt way about how these attitudes affected her personally.

Her colleagues responded with supportive messages in the form of "likes" and comments. And the company's CEO even took it upon himself to explain in greater detail the reasoning behind the decision, as well as his own reservations about it.

The result was that the woman and her fellow employees felt a stronger human connection to one another. The CEO was able to see and respond to the concerns of his staff.

The People Experience team learned more about how its people thought about values like workplace diversity. And the company as a whole felt more closely aligned behind its transparent and inclusive culture.

All of this was possible because of an open and honest conversation in an employee communications app. (And by the way, the company was Staffbase.)



Easily find and connect with colleagues through the employee directory.

4. Employee Apps Provide a Single Source of Streamlined, Relevant Content

How many channels are you using to communicate at work? Just today, while sitting at my desk, I've received messages via Slack, WhatsApp, email, Facebook Messenger, LinkedIn, and iMessage. A couple were personal and others were work-related, but all of them cost time and focus.

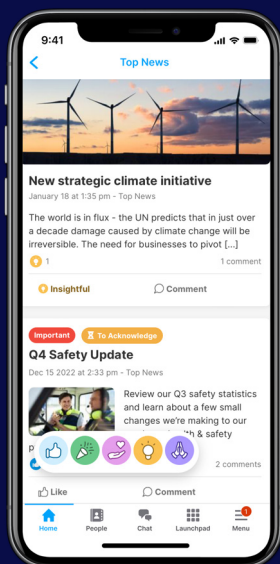
The irony is that many of these communication tools were meant to make people more productive. But have they? Especially at work, cutting through the noise in order to hear the important information can be a real challenge.

But isn't an employee app just one more channel?

The answer is a resounding **no**! When it comes to making work-related information accessible, **it is THE channel**, pulling together multiple information silos into a single source of trusted, streamlined, and relevant content.

5. Employee Apps Share Today's News Today

Printed employee newsletters and corporate newspapers are still widely used internal communication tools. And while their purpose remains 100% valid, their delivery via printed copies should mostly be a thing of the past.



“Every new set of posters would set us back £600. And any mistakes on them meant paying that again. In a digital format, we could easily and instantly reach everyone without the added cost.”

— Tyler Rose, Internal Communications and Team Management, Dishoom

Share pertinent news in the right place, at the right time.

Why? Because news happens now.

Mobile channels also support comments, likes, and sharing. They make news accessible to all employees everywhere, and immediately (when necessary) via push notifications.

6. You Can Make Email Communication More Effective

Employee email is a great way to share certain kinds of information. But knowing when to use it is the best way to ensure your emails get read. With an employee app to handle more time-sensitive internal communication, your messages are assured to reach everyone immediately. And it means that you can get back to using email to share general information more effectively.

With communication needs changing as quickly as workplace demographics, companies are searching for digital channels that enhance the employee experience, support the employer brand, and are of practical use throughout the employee life cycle — from onboarding to engagement and recognition programs.

All the things an advanced employee app was designed to do.

Communication outside of the workplace has long since moved to social media platforms and a diverse array of fast, far-reaching digital channels that are second nature to the young people who make up the majority of today's workers.

It's time for internal communication to catch up.

Everyone owns a smartphone!



30%

Silent Generation



67%

Boomers



85%

Gen Xers



92%

Millennials



“ Gen Z named ‘co-workers who like to collaborate’ as being the type of worker who would help them do their best work, second only to ‘co-workers who work as hard as they do.’ Companies seeking to be an employer of choice must leverage the collaborative revolution taking place and provide the technology, tools, and processes that facilitate and encourage it.”

— Jim Link, Chief Human Resources Officer, Randstad North America

7. Employee Apps Meet the Unique Needs of Today's Modern Workforce

Millennials and Gen Z now make up the biggest part of the workforce. More than any previous generation, they demand mobile communication, transparency, feedback, and an employee experience that lets them work in new, more productive and flexible ways.

An employee app on an employee's smartphone is tailor made to meet these needs.

Only 55% of employees worldwide currently grade their organizations highly for effective collaboration across departments and functions. This percentage is tragically low given the fact that Gen Z and millennials crave conversation and frequent feedback more than any previous generation.

8. Apps Let Organizations Measure Their Comms

You can't manage what you can't measure. The analytics features of an employee app will allow you to understand how your employee app is being used.

For example, an administration dashboard might feature two charts: "Active Users" will show how many people have opened the app in recent days. You might then filter down to see active users per hour in order to find out when people use the app most.

Another chart might show the interactions of your engaged users, including people who commented and liked your articles. You can also see which content resonates best with which audience or location, via stats for the most viewed, most commented, and most liked articles.

Some employee communication apps will provide an individual report for every article published. It's available in the app itself so that you can even check out reactions to your articles when you're on the go. The report includes the number of views, readers, likes, and comments. If the post uses the "acknowledgment" feature, you'll even see who's read the article.

Employee apps can also feature Pulse surveys: short employee polls taken at regular intervals. They're a great way to get immediate

Value You Can Expect and Track



Cut down average installation time by **10 minutes** per appointment



99% Open enrollment registrations



Increased engagement by **102%**



Adoption rate of **96%** of users



Increase in revenue of **33%**



insight into the health of a company and its workforce. Pulse surveys can measure a wide variety of topics and items, including overall engagement or feedback specific to a project.

An employee app provides internal communicators with powerful analytics and data-driven results that show the impact of your internal communication and help you create new content that resonates with your workforce.

9. Employee Communication Apps Can Give Your Intranet a Voice

Desktop-only intranets are far from being the ideal solution for large organizations looking to create a digital workplace that communicates in the culture-building ways now essential for modern enterprises with dispersed workforces.

With mobile workers making up more than 70% of workers in the US, an employee app that sits alongside a modern intranet is the ultimate way to communicate, connect, align, and engage with your people — no matter where they work.

An employee app will provide a smarter and more cost-effective intranet, while still allowing you to benefit from the proven core strengths of popular platforms such as SharePoint.



How recognized and valued to do you feel in the organization?

Rate on a scale of 0 to 10.

0 1 2 3 4 5 6 7 8 9 10

not recognized very recognized

All answers are confidential

Send

Pulse check employee engagement and satisfaction with surveys.

10. Employee Communication Apps Enhance the Employee Experience

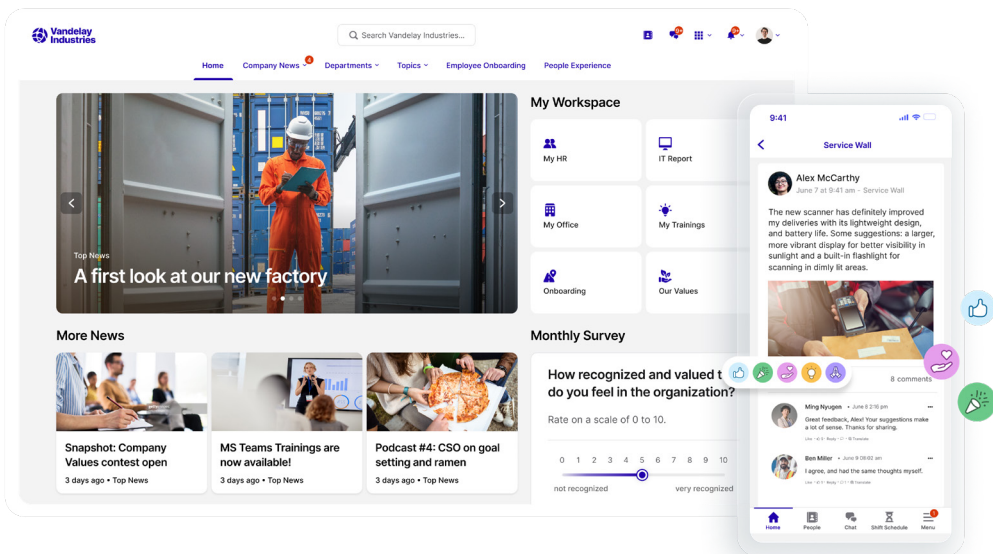
According to a recent study by PricewaterhouseCoopers, “leaders say they’re choosing tech with their people in mind, but employees don’t agree.” When considering how much the digital tools people use in their day-to-day jobs affect the employee experience, that’s a problem.

And consider this:

While PwC reports that 40% to 45% of employees “prefer face-to-face interactions for tasks like performance reviews . . . and asking questions of their Human Resources (HR) team,” it’s that same amount who “prefer many of these same tasks to be partially or fully digitized — a signal that digital assistance does have a place when it’s seamless and unobtrusive, or where it can enhance people’s work experience.”

Remember the story we told above in point #3. It’s a great example of how workplace technology in the form of an employee communications app can have a positive effect on the employee experience.

And while it perfectly demonstrates communication with a human touch, it wouldn’t have been possible without the technological advantage of an employee communication app.



A desktop and app intranet ensures you meet employees where they are with intranet content across multiple experiences.







Navigating the Path to Employee App Excellence

Making Your Employee App a Success in 3 Steps

For many companies and internal communication professionals, their employee communication project is the first time they will have created a digital and real-time communication channel that targets all employees, many of whom have never before been targeted by an internal IT project. So the big question is: How is it done? How did DHL, Brink's and Audi manage their projects, and what's the secret to their success?

This article will help answer the most important questions that arise when launching a new employee communication platform.

1. Pre-Launch

Internal communication is at the center of every company and the platforms that companies use are as diverse as communication itself. But no matter what kind of project you're starting, think of it as building a house: you have to start with the foundation, and the foundation of every internal communications project is its strategy.

Content Strategy

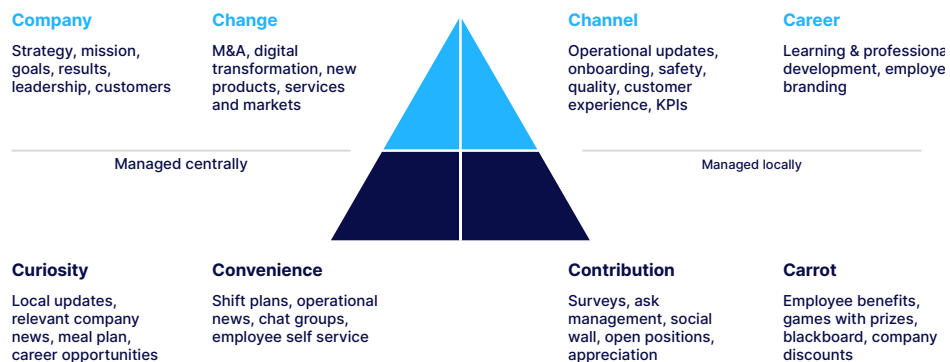
A new employee communication platform should be selected carefully and can make a huge difference for the company and its employees. But success depends on answering two central questions once the technical and legal foundations are complete: Who is the audience of the new platform and what do they need most from it?



Companies like ALDI Australia, Viessmann, and Telekom have proven that employee-driven content is at the center of every well-running employee communications platform. And *local*, employee-driven content, even more so. Because unless the substance of the platform is relevant to the employees, adoption and engagement rates will remain low, making it impossible to reach the company goals set for the new channel.

The below model shows the two sides relevant to the success of the employee communication project: employee-driven content and company-driven content. Each side can be divided by centrally and locally managed content. The 8C Model is composed of the use cases that will drive both the relevance of the platform as well as the business goals. What the pyramid also shows is that employee-driven content is the foundation for everything else.

Content strategy: the Staffbase 8C Model



A motivation-oriented view of the sample contents of an employee app: In addition to the differentiation between employees and companies, the differences between local and central administration plays an important role, especially in large companies.

What is employee-driven content?

The first C stands for **Curiosity**. This is content that matters to employees. The content they will look at because it's helpful or it can't be found anywhere else. Use cases could be the cafeteria menu and well-crafted company news.

The second C stands for **Convenience**. Employees might be able to find this content elsewhere, but the app lets them find it faster and manage their tasks faster in return. Use cases could be shift plans, chat groups, and employee self-services.

The third C stands for **Contribution**. This is the part where employees can voice their opinions and contribute to the mission of the company. Use cases could be surveys, "Ask Anything" forums, and a local social wall or group.

The last C stands for **Carrots**. Carrots are the perks and parts that create financial benefits for employees. Use cases could be the employee benefits pages and games that offer prizes, such as the Quiz Calendar.

What is company-driven content?

Company-driven content is based on the business goals that the new platform is attempting to achieve. These goals could be increasing revenue, accelerating change, improving communication, or increasing employee retention.

The first C stands for **Company**. This is content that matters to the strategy and mission of the organization. It's the part that has measurable results and improves leadership as well as customer experience. Use cases could be company-wide news or a CEO blog.

The second C stands for **Change**. This is the content that helps communicate and enable change within the company. Digital transformation, new products, and new services, as well as new markets, are communicated within this section. In reality this content is mostly presented in the form of news items and via Push Notifications.

The third C stands for **Channel**. This content includes operational updates, onboarding guides, safety rules, quality guidelines, customer experience principles, and team KPIs. The goal of the company here is to improve targeted parts of its operations.

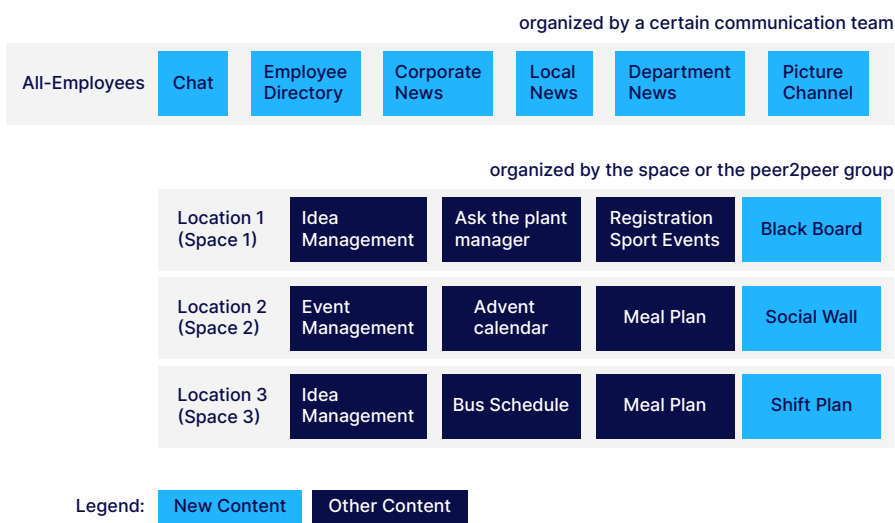
The fourth C stands for **Career**. Learning and professional development as well as employer branding are at the center of this type of content. Use cases could be events as well as offers for seminars and the sharing of company values.

Information Architecture

Once your content is set it's time to think about information architecture. IA is the art of organizing a shared space, often filled with news and information, to increase usability and relevance. A central part of launching a communications platform is therefore to think about its architecture and to decide on the structure for presenting content to its users.

For the platform to become a success the content structure needs to reflect the structure of the company. In order to map out this structure, concepts such as Spaces and channels can be helpful. With Spaces, administrators can create a dedicated space (or area), appoint people to be responsible for it, and assign content to a specific user group for that particular space.

Space administrators are authorized to autonomously manage all of the content in their space, while app administrators maintain sole access to user data and global settings. This allows for the efficient creation of news, menus, events, and forms — with an overview in the admin interface. Spaces are especially useful when targeting different locations, but they can also be used for different departments.



The more granular the setup of the platform, the more relevant the information will be for the employees. A good example of such a structure is provided by Deutsche Telekom. [Telekom set up different channels for every one of their teams](#), and while this was a massive undertaking, their employee app is now used by 96% of their target audience because each employee is able to find daily information relevant to them and they can make contributions to their team channel, too.

For more information on the different roles that need to be defined in the app, download our full [step-by-step success guide](#).

Technical and Legal Foundations

The technical and legal base is the framework that will define the scope of your project and in large part decide whether it's successful or not. When it comes to the technical foundation, one of the most important points is how to onboard users who will bring the platform to life. So let's dive right in!

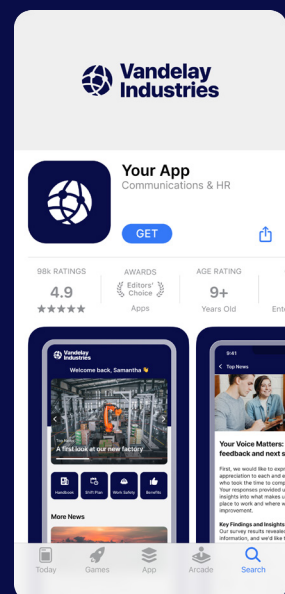
User Onboarding

The onboarding process for your communication platform greatly depends on your company setup and the features or infrastructures you already have in place. The aim is to find a method that is both manageable for the communications team and easy for your employees.

The definitive guide for all you need to know about introducing an employee app can be found [here](#).

Distribution of the App

Your employee communications platform needs to be available as a download for every employee. If at all possible, it should be made available [on their private devices](#) in order to have the greatest reach. The easier it is for employees to access, the more likely they will be to use the channel. How the platform will be distributed greatly depends on the setup that is already in place, as well as the content it contains and your target group.



In general, there are three possibilities for distributing the platform:

a. Distribute the App via the Public App Stores

Distribution via an app store account is probably the most common method for apps in the communications and HR department. One advantage is that the stores are well known to employees. This means it's easy for them to find the app. In addition, updates are automatic, reducing the workload of the project team. The app can also be made available to applicants or alumni.

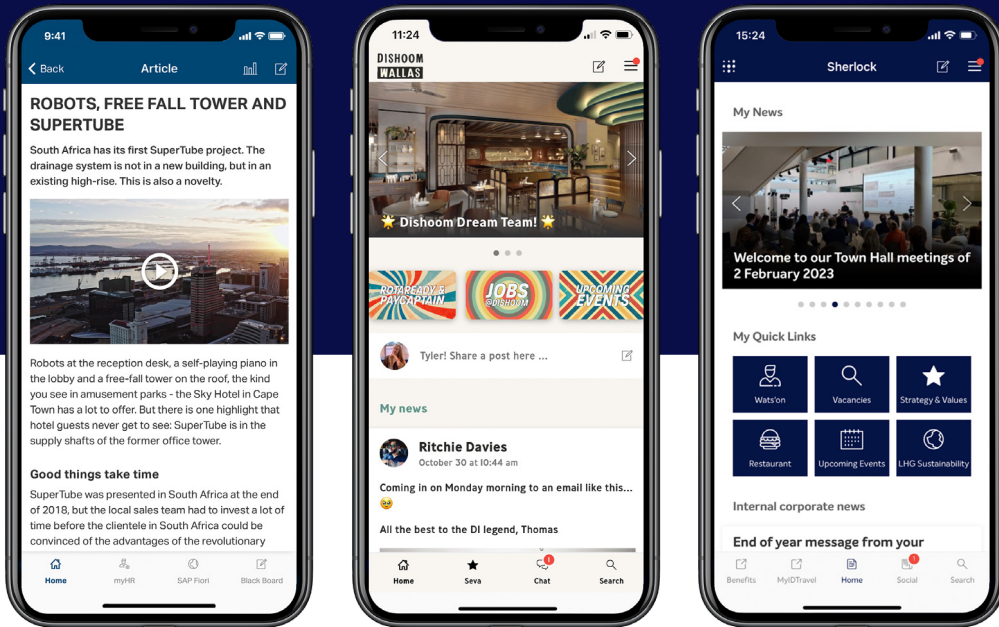
b. Download Page Distribution

One way to avoid using the public app stores is to distribute your app via a download page. This method is fast and risk free and provides the same entry point for all users. In addition, there is no dependency on the Apple app store reviews and adherence to its guidelines. The app can also be made available to applicants or alumni when the download link is shared with them, which makes this method very inclusive.

c. MDM Distribution to Enrolled Devices

Another method for getting the communication platform to an audience is to roll out the platform over an existing MDM (Mobile Device Management) setup to all enrolled devices. This is another risk-free and fast publishing process that automatically installs the app on employee devices. It's more flexible than the app stores in terms of requirements and allows for automatic updates.





Branding and Customization

Another central aspect is the branding of the platform itself. Branding helps employees to connect the platform with the company, and a consistent corporate identity helps people to recognize the brand as well as to identify with it.

Branding starts with the six different app graphics:

App Icon: The app icon is shown in the app stores and also in your app's menu. Once the app is moved to the home screen following the initial download, the app icon will be visible on the home screen of the mobile device.

Launch Image: The launch screen is shown on the mobile device when launching the app for the first time and every time it is subsequently opened. The launch image takes up the whole screen, and is visible momentarily while the app data loads.

Login Page Logo: The login page logo is displayed during the signup and login flow. The logo is shown in the upper part of the screen until the signup or login is complete.

About Page Company Logo: Your company logo is displayed at the bottom of your "About" Page. This logo can be different from the one on the login page and your app icon; for example, it could be a real company logo. There are no restrictions to color, transparency, or shape.



Push Icon for Android: When a Push Notification is sent, Android devices show the small push icon in the notification bar and notification drawer. When the user clicks on the notification in the notification drawer, the app opens and the push icon disappears.

Android Feature Graphic: In the Google Play Store, each app is required to have a feature graphic. The feature graphic is displayed on Android devices on the top of the screen when the app profile is opened in the store.

Apart from the app graphics another central aspect is the branding of the platform itself. For your platform, be sure to stick to the corporate brand, work with designers that understand your brand and company culture, and work with a responsive design. Also, consider the UX and make each step and link easy to understand for the user group you defined. Remember that some of them might not be as technically adept as you are! To make access easy for your employees, put the most important use cases on the first page so that they are easy to find — and don't forget to work with appealing media formats to drive engagement!

Approval of Stakeholders

Before launching a new employee communications platform, the approval of all stakeholders is crucial. Stakeholders, in this case, could include the works council, the IT department, the employees themselves, management, and the data security officers, as well as the purchasing and HR departments. One or more meetings introducing the project and explaining its goals and use cases can help to get everyone on the same page and avoid problems at a later stage.

Security is especially important during this phase. For more information on security best practices for a communication platform, [read this whitepaper](#).

Legal Documents

Legal documents allow the company offering the platform and the user within the platform to describe the rules of interaction between them. The extent and type of the required documents very much depend on the country in which the service is offered and the country where the employees work. For the US the terms of use are important; in comparison, Europe has quite strict laws regarding the privacy of personal data.

Both the Apple App Store and the Google Play Store require that a privacy policy is in place when submitting an app through their platform.

Generally, the following two legal documents should be provided:

Privacy policy: The privacy policy states how personal data is stored and handled, as well as the users' rights in regard to seeing and deleting this data.

Terms of use: The terms of use describe the purpose of the platform, show whether usage should be voluntary or mandatory, provide an internal contact person, state the desired communication principles, and determine the obligations and responsibilities of the user.



2. Launch

Launch strategies can look different depending on the company and the project. When choosing the right strategy for your project consider the following criteria:

Reach /Accessibility: How many people within the organization can be connected within 24 hours? What communication channels were used up to now? The launch strategy is highly dependent on the accessibility of the employees. If every employee has an email address, the launch strategy can involve digital marketing material such as an email countdown. If, on the other hand, employees get their news over a black board in the production hall, flyers and posters are needed.

Target group: Is the platform going to be used by part time employees, new recruits, the management level, or non-desk workers? Depending who the launch strategy is supposed to reach, different messaging and launch material can make sense. Older employees might need bigger incentives and more training to download and use an app, employees in production plants won't be reached via email, and alumni might need different login data than the rest of the workforce. Consider the target group and mold a launch strategy that fits their needs.





Company structure: Does management have a direct line to each employee? Does every employee speak the same language? The bigger companies get that more thought is necessary for the launch strategy. In smaller companies information about the new project can be handed directly from the product team to the employees. In bigger companies the product team has to train the branch managers so they can pass along the information. Champions programs as well as in house training can be a great way to ensure adoption in larger, international companies.

Make your employee app a smashing success

During the launch, it's crucial to spread the word about the new tool. Employees need to know when, why, and how the new channels will affect them. Ideally, they will understand the tool's benefits, something which will greatly drive adoption.

A popular way to announce the new platform is to work with launch giveaways. The German brewery Paulaner raffled tickets via the app to a Bayern München soccer game. Iredell Health from North Carolina gave out T-shirts, and Horizon got their employees started by handing out little boxes filled with chocolate along with a printed QR-Code for downloading the app.

3. Strategic Growth

The long-term aim for the project is to grow. But growth is only possible if the app has a relevant purpose. Relevance increases reach and wide reach will allow you to gain broad insights that can be put to practical use.

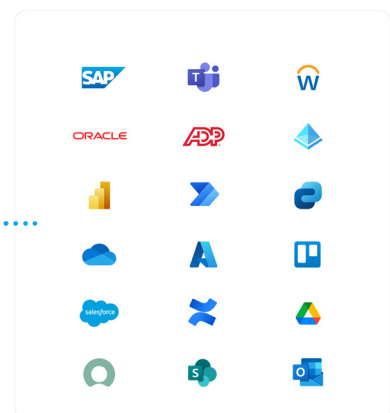
In order to increase relevance, the scope of the project needs to widen. Most internal communication projects start out as a news platform — what is the main and most essential **use case**. In order to increase relevance, the following steps can be taken:

First, the app can be extended by adding interaction and services for the employees. At this step, a phonebook and a messenger could become part of the app. The chat is normally enabled after a short test period and only once the communications team can assess how the employees use the app and ensure that the terms of use are generally accepted.

Secondly, the information architecture of the platform can constantly be improved. Spaces help to add **new locations** and reflect changes that the company undergoes. Whether it's a big merger or something smaller, like a new location, it must be reflected in the structure of the app. Ongoing maintenance is also important otherwise the platform will quickly look outdated. Adding new locations can either work via a new Space or a new channel, depending on the information architecture.

In addition to new locations, it might also be necessary to add **new languages** to the platform. The company language would normally be English, but it might make sense later to add Spaces in location-specific languages. In addition to the content itself, comments might also need to be translated. Each plugin might also need to be available in multiple locations, meaning that automatic translation could be a huge time saver.

Thirdly, the platform should be extended with **integrations**. Links and embedded pages can be an effective way to increase relevance for employees and develop the platform to a point where they know they can easily find all of the tools and services they need. One of the use cases added during this period can be HR services. For example, leave requests and sick notes are HR services that are often



added to the platform after a brief test period. These use cases work especially well when introduced in a training session and they can really increase engagement as they're designed to make employees' daily lives easier.

Finally, the platform should ultimately evolve into a communication hub or front door intranet. Adding new use cases, integrations, and locations will develop the platform into the one place where employees can find everything, and it will enable communicators to measure results and empower company goals.

For this development to happen also consider seasonal plugins! They are great for driving employee adoption. A Quiz Calendar, for example, can be a fabulous opportunity to involve all employees via gamification. Daily questions can ask about company culture or provide fun facts — or they can help to inform employees about business initiatives. The plugin will display the top performers, allowing admins to offer incentives to the winners. Why not launch a quiz on the new benefits program to get employees involved?

Also, user group meetings throughout Europe and the US bring internal communicators together and provide a space to exchange ideas and best practices from different industries. Annual events such as Staffbase Voices give internal communications professionals around the world the opportunity to discuss changes in the industry as well as new inventions, product developments, and case studies from outstanding platforms. Joining these events can not only be inspiring, but it will also allow professionals to stay on top of product developments and new industry trends.

You Can Do It!

Remember that your project is a long-term venture! Be aware that constant improvements are essential to the success of your app, and that inspiration will come from within your organization as well as from the outside world. Keep your eyes open and learn from the mistakes. It's a rewarding journey!

We have seen hundreds of companies across the globe do it and we know you can, too! Find our definitive guide to an employee app [here](#).







About Staffbase

In a polarized world, **WE INSPIRE PEOPLE** to achieve great things together.

ASPIRE TO **INSPIRE**

Change is an everyday occurrence.

Companies must not only communicate change to their employees, but also actively involve them in the process. Staffbase offers its customers an all-in-one solution that has proven its worth in practice hundreds of times, especially in large and international companies.

Staffbase is the world's leading provider of a platform designed for improving employee communication in companies. The platform can be used simultaneously on desktop computers and as a mobile employee app, enabling employers to securely reach their people wherever they are — in the office, at home, on the shop floor, or on the road. As a result, the Staffbase communications solution gives the workforce greater access to corporate information alongside the tools needed for the digital workplace, including the "classic" intranet.

More than 2,000 companies rely on Staffbase, including Adidas, Deutsche Telekom, and DHL. Staffbase has won industry awards in the categories Best Employee App, Best Social Intranet, and Best in Class.

Staffbase
Annaberger Straße 73
09111 Chemnitz
Germany

Telephone:
+49 800 371 0001
Email:
team@staffbase.com



Available on
private and
business devices

Data protection
guaranteed according to
DSG VO and ISO 27001

Content
management
system included