

GET “MOBILE FIRST” WITH YOUR TALENT STRATEGY

Virtually every organization is striving to become “mobile first.” Teams like yours are looking for ways to address employees, management, partners, and customers via the devices they prefer -- cell phones and tablets.

Creating HR systems that address this issue has proven difficult. Is it even possible for HR professionals to create and distribute their own mobile apps? Thanks to app-building platform technology, yes it is! Read on to learn more.

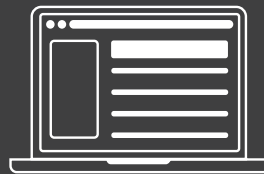
No Choice But to Be “Mobile First”

Every indicator is telling us that mobile is the preferred channel for communication, and everywhere we see signs that the old methods are letting us down. Many companies have handed down a mandate to be “mobile first” or to undergo “digital transformation,” but aren’t following up with plans for getting there. A few things, however, are undeniable:



We can’t rely on email.

Because people don’t open their emails. Each of us sends and receives about 116 business emails per day. We’re so scared that people won’t read our emails, we’re resorting to subject lines like “Plz read before deleting! Thx in advance!” and “IMMEDIATE ACTION ITEM INSIDE!!!!”



Intranets are where docs go to die.

One system never tends to stick, they easily become stale with normal company turnover, and it’s often a wild goose chase trying to hunt down the exact document you’re looking for. And good luck using any of these on a mobile phone.



Printing isn’t an option.

Why would anyone print anything at this point? If people can’t be bothered to check their email, in what world are they going to sift through a stack of papers to find what they’re looking for?

Clearly, there’s a need to evolve beyond where we currently are. But what exactly can be made mobile?

Ways to Take Advantage of Apps

Internal talent apps are taking the frustration out of creating a dialogue with the workforce because they remove messaging from a crowded channel and host it in its own. When an HR team suddenly has the ability to push message the entire company or send out feedback surveys on a weekly basis, it fundamentally changes the way in which they are approaching employee communication.

A mobile app is a great way to implement a data collection mechanism without a lot of overhead or extra messaging. HR teams can rely on the passive data that an app collects from its usage, but also take great advantage of active data collection through surveys and live polling.

Want to get a quick hit on employee sentiment? Send out a small satisfaction survey. Want to solicit questions for company execs for the upcoming all-hands meeting? Drop in a feedback form that allows anyone to submit a question. Get focused, in-the-moment feedback without setting up some sort of complicated survey system.



Onboarding & Welcome Programs

Getting new employees up to speed requires delivering a lot of concentrated information in a relatively short timespan. Combat information overload by neatly placing all your need-to-knows into one mobile resource that can be referenced later at-will. Onboarding apps also solve the problem of feeling like you lose touch with new hires after those first initial meetings - check in with a few strategic push notifications and feedback surveys.



Leadership Training

Turn a leadership training program or summit into a digital event by providing an app that serves as a central hub of communication. Allow leaders from across your organization to form stronger bonds with networking and engagement features that will extend beyond the training and throughout their careers.



Team-building Activities

Mobile apps features like shared photo albums and social activity feeds turn team-building activities into exciting events. Use an app to add a social layer onto whatever you have planned. People love checking to see who has uploaded the funniest photo or whose post has the most likes - building stronger relationships along the way!



Intern Season

Your intern program can feel like a true experience if you join your cohort together with a mobile app. Know their thoughts with surveys, send them reminders or encouragement with push notifications, and even host documents for them to reference throughout their time with you. They'll love it because they can chat directly with their fellow interns through the app, and you'll love it because they're forming strong relationships with each other and your company as a result.

Adopting an App Platform

App building platforms are SaaS solutions that allow companies to maintain control of the content within owned mobile apps and deploy those apps at scale, all without the need for a developer. App platforms are making the mobile communication channel accessible and, for the first time, affordable.

Adopting an app strategy as a preferred communication channel may take some internal organization and paradigm-shifting, but global businesses are taking on digital transformations because they see the potential for big reward.

MIT found that companies who embrace digital transformation are 26% more profitable than their average industry competitors.¹

Digital transformations happen when technology can be implemented widely and quickly. Companies love app-building platforms because they do just that. App building platforms are growing in popularity because they provide:

Anywhere access

Cloud applications like app building platforms have one requirement - a working internet browser. When you work with a SaaS company, there's nothing to update, it can be accessed anytime and anywhere, and it's always improving without requiring you to purchase an upgrade.

Development without technical skills

If an app building platform takes the technical skill out of building an app, then anyone can publish their own. As a result, a mobile strategy doesn't need to be adopted, owned, and executed by one single stakeholder - the responsibilities can be distributed across the organization.

The ability to start small and grow as you go

Adopting an app platform is a comparatively small risk, especially when you stack it up against custom app development. Testing out a mobile strategy with a platform allows you to try out some ideas with very little buy-in, iterate, and then scale up when your organization is ready.

Extreme flexibility

An app building platform provides a clean slate. Users of an app platform don't have to be constrained to a single use case - they're free to build the type of app they want using a toolbox. App platforms can therefore be taken up by any business unit and made to suit their individual needs

Right feature set

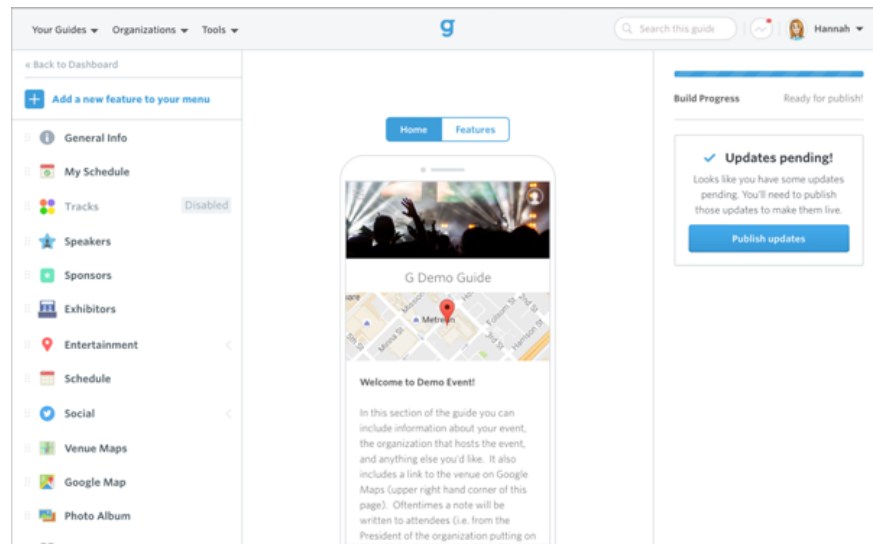
In addition to the above capabilities, you should look for a number of key features in your mobile app platform. These include:

- **Notifications** - Keep employees up to date via an in-app inbox or push notifications
- **Surveys** - Take the pulse of your organization in real-time.
- **Document Hosting** - Store important materials on mobile devices in case network connectivity is limited.
- **Website Integrations** - Link other important websites within the core app.
- **Usage Metrics** - Gain valuable insight from learning how employees are navigating app information.
- **Collaboration Support** - Work with other members of your organization so that you can work together on an app's content.

¹<http://www.ladn.eu/data/document/etude-mit-center-for-digital-business-cap-gemini-consulting.pdf>

guidebook BUILDER

At Guidebook, we've always had the philosophy that there shouldn't be any major barriers standing between you and the ability to create mobile apps. It's how we've led the app platform industry for years with our easy-to-use content management system - Builder - that's published thousands of apps to date.



If you want to quickly create apps for your company you'll love Guidebook because:



We scale up (and up...and up).

We're built for volume. The more apps you build, the cheaper it gets. And handy tools like app cloning and building templates make it easy to crank out apps for everything.



We're always getting better.

Our cloud-based SaaS model allows us to constantly push product updates. We've made over a dozen major improvements in the last 3 months alone!



We have great support.

98% of our customers say they're satisfied and we reply to support requests in an average 8.4 minutes. (Industry averages are 87% and 22.5 hours, respectively.)

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