



Employee Engagement – enabling personalised communication

The demand to react quickly, align with changing business needs and engage employees continues to challenge HR and Communication teams. This document outlines common threats and introduces a solution that reduces cost and increases return.

Threats to your Employee Engagement

Employee disengagement threatens the very heart of a business, contributing factors are information overload, the lack of message personalisation and limited visibility of communication performance.

The high cost of administration such as distribution list maintenance, multiple delivery tools and high support desk activity continue to weigh down performance and impact the bottom line.

Major changes within the business such as acquisitions, mergers, re-organisations, new business processes and project roll outs provide high profile opportunities to shine or fail.

Legislative requirements continue to develop and demand new ways to deliver and prove compliance.

To compound all of the above, the reputation of your team amongst internal customers is often reliant on informal subjective feedback.

myCommsCentre Targeted Communications

myCommsCentre is a software only, SAP certified, targeting and audit solution, leveraging your existing data and infrastructure. The business can ensure users and employees only receive relevant, personalised messages.

For high importance, low frequency messages the business can cut through the communication clutter instantly with multi-channel targeted alerts, supported by automated reminders and escalations. Alerts can be leveraged to restrict access to applications and content

until a user responds. All delivery and response activity can be accessed by a flexible reporting capability, enabling audit level visibility across the process.

For high frequency, standard importance messages the business can minimise the attrition of engagement by reducing overall traffic. This can be achieved through precision audience targeting and by personalising messages. Targeting at an employee attribute level is enabled by integration with your existing user and employee data repositories, such as SAP (e.g. HR), LDAP and other custom data.

'Effective employee communication is a leading indicator of financial performance and a driver of engagement'

(Watson Wyatt, 2009)

The ability to reach variable segmented audiences means the business can leverage personal messages. Targeted, personalised, message delivery significantly increases employee motivation to align with business strategy and process.

The solution delivers considerable cost reductions by reducing help desk traffic, increasing employee productivity and automating manual processes such as distribution list maintenance. An intuitive administration suite enables communication targeting from one central solution, covering multiple channels.

Supporting major changes to the business can be achieved with the power to direct and control messages at a granular level. The need to push relevant information to target audiences, in support of critical projects, becomes straight forward with the powerful, multi-channel, targeting engine. The easy creation of interactive bulletins and custom web forms, enables the delivery of audited surveys and enhances self-service processes.

Legislative requirements can be met with audited



acknowledgements, reducing the cost and risk to the business. The cumbersome volume of compliance related tasks can be minimised with the power to select individuals and groups.

A study by Watson Wyatt state 'Effective employee communication is a leading indicator of financial performance and a driver of performance engagement'. Access to credible data clearly demonstrating performance is essential when calculating the economic value of the communication function. Visibility of communication delivery and response is created by myCommsCentre with audit level reporting across all activity.

Solution Summary

- Targeting
- Audit
- Alerts
- Interactive bulletins
- Multiple language support
- Training & Event support
- User subscription

Channel Support

- Email
- SAP Portal
- Intranet e.g. SharePoint, any web system
- Desktop
- SMS
- PDA

Solution Benefits

- Reduce costs
- Increase employee to business alignment
- Minimize engagement attrition
- Increase employee productivity
- Improve business transformation
- Increase relevance and quality
- Reduce compliance risk
- Improve reputation amongst internal customers

About Promenta

Promenta develop and market specialist business communication software for the global market. In addition to myCommsCentre Targeted Communications, we also provide myCommsCentre Web Forms, a software only, SAP certified, web form creation and management solution.

[Examples from our client list](#)

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