PULSE firstup

IT Leaders Agree: Employee Engagement and Communications Drives Productivity



Engaging employees has become increasingly complex in 2020. With teams working from home and relying on technology to communicate with their colleagues, IT leaders say improving those channels and methods is a high priority that leads to productivity improvements. But with so many channels to choose from, particularly for office workers, staff are becoming overwhelmed with digital noise. Meanwhile, frontline workers are being left behind without the same access to technology and are increasingly becoming less engaged and engaged.

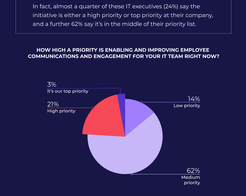
SocialChorus and Pulse surveyed 100 global enterprise IT leaders to uncover how they're prioritizing employee engagement and communications improvements, why their workforce's productivity is declining, and the top technology features that would help them derive greater ROI from their digital employee experience investments.

Data collected from Aug. 31 - Sep. 21, 2020 | Respondents: 100 Enterprise IT Executives

IT Leaders are Prioritizing Employee Engagement and Communications More Than Ever

The vast majority (96%) of IT leaders say their team is at least partly responsible for improving internal communication and employee engagement, including 18% who say IT plays a significant part in the employee digital experience.

HOW SIGNIFICANTLY IS YOUR IT TEAM RESPONSIBLE FOR PROVISIONING, ENABLING, MANAGING AND IMPROVING INTERNAL COMMUNICATION AND EMPLOYEE ENGAGEMENT SYSTEMS?



The work-from-home reality has driven the improvement of employee engagement and communication to be a higher priority initiative for 93% of IT teams.

GIVEN THE REMOTE WORKING ECONOMY, HAS EMPLOYEE COMMUNICATIONS AND ENGAGEMENT INCREASED IN PRIORITY AT YOUR COMPANY THIS YEAR?



In fact, almost a quarter of these IT executives (24%) say the initiative is either a high priority or top priority at their company, and a further 62% say it's in the middle of their priority list.

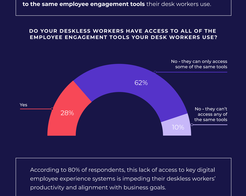
HOW HIGH A PRIORITY IS ENABLING AND IMPROVING EMPLOYEE COMMUNICATIONS AND ENGAGEMENT FOR YOUR IT TEAM RIGHT NOW?



CURRENT EMPLOYEE COMMUNICATIONS CHANNELS ARE CREATING TOO MUCH NOISE

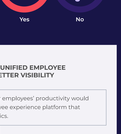
Right now, most employees (**78%**) are using at least 6 channels to communicate internally at their organization. More than a third (**41%**) leverage more than 10 channels.

HOW MANY TOOLS, COMMUNICATION CHANNELS, AND SYSTEMS DOES YOUR DESK-BASED WORKFORCE CURRENTLY USE AS PART OF THEIR EMPLOYEE EXPERIENCE AND INTERNAL COMMUNICATION?



Due to the **volume of employee engagement channels** being leveraged by their workforce, **74%** of IT leaders say their **staff's productivity has been impacted.**

DO YOU AGREE THAT YOUR EMPLOYEES ARE EXPECTED TO ENGAGE WITH TOO MANY TOOLS INTERNALLY RIGHT NOW, LEADING TO TOO MUCH DIGITAL NOISE AND PRODUCTIVITY CONCERNS?



In addition, with engagement spread across multiple channels, platforms, and tools, **96% of the IT teams managing those technologies admit they don't have complete visibility into employee experience.**

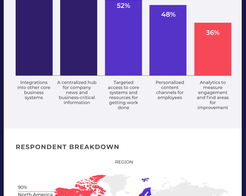
ON A SCALE OF 1-5 (5 BEING COMPLETE), HOW WOULD YOU RATE YOUR LEVEL OF VISIBILITY INTO EMPLOYEE ENGAGEMENT METRICS AND ANALYSIS ACROSS ALL COMMUNICATION CHANNELS?



DESKLESS WORKERS LACK ACCESS TO THE DIGITAL WORKPLACE, WHICH HINDERS PRODUCTIVITY

Almost three quarters (**72%**) of IT leaders admit their **deskless workers**—the staff who don't work at a computer full-time—**don't have access to the same employee engagement tools** their desk workers use.

DO YOUR DESKLESS WORKERS HAVE ACCESS TO ALL OF THE EMPLOYEE ENGAGEMENT TOOLS YOUR DESK WORKERS USE?



According to 80% of respondents, this lack of access to key digital employee experience systems is impeding their deskless workers' productivity and alignment with business goals.

ARE YOUR DESKLESS WORKERS LESS PRODUCTIVE AND ALIGNED WITH BROADER BUSINESS GOALS BECAUSE THEY'RE MISSING DIGITAL APPLICATIONS AND KEY INFORMATION?

IT LEADERS WANT TO DEPLOY A UNIFIED EMPLOYEE EXPERIENCE PLATFORM WITH BETTER VISIBILITY

All respondents (**100%**) believe their employees' productivity would improve if they had a digital employee experience platform that unifies content, systems and analytics.

TO WHAT EXTENT WOULD YOUR WORKFORCE'S PRODUCTIVITY INCREASE IF YOU SIMPLIFIED THE EMPLOYEE EXPERIENCE BY PROVIDING EASY ACCESS TO CRITICAL TOOLS AND INFORMATION?

As well, 49% of these same leaders moderately or significantly agree they'd be able to better calculate the ROI of their employee communication channels, measure engagement, and boost productivity with a unified view of analytics across all tools and platforms.

HOW MUCH WOULD A UNIFIED VIEW OF ANALYTICS ACROSS ALL WORKERS AND COMMUNICATIONS CHANNELS HELP YOUR TEAM IMPROVE AND MEASURE EMPLOYEE PRODUCTIVITY, ENGAGEMENT, AND ROI?

The **features** these IT executives would most value to improve engagement, productivity, and communication channel ROI are **software integrations (66%)** and **centralization of company information and resources (64%).**

WHICH EMPLOYEE COMMUNICATION TOOL FEATURES WOULD BE MOST HELPFUL TO IMPROVING ENGAGEMENT, PRODUCTIVITY, AND ROI?

RESPONDENT BREAKDOWN