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Communications For The Modern Workforce

Navigate The Challenges Of The 21st Century Workplace And Learn How To Get The Right Information To The Right People At The Right Time

Right now, all of us are doing something big: we are building the future of work. The way that businesses operate is changing rapidly, and the choices we make now determine whether we can create environments where our people can thrive and do their best work - next year and a decade from now.

Meet The On-Demand Workforce

The change in the way we communicate is part of a larger cultural shift in the way we work. According to the National Bureau of Economic Research, "between 2005 and 2015, approximately 94 percent of net new employment in the United States occurred within the alternative work arrangement." As a result, there's more work than ever happening outside of the office.

This creates a gulf between what internal communication and collaboration once was and where it stands today. There was a time not that long ago when working from home wasn't possible. Previously, employees had to be in the office or provide access to an alternate phone number if they were out.

Now, the modern workforce is always connected. Co-workers no longer need to find each other in the office or connect during real-time meetings. Instead, employees can connect and message each other from anywhere. The problem isn't communicating across offices, but communicating to remote workers and contractors who could be anywhere on the planet.

But this flexibility comes with a key benefit - it's central to the happiness of employees. In fact, a study by Forbes shows that workers are 87% more likely to love their jobs if they work from home. Technology plays a huge role in freeing employees from their desks and making remote work possible.

However, this also comes with challenges that can negatively impact engagement and productivity without the right systems. More than half of remote workers say that their top challenges are related to communication, social engagement and isolation. Clearly, there's a disconnect between the state of the workforce and current business processes.

How We're Failing Our People

Consider this: How many times a day do you find yourself consuming information that isn't relevant to you? Every day, we're bombarded with messages and updates across multiple channels that can quickly derail our productivity. While we may think that internal communications are key to keeping your organization running, without the right tools and approach they can actually be hurting it.

During the day, continual notifications of incoming emails, texts and instant messages are overwhelming employees. Some of this communication can be helpful but unfortunately, much of it creates nothing more than a distraction. In fact, employees spend five hours per day checking emails, according to CNBC.com. Worse, 144 out of the 200 emails an office worker receives each day are irrelevant to them.

The time wasted goes beyond the minute it takes to check a message. It takes the average person 23 minutes to fully return to their tasks after an interruption. So, every message a person receives impacts their quality of work. By not targeting their messaging, organizations are wasting resources.

Beyond that, studies show that the way employees compensate for all this distraction comes at a price. People tend to work faster to make up for the lost time, which leads to more stress and frustration for them. Employees also set up their own communication channels to get their work done. This creates information silos and communication hubs that inhibit collaboration across organizations.

All of this lost time costs your organization a lot of money but it also contributes to a larger problem. It gets in the way of creating a happy, engaged workforce. No one can be productive when they're constantly wading through an inbox full of garbage.

The Impact Of Endless Searching

This endless search for information creates even more frustration for employees. According to Interact Source, 19.8% of business time – the equivalent of one day per working week – is wasted by employees searching for information to do their job effectively. That means your employees simply can't find the information they need, when they need it.

This frustration is compounded when employees turn to the digital tools where they expect to find information. Search engines were the first tool that made us take finding things for granted. But search engines rely on internet content creators to optimize it. They feed its algorithm the clues necessary to rank it. People in your organization, however, are creating great things all the time without any thought to how they'd get found. As a result, no one can find all of that content.

Instead, employees find ways to collaborate and store documents outside of the systems their company provides for them. This increases the risk that users will make mistakes, repeat conversations and miss out on the latest versions of documents.

Further, fruitless searching negatively impacts their ability to process information and make decisions. This means that for people in leadership roles, it's becoming increasingly difficult to make good business decisions.

The solution to this issue lies within the technology companies invest in. Your workforce is trying to implement their own systems with efficiency in mind. They're trying to get work done faster and promote collaboration and communication. But the technology isn't meeting their needs.

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The Problem With Enterprise Technology

In a world where so much is possible with technology, why hasn't enterprise technology caught up with consumer applications? The way we interact has changed but the process of developing enterprise technology hasn't. This makes many of the applications organizations invest in feel clunky and outdated for users.

That's because your employees are used to consumer technology. They can drag up any fact ever recorded in the history of human knowledge in seconds, thanks to search engines. Most enterprise technology doesn't offer the same ease of use. Consumer applications are beautifully designed and do a small number of things well. In contrast, enterprise technology is built to do many things but lacks intuitive features.

These tools may capture attention for a short period of time but if they aren't easy to use, employees will continue to seek out other options. As a result, intranet usage is low across organizations. A survey by Prescient Digital Media shows that only 13% of employees say they use the intranet daily. More than 30% say they never use it. The bottom line is, your employees expect you to provide applications that mirror the consumer experience. Anything else isn't useful to them.

Most applications are designed to help users communicate quickly or accomplish short-term tasks. This allows employees to churn out content, but it doesn't help them contextualize that information. It also doesn't help them add to the collective institutional knowledge. These issues can quickly turn into challenges that impact your organization as a whole.

When Frustration Plagues Your Workforce

Frustration isn't just a small inconvenience for your employees. When they can't find what they need to get work done, job satisfaction plummets. As a result of this, many problems crop up, aside from wasted time.

Poor Corporate Culture

Poor corporate culture can stem from a lot of different places. However, communication plays a big role. In fact, 73% of CEOs and CFOs believe that communication and collaboration among employees is key to positive corporate culture. Without a solid communication strategy in place, your business will fall behind when compared to top competitors.

Low Engagement

Low employee engagement is another common issue. Globally, 18% of workers are actively disengaged and an additional 67% are not engaged—meaning that 85% of employees worldwide show some level of disengagement. This becomes even more of a challenge when your employees don't have a clear way to communicate and collaborate with each other.

Employee Churn

Poor communication can also lead to a high rate of employee churn. This can cause real damage to your corporate culture and your bottom line. Turnover costs companies anywhere from 16% to 200% of an employee's annual salary, depending on their skill level. In contrast, organizations that communicate effectively are 4.5x more likely to retain the best employees. Keeping those great employees is good for your cash flow and morale.

The good news is that struggling to overcome these issues doesn't have to be your organization's reality. You don't have to rely on outdated enterprise technology for internal communication. Modern intranets bundle the features your organization needs into a user-friendly experience.

Solution:
Bonzai Intranet

Imagine what would be possible for your organization if you had a central digital hub. What if you could unify your organization and make it easier for them to communicate and collaborate? All of this will become a reality with Bonzai Intranet.

How Bonzai Does It

How do you bring people together in a single place to communicate and access the information they need? You can give your employees the solution they need to transform the way they work with Bonzai Intranet. Bonzai is a pre-built platform for SharePoint and Microsoft 365. Bonzai helps companies accelerate the productivity of every single team member with an affordable digital workplace that enables communication, collaboration and engagement.

We've conducted tree-branch user journey mapping with thousands of employees across all industries, business types and organization sizes. After carefully mapping their navigation habits we can say with confidence—we know where employees look for the things they need.

Based on those learnings, we've developed an intranet that delivers on your users' core need: the ability to find the right people and information, fast.

Bonzai GPS

Governance

Most intranet providers leave this to you but we know that managing information is crucial to the long term success of your intranet. We'll walk you through best practices and help you implement governance plans to ensure that everything remains in its place.

Predictive Navigation

We sent thousands of employees on pseudo scavenger hunts to understand how they navigate an intranet and structured Bonzai based on those learnings. No more generic buckets—every piece of information is exactly where your employees expect it to be.

Search

With Bonzai's best-in-class search your employees won't waste time looking for the information they need. A user-friendly, intranet-wide search box remains at the top of every page. And, even when employees don't know exactly what they're looking for, we've got them covered. Our type-ahead search offers predictive suggestions to lead them in the right direction.

Bonzai is also built with modern features to bring your organization into the future of communication. Here's a look at what you can expect:

Ability To Target Communications

Your employees don't want to get bogged down by irrelevant notifications. With Bonzai, you can target alerts by role, location, department, language and more to guarantee they get seen. This helps eliminate communication fatigue and ensures critical notifications get the attention they require.

Enable Work On The Go

Create a user-friendly digital workspace across all devices. Bonzai Intranet makes it simple for all employees to collaborate across teams, departments, locations and more.

Connect Employees And Promote Engagement

Build excitement, strengthen relationships and promote company culture with Bonzai's social tools. Give users the ability to like, share and comment on posts to keep engagement high. Your intranet can be a useful tool for collaboration and enhanced productivity that always feels natural.

Bonzai helps companies accelerate the productivity of every single team member with a best-in-class intranet that enables communication, collaboration and engagement.
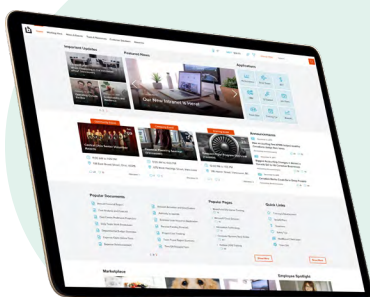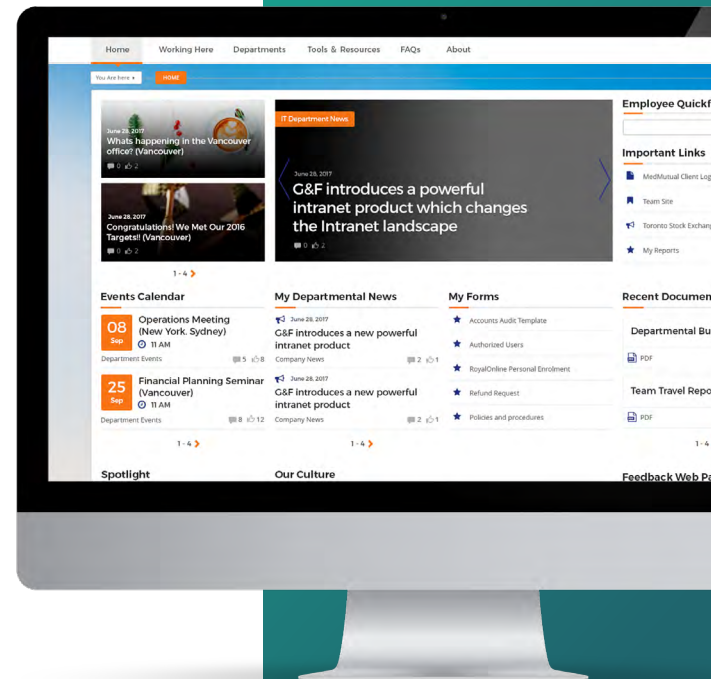
Ready To See What Bonzai Can Do For Your Organization?

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