



Internal Communication and Engagement Analytics

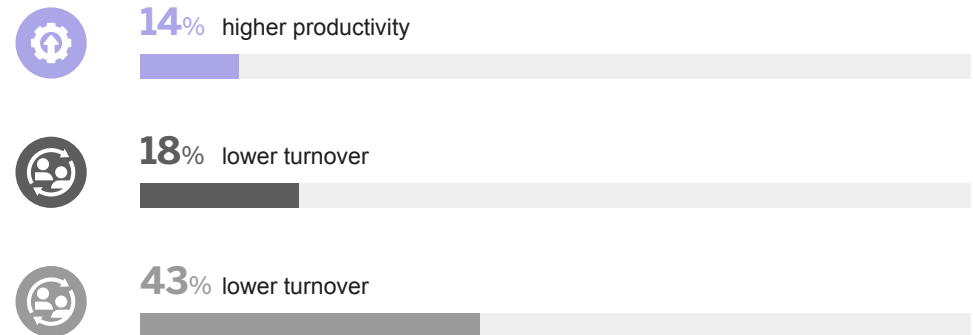


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Even with increased technological sophistication internal communications continue to miss the mark. Nearly half of all Internal communications professionals surveyed feel they are missing the tools and data sets to deliver effective communications and 74% of employees feel they're missing out on company news.

Employees who are not engaged or who are actively disengaged cost the world \$7.8 trillion in lost productivity, according to Gallup's State of the Global Workplace: 2022 Report. That's equal to 11% of global GDP.

Employee Engagement studies suggest a highly engaged workforce increases profitability by 21%, and companies that perform in the upper quartile compared favourably with those in the bottom quartile, experiencing:



There's clearly a bottom-line impact (negative or positive) of an engaged workforce; and yet many organisations come up short. Deciding what to measure, when and how, is an important first to understanding the impact of communications and engagement initiatives.

Towards Internal Communication Effectiveness

① Start with the goal in mind

If for example cutting down emails is a goal, then actively target email reduction.

Consider ways to cut down the number of emails sent and received. Policy and operational updates, staff moves, adds and changes, event invitations and staff shout outs can all be done on the intranet, in townhalls and standups.

Measure: Number of emails sent/ received this year vs last year

② Work towards meaningful communications

Take the time to understand how you can effectively reach your specific target audience without broadcasting to all. Use the information in the active directory and HR systems to provide comms based on attributes such as:

- Role
- Location
- Department or functional area
- Length of time employed

Measure: Engagement with comments, feedback, ideas and conversation.

Conduct user research to uncover the preferred channels for any given audience and leverage this in your plans and initiatives.

Measure: Uptake measured across the various channels and devices.

Measure: Establish a percentage of overall size of market to create internal benchmarks. Over time you'll gain an understanding of the numbers that constitutes great or underperforming campaigns and communications.

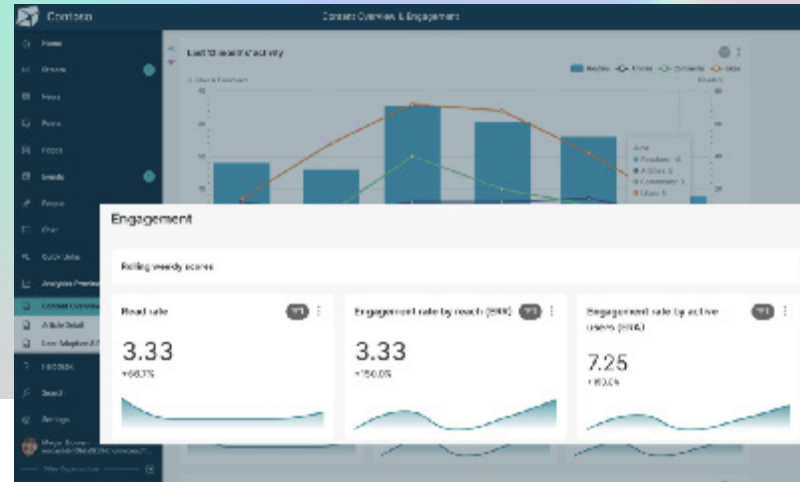
Towards Internal Communication Effectiveness

3 Think like a marketer

Conduct 'A-B testing' to find the best ways to get through to your audience, including the following:

- The most engaging subject lines for your audience
- The most interesting topics
- The day of week and time of day where your audience is most receptive to your messaging
- Use a made-for-measure CRM or eDM platform to send out comms.

Measure: Open rates, click-throughs, sentiment using the in-built analytics of your messaging platforms, including across the intranet.



Bring everything together

Take a systemic approach and bring the communications measures together and add other organisational data key data points into a single dashboard. This enables a holistic picture of your communication and engagement landscape. It also allows you to pinpoint subtle changes in the data so you can understand the impact of key initiatives, internal campaigns, or experiments.

Centralising and consolidating data allows you to be in control and to know when things are, and are not working.

Over time mature organisations tie internal efforts to external outcomes such as customer targets and also align to other important metrics like attrition rates and overall staff satisfaction.

References

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