



HOW TEXT MESSAGING IMPROVES EMPLOYEE COMMUNICATION AND ENGAGEMENT

When employers want to better ensure that a message reaches their employees — regardless of where they work — they turn to text messaging. Texting is the communication channel that allows businesses to quickly, reliably, and successfully communicate with their employees. It's the method of communication most likely to reach, be read, and engaged with by employees. It's also fast, convenient, and reduces the workload of HR professionals and other staff tasked with staff communication.

In this eBook, learn seven best practices for using text messaging to improve employee communication and engagement.

DIALOG HEALTH

Two-way texting software and solutions



**HR LEADERS ARE
USING TEXT
MESSAGING TO
IMPROVE
EMPLOYEE
COMMUNICATION
AND
ENGAGEMENT**

Visit our website at www.dialoghealth.com for more information about our texting solutions.

Email us at info@dialoghealth.com for a free demo.

7 Best Practices

- 1. Open enrollment and benefits**
- 2. Emergency alerts**
- 3. Segmenting groups**
- 4. Surveys**
- 5. Mass/group alerts**
- 6. Language preference**
- 7. Emotional support and recognition**

IT'S A MOBILE-LED WORLD, AND IT'S NEVER BEEN MORE IMPORTANT TO USE TEXTING IN YOUR COMMUNICATIONS



When it comes to texting in America, there are some eye-opening statistics, including:

- **More than 90%** of text messages are read within three minutes of being sent.
- Responses to texts take an **average of just 90 seconds**.
- Text messages have an **open rate of 97%**.
- SMS has **4x the open rate** of email communication.
- **30% of voicemails** linger unheard for three days or more.
- Average email open rate is **under 20%**.
- Cost of mailing just one stuffed envelope is **\$1.20-\$2.00**.

Text messaging is also embraced by people of all ages.

In a mobile-led world where employee engagement has become an essential strategy, text messaging is a necessity. And with texting a universally accepted communication platform, it's become an invaluable asset for year-round communications.

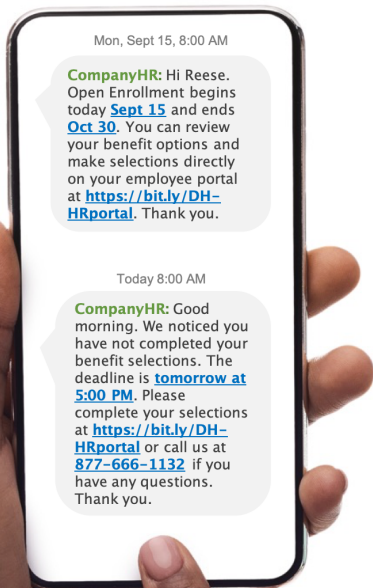
Not all texting solutions are the same. Employers need solutions to fit their challenges. At minimum, a texting platform should be cloud-based, include two-way texting capabilities and Tier 1 connectivity, and be easy to use and self-service for this environment of ever-changing, urgent communications.

OPEN ENROLLMENT AND BENEFITS INFORMATION: INCREASE ENGAGEMENT AND USAGE

The pandemic has made the general population more acutely aware of their health. It's also shined a spotlight on health coverage and the value of using one's benefits. Employers can send staff texts that provide timely information concerning their sponsored health insurance. This can include matters such as the start of open enrollment, open enrollment requirements and deadlines, link to the benefit election page or portal, coverage and availability of services, and where to receive additional information about benefits.

Automating a series of texts to go out before open enrollment starts and throughout the enrollment period is a simple and effective way to increase engagement and participation. Many employers also use automated text campaigns to drive engagement with company-sponsored health and wellness initiatives.

- Start and end of open enrollment
- Link to benefits, FAQs, and portal
- Reminders about using benefits
- Share contact details of the benefits representative
- Open enrollment information and reminders
- Link to Employee Assistance Program (EAP)



"Dialog Health provided the perfect delivery method for our mobile compatible enrollment website, resulting in the elimination of costly onsite enrollments, worksite disruption and with a much higher participation rate than hosting voluntary benefits on benefit admin systems."

– Tom Smith, Founder of VBA, Voluntary Benefits of America

EMERGENCY TEXT ALERTS: SUPPORT BUSINESS RESILIENCY BY ENSURING AN EMERGENCY COMMUNICATION CHANNEL

Events of the last few years, including the pandemic, severe hurricanes, wildfires, and extended power outages, remind us of the importance of business resilience planning and the need for an effective emergency communication channel to support such a program. Text messaging is a fast, effective way of keeping employees current on expectations. It is also valuable when a business must quickly inform staff of a significant development, such as a power outage, major road closure, or team member testing positive for COVID-19.

As the Department of Homeland Security's Ready website notes, "When an emergency occurs, the need to communicate is immediate. ... An important component of the [emergency] preparedness program is the crisis communications plan. A business must be able to respond promptly, accurately, and confidently during an emergency in the hours and days that follow. Many different audiences must be reached with information specific to their interests and needs."

Text messages for emergency communications:

- Emergency communication
- Unexpected business closure
- Natural disaster update
- Shelter in place and lockdown

"Thank you, Dialog Health. Texting helped us execute our emergency preparedness plan and keep our patients and staff safer."

– Message from hospital executive in Florida following Hurricane Ian



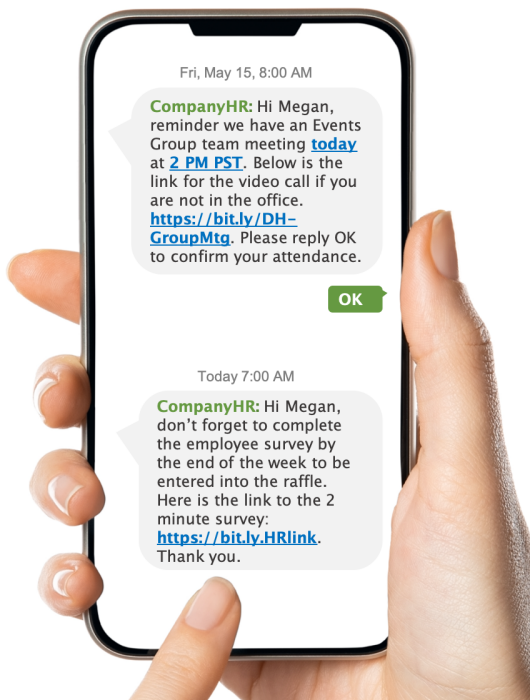
SEGMENTING GROUPS: FOR TEXTING THE RIGHT PEOPLE

One of the most beneficial functions of certain text messaging platforms is the ability for users to quickly send messages to specific groups of staff. While some messages may need to go to all staff, such as emergency announcements, many messages will only be applicable to certain segments of staff. This can include subgroup texts based on employment status, location (i.e., internal vs. remote), department, and seniority. The ability to send targeted, meaningful communications to these segments helps ensure staff engagement with messages. If staff receive non-applicable messages, they may begin to ignore messages or pay less attention to messages sent from their employer.

- Deadline reminders for those who have not completed a task (e.g., open enrollment, certification completion, annual staff survey)
- New staff orientation
- Leadership/management meeting
- Benefits changes and updates for full-time employees
- Messages for remote staff
- Revisions to vendor guidelines

"The automation, customization, and personalization of Dialog Health's platform is a game changer."

– Director of Communication



SURVEY TEXT ALERTS: SEND A QUESTION THAT REQUIRES A RESPONSE

Employers are looking for staff to quickly provide information and feedback that can help guide timely decisions. Both can be accomplished using surveys conducted via text message.

Whether you are sending a link to a survey or asking for an immediate rating or a vote, texting has proven to have a higher engagement rate than other communication methods. Employers can quickly assess staff comfort with changes to policies and procedures, determine if staff have the resources needed to perform their jobs effectively, request feedback on new initiatives, and much more.

If your employees experience a communication gap, you run the risk that they will come up with their own narrative about internal and external problems and priorities. This could harm staff morale and motivate team members to consider employment elsewhere. Communicating clearly and frequently about where your organization is going and how you're going to get there allows you to control the narrative while reducing staff gossip and stress.

Please rate your onboarding with the IT team today.

1: Very poor, 2: Poor, 3: OK, 4: Good, 5: Very good

The Culture of Safety Survey window is open thru 12/21/22. Click here to complete your survey today:
><https://bit.ly/4je3k0>

We are always looking for ways to improve our onboarding. What could we have improved for you today?

1 WEEK LEFT! Friendly reminder - click here to complete the Employee Pulse survey for a chance to win in our next raffle on Friday:
<https://bit.ly/4je3k0>

MASS/GROUP TEXT ALERTS: GET TIMELY MESSAGES TO LARGE NUMBERS OF EMPLOYEES

Text messaging is the most effective means of communication when an organization needs to provide a timely update or make a time-sensitive request of its employees. Emergency communications are a critical time when mass/group text messaging comes in handy, but there are many other examples of when a business would want to reach and engage most or all its employees.



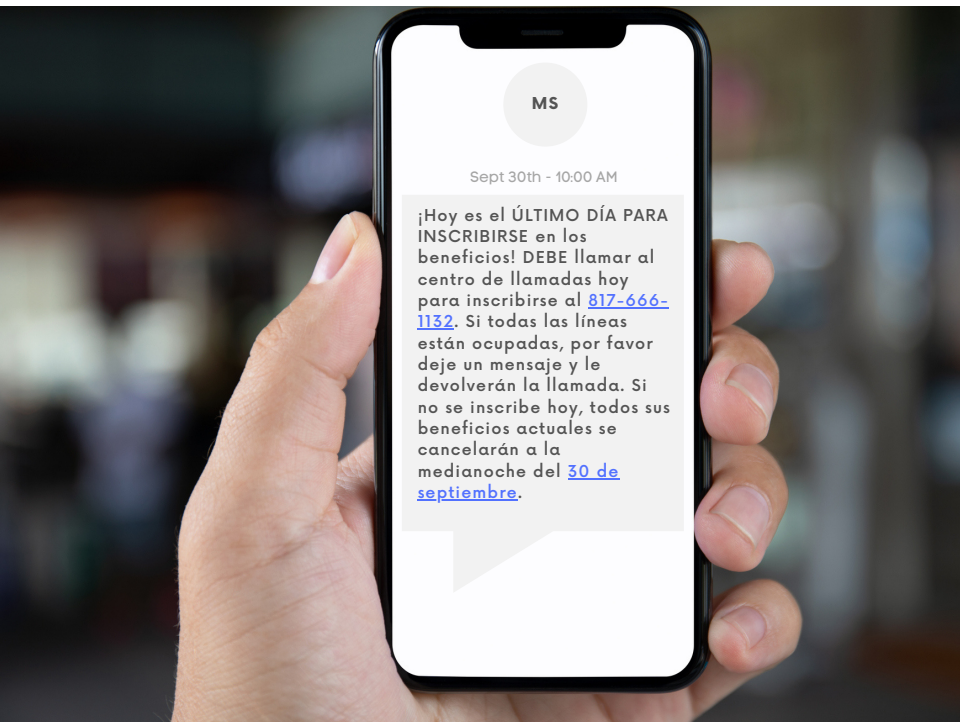
- Scheduling gaps that must be filled
- Company-wide meetings/trainings/links
- Announcing start of open enrollment
- Company initiatives (e.g., blood drive, milestone celebration)
- Road and mass transit closures/delays that affect commutes
- Construction that affects parking and entering/exiting the building
- Revised hours of operation
- Updated staff schedules

LANGUAGE PREFERENCE TEXT: FOR TEXTING IN PREFERRED LANGUAGE

Communicating in the preferred language of employees, whether communicating to them or receiving communication from them, eliminates language barriers. Employers should seek out a text messaging solution that supports texting in multiple languages.

Sending text messages using employee's preferred language will drastically enhance communication and achieve higher engagement.

Translation for text below: "Today is the FINAL DAY TO ENROLL in benefits! You MUST call the call center today to get enrolled 877-666-1132. If all lines are busy, please leave a message and they will call you back. If you don't enroll today, all your current benefits will cancel on midnight September 30."



EMOTIONAL SUPPORT AND RECOGNITION TEXTS: STAFF MORALE AND JOB SATISFACTION

While most text messages sent by employers will concern business and safety matters, there are other beneficial ways to use the technology: providing emotional support to and recognizing staff. Sending an uplifting text message can have a positive impact on mental health while text messages that recognize the hard work and dedication of staff can improve how staff view their employer. With staff turnover rates near record highs, employers must leverage a variety of tactics to keep staff satisfied with their job and work environment.

We believe the value of supportive and recognition text messages can be underestimated, but that is changing as mental health needs are better understood and businesses focus more on staff satisfaction. Below are a few examples of texts employers are sending to help lift the spirits of their team members.

Today we celebrate Jane's 10-year anniversary with us! There will be cake in the break room shortly. Please help yourself to a piece on your afternoon break and congratulate Jane when you see her!

Is there a team member who provides exceptional customer service day in and day out? Click here to nominate that person for one of our Customer Excellence Awards: ><https://bit.ly/.....>

Emotional support and recognition for your staff is priceless.

CONCLUSION: HOW TEXT MESSAGING IS IMPROVING EMPLOYEE COMMUNICATION AND ENGAGEMENT

Text messaging is a proven method for communication and improving staff engagement, among other benefits. As text messaging has become the preferred communication method for a growing number of Americans, organizations should evaluate how they can incorporate two-way text messaging as a communication platform or build on its existing use.

DIALOG HEALTH TEXTING SOFTWARE: INTUITIVE AND EASY TO USE

Dialog Health's two-way texting platform is cloud-based, user-friendly, and quick to deploy.

Cloud-Based Software

Use your computer - no app to download

Easy-to-Use Console

Be up and running quickly and efficiently

Secure and Reliable

Fully HIPAA, TCPA, and CTIA compliant platform

Scalable Platform with Multiple Solutions

Scalable across your enterprise. Grows with your needs

Real-Time Analytics

Interactive, real-time data for immediate, informative actions

Setup and Integration Friendly

Easy integration process with your existing systems

Training and Customer Success Support

Many best practice resources and fantastic customer service



WE ARE HERE TO HELP. CONTACT US TODAY.

Organizations interested in adding or expanding text messaging should visit the Dialog Health website at dialoghealth.com, text or call (877) 666-1132, or email info@dialoghealth.com.

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