

Nominee: StaffConnect

Nomination title: StaffConnect Mobile App Platform – Transforming Employee Engagement

StaffConnect is disrupting the internal communications and employee engagement space with mobile-first technology that unites both desk and non-desk based employees.

Non-desk employees make up 80% of the global workforce (Emergence Capital); they perform critical manufacturing, distribution and customer-facing roles in global organisations, yet until now they have been largely under served by communication technology, relying on infrequent posts on dated noticeboards or intranets and top-down verbal communication through managers. This results in a disconnected, disengaged element of a large proportion of the workforce.

We believe this needs to change. And so does the board. Employee engagement has been rising in importance on the board’s agenda and has now been reported as one of the top five most important trends for business leaders to address (Deloitte Human Capital Trends Report 2016). Awareness has grown of the cost impact to the bottom line from poor employee engagement and is driving the emergence of a new market for mobile-first technology that addresses this problem. Directives from the board and execs to address the employee engagement crisis is driving demand and Internal Communications and HR professionals are being tasked with finding solutions to address this issue.

StaffConnect was early to identify this market gap and is leading the way in providing a mobile-first employee engagement platform. Our solution is based on the deep domain expertise from our team of HR and IC professionals, combined with the leading technical talent that is behind our product. The combination of domain expertise to define the right solution and technical expertise to deliver the right technology has enabled us to achieve an early and strong product-market fit which is delighting global brands in all corners of the world.

The StaffConnect platform has three core elements and has been designed specifically to increase engagement across the entire workforce:

☐ **StaffConnect App** – unites the entire workforce from the field to the boardroom – enabling all employees to engage with company communications and connect with and be inspired by corporate goals. Employees are empowered to express views and share knowledge across

business-lines, titles and geographies; increasing job satisfaction, loyalty and retention. StaffConnect is designed specifically to deliver a better employee experience, which ultimately leads to better served customers, greater customer loyalty and increased revenues.

☐ **Management Console** – provides authorized administrators a powerful yet simple tool to manage all aspects of the StaffConnect Platform. Reports and dashboards offer invaluable insight into employee engagement levels, to analyze and understand each individual, as well as the overall organizational experience.

☐ **AppSuccess Program** – customized consultations with a domain expert(s) to define a winning internal communications strategy, ensure a successful program and app launch, accelerate user adoption, and provide a pathway for feedback to continuously maximize app and program performance.

The secure native mobile app could be described as a new “mobile, social intranet” which extends beyond enterprise social networks and workplace communication tools by encouraging and enabling employees to have a voice. The feature rich solution means employees are informed, engaged and experience a stronger more positive employee experience. For our customers this represents greater productivity, higher retention, better operating margins and increased shareholder value.

Measurement is a key issue for internal communication and HR teams and accurately reporting on engagement has always been a challenge. To gain insight into the sentiment of the whole workforce as well as regions and functions within it, StaffConnect has developed an admin console which provides data-driven reporting on workforce engagement and sentiment.

To support our customers and help them gain strong and quick adoption with their users we developed our unique AppSuccess methodology, designed by leading internal communications professionals. AppSuccess is based on best practice internal communications, applied to the technology platform and delivers winning programmes which accelerate adoption in the enterprise. With AppSuccess we build strong working relationships with our customers, taking the time to understand their business needs and goals, to ensure the value of StaffConnect is maximised in their business.

In regards to competition, StaffConnect eliminates the threat of rogue app deployment (i.e., WhatsApp, WeChat, SnapChat), and the subsequent sharing of confidential and/or personal data, and the consequent legal and/or regulations compliance risk (i.e., GDPR).

Customer validation:

Molly Thompson, Vice President of PR and Communications, YMCA of Greater Charlotte, stated, “Roughly 4,700 people work for the YMCA of Greater Charlotte, but you’ll find very few sitting at a computer. Our employees are engaging kids in camp activities, teaching swim lessons, assisting seniors in health and wellness classes and delivering countless programs that strengthen individuals and our community. One of our greatest challenges as an organization has been internal communication and staff engagement. Staff surveys indicate that our teams often feel disconnected and uninformed.”

“But, we wanted more than just a communication tool for employee communication, we recognized that to be successful we needed to partner with a provider that had the communications expertise to support and guide us on best-practice content strategy, from launch and into ongoing usage,” continued Thompson. “After quite a bit of exhaustive research we found that only StaffConnect could deliver the end-to-end solution we required. The StaffConnect app is quickly becoming our employees’ primary resource for information and connection to our cause. StaffConnect allows our headquarters to share important news and information with our staff teams and allows employees to ask questions or make comments. Within the comfort and safety of an internal environment, our employees post both personal and professional content that lets them know their thoughts and ideas have value. On StaffConnect, our employees highlight teammate behavior worth replicating, they recognize milestones and celebrate achievements. StaffConnect is so much more than a communication tool, it is a pathway to the kind of culture in which our people want to live, work and stay.”

Learn more by reading these StaffConnect Case Studies:

<https://www.staffconnectapp.com/customers/>

Why nominee should win

- StaffConnect transforms the employee experience by enabling organizations to connect, communicate and engage with their entire workforce, especially remote, non-desk employees.
- The customer-branded mobile app gives employees ‘a voice’ – w/access to company and user-generated content to increase loyalty and productivity.
- The cloud-hosted platform empowers employers to target content, w/analytics, to deepen engagement.



- **StaffConnect enables businesses to inspire their workforces to deliver better performance, improved employee and customer experiences and greater shareholder value.**
- **StaffConnect enables nonprofits to reach full potential, including raising funding and donations, attracting ideal new employees and volunteers, and retaining and improving the productivity and results of its current workforce.**