

Mobile Communications for Non-Desk Employees

How do you reach employees who don't have a dedicated computer? In Tribe's most recent research with employees of large companies nationwide, employees without dedicated computers at work shared the following:

1 They don't want to give you their phone numbers

They're much more open to downloading an app to their personal mobile device than sharing their personal phone numbers. And about the same number of respondents said they would be okay with receiving company communications addressed to their personal email address.



Sharing personal phone number



Downloading an application



Sharing personal email address

2 They're really not that into you

When offered the options of receiving company communications via personal mobile phone number, mobile apps or personal email, a full 50 percent agreed with the statement "I wouldn't be interested in any of the above."

3 But they might check out the intranet after work

We asked how they would be most likely to access the company intranet, if it was accessible from anywhere (rather than behind the firewall). The numbers below support the appeal of pull versus push communications.

When not at work:

24% "I'd be likely to use my smartphone or table to visit the intranet."

41% "I'd be likely to use my home computer to visit the intranet."

We also asked respondents to share their advice for companies considering mobile devices for internal communications. Here are a few sample comments:

"Do it. Employees can get info from one consistent source."

"Don't do it."

"Make it non-compulsory."

"Keep it short."

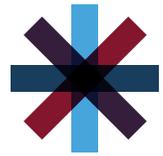
"I'd like that I can really access it anywhere."

"It's helpful to the employee to have those lines of communication."

"Balance is key."

"Be respectful."

Tribe's experience includes work with some of the world's top brands.



TRIBE

Best Practices

What does Tribe do?

We're an internal communications agency working with global and national brands to build employee engagement.

We share our expertise through these monthly Best Practices one-pagers and the GoodCompanyBlog.com, as well as our industry magazine, the Tribe Report. You can see digital versions of past publications on Tribe's website. To subscribe to the print version of the magazine, just send your mailing address to Nick@Tribeinc.com.

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