

Executing emergency response strategies and modernizing employee communications





By implementing Workgrid,
a forward-thinking library
has delivered mobile-first
communications to securely
reach and update staff
during the Covid-19 crisis
and beyond.



Challenge

Effective employee communication has always been a main priority for the library. But their existing process — a combination of email, text, and phone communications — wasn't reliable or scalable.

Add to that the constant, urgent disruptions introduced by a global pandemic, such as building closures, changing schedules, safety protocols, etc., and it quickly became clear that they needed to deliver Covid-19 and other important company information via a single, mobile-accessible channel to establish a single source of truth for employees.

They recognized that meeting this need would require a mobile communication tool that would:

- Create a centralized location for important communications and information
- Offer an easy way to alert staff of critical updates

The tool also needed to make it easy to provide every employee with the information they needed to feel safe and effective.

Effective employee communications have been a focus for HR and internal communications professionals throughout the pandemic.

One of the main pieces of guidance consistently provided is to establish a "single source of truth" in the form of a dedicated, mobile-accessible location where all coronavirus-related updates and information can live.

Solution

After evaluating an array of options, the library selected Workgrid as its solution because the employee communication app offered out-of-the-box functionality that delivered the specific functionality they needed.

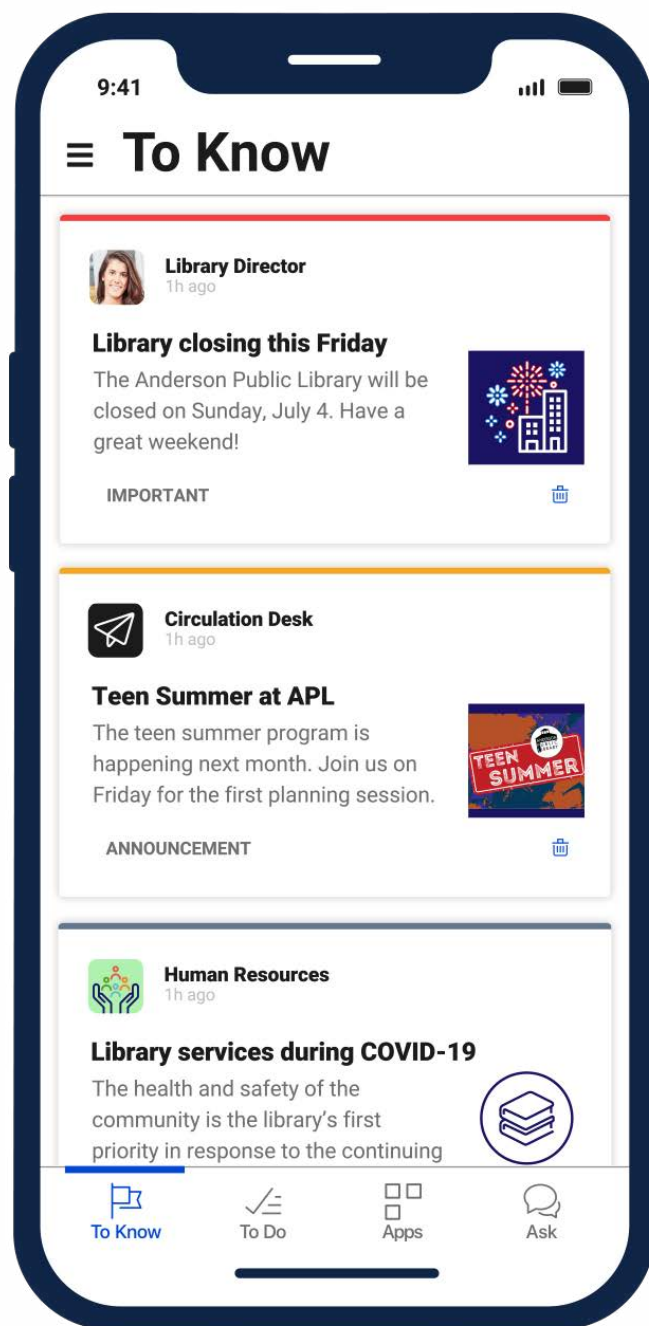
Workgrid's employee communication app has become an integral part of day-to-day employee communication efforts, providing employees with a single, reliable source of announcements and updates. It will also be used as a cornerstone of all crisis communication plans going forward, ensuring no employee is left out during a time of crisis or otherwise.

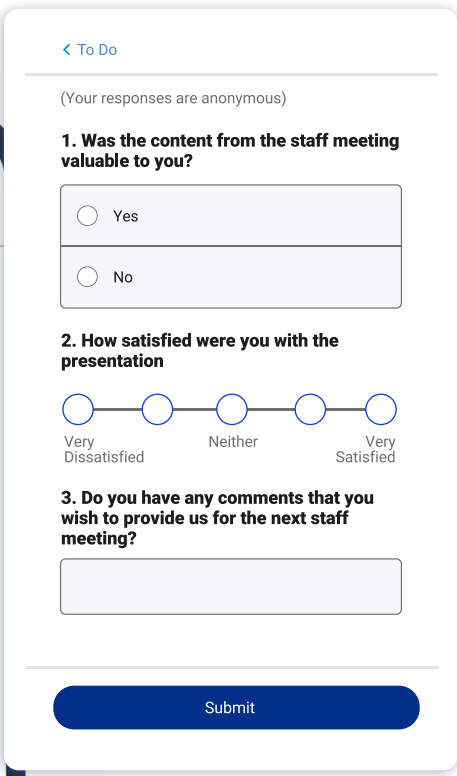
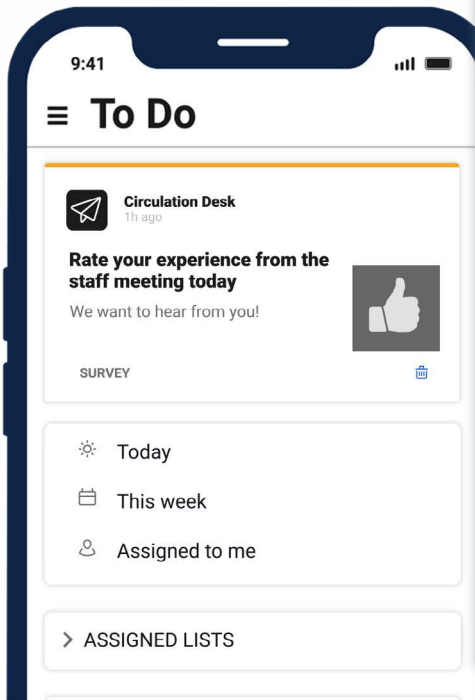
Most importantly, the library was able to have Workgrid implemented quickly because no in-depth technical resources were needed.

Functionality included:

✓ Reliable channel for effectively reaching employees with important communications

With Workgrid's Smart Notifications, the library can send personalized, contextual communications to employees via push notifications, so employees always have the latest information on building closures, health and safety protocols, and other changes that impact their work environment.





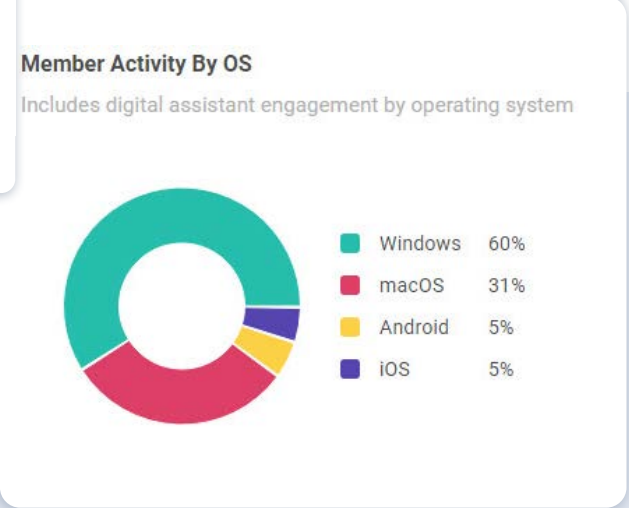
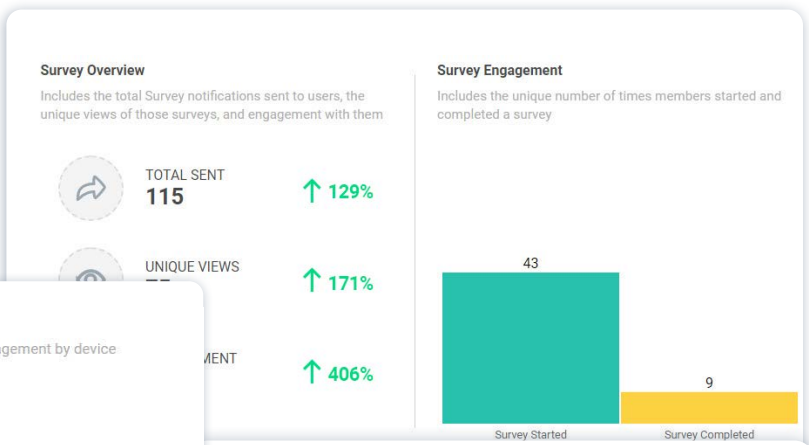
Easy-to-use tool for soliciting feedback

Leveraging Workgrid's survey tool, the library has the power to solicit feedback on Covid-19 policies and procedures to get a pulse on how employees are faring throughout the pandemic.



Ability to measure communication engagement

With Workgrid's analytics, the library can gain an understanding of what types of content are actually being consumed, with visibility into what's being viewed, which channels are engaged with most, etc.



Benefits

- ✓ Better informed employees with anytime, anywhere mobile access to important information, plus real-time alerts for critical updates.
- ✓ Improved employee experience through easy-to-administer pulse surveys that make it easy to identify and take action on employees' concerns and frustrations.
- ✓ Reliable and scalable employee communication functionality with an easy-to-use platform for sending and scheduling communications.

Interested in seeing Workgrid in action yourself?

Sign up for a free trial!



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