

7 STEPS TO SUCCESS

*Digital Transformation
for CIOs*

social
chorus 

Companies are adopting new technology tools at a startling pace.

Without an expert information technology (IT) infrastructure, companies couldn't possibly continue to onboard new tech tools and simultaneously enable employees to carry out their jobs effectively and efficiently, in the most secure environment possible. Yet, for all the value IT professionals bring to the table, their contributions are often misunderstood, ignored, or even resented by the larger workforce. And, during periods of change, IT can often bear the unfair brunt of misplaced blame.

So, how do CIOs ensure that IT delivers structured and integrated digital initiatives?

Digital initiatives are the top priority for 2019.

Only 4% of organizations have no digital initiative at all, which signals a shift from digital as an option to digital as a mainstream platform.

GARTNER RESEARCH

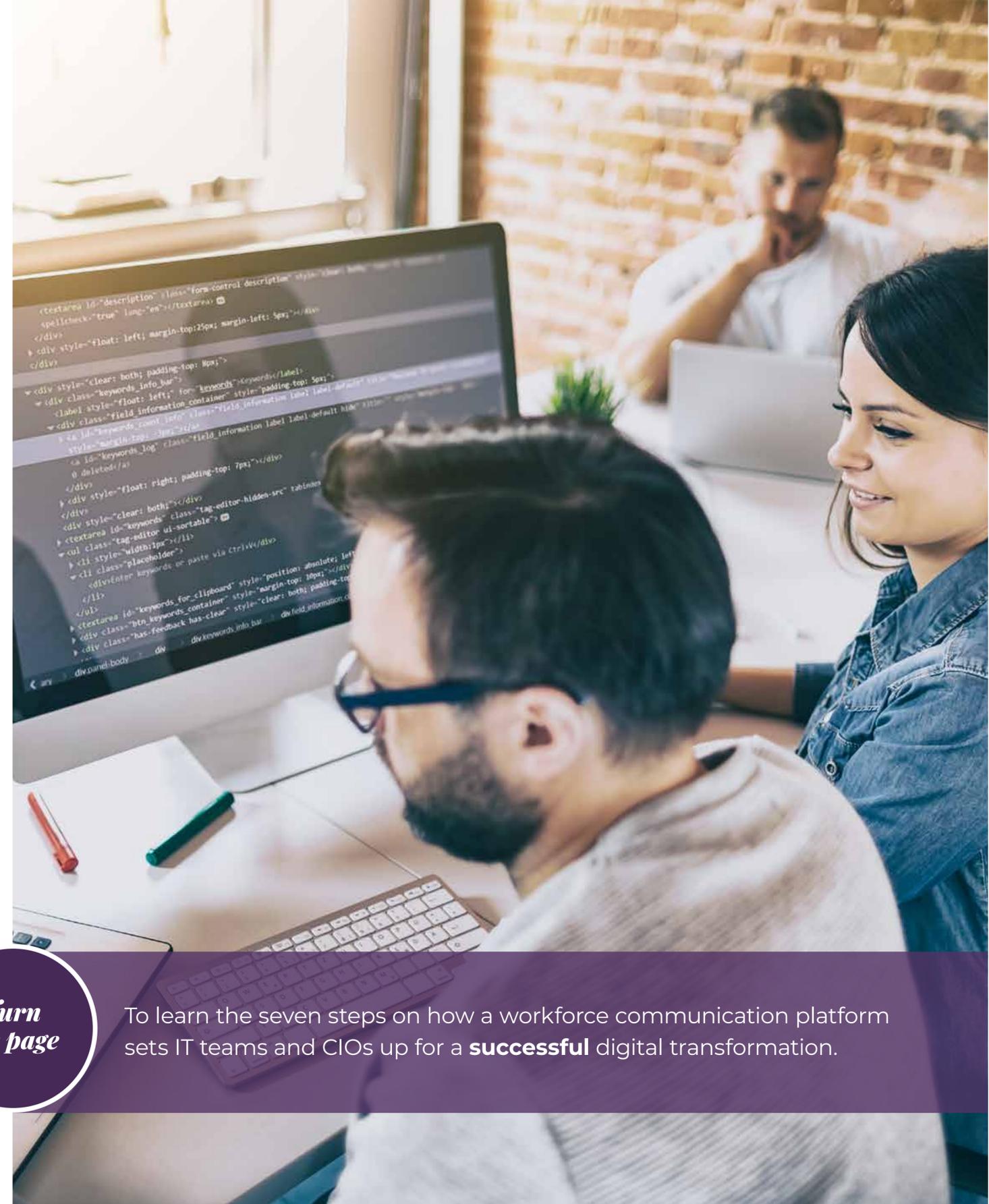
Communications: The key to building a great reputation for IT.

Effective internal communications is the only way to build trust and nurture IT's brand internally. Otherwise, employees are left in the dark with digital initiatives—and that can leave your entire strategy at risk.

At the intersection of a leader's vision and the employee experience is employee engagement. Such engagement is always driven by a smart, effective approach to **internal communications**.

For IT teams to be effective, particularly during the changes that accompany a digital transformation, they must demonstrate, through their communications, that they understand that employees drive business success. According to research from the CIO Executive Council (CEC), however, communications is often a weak point for IT.

The CEC's 2015 **Power of Effective IT Communication Survey** found only 4% of IT leaders are highly satisfied with their ability to communicate effectively with both internal and external stakeholders; and almost 59 % of IT leaders consider themselves to be partially or entirely ineffective as communicators.



*Turn
the page*

To learn the seven steps on how a workforce communication platform sets IT teams and CIOs up for a **successful** digital transformation.

Step 1

Reach all employees with a multi-channel approach.



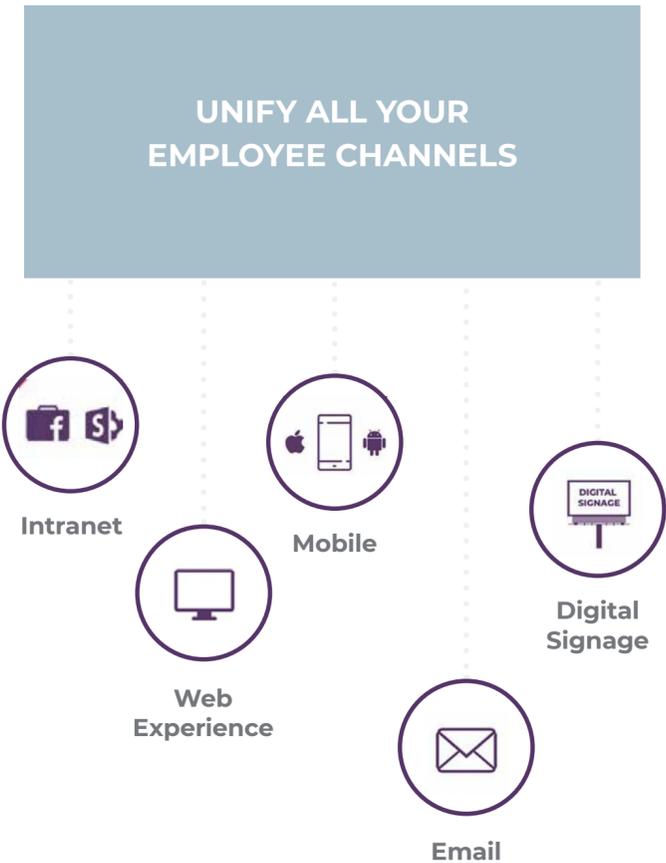
Meet workers where they are on their preferred communications channels.

At most companies, employees are buried in emails that they aren't reading according to the [2018 Email Metrics Benchmark Survey](#). This means they're probably missing key messages from IT. It's also usually difficult for employees (especially frontline workers) to find any useful information on your intranet.

Today, communications demand a multi-channel approach, especially because employees consume content on multiple channels, when and where they want to.

If you meet workers where they are and communicate with them via their preferred channels, you'll get much better rates of success when it comes to engagement. Some workers (for example, deskless employees) will prefer to get messages from you via a mobile app, while others will prefer email.

To implement a multi-channel approach efficiently, a mission-control workforce communications platform is critical. It enables teams to publish to multiple channels, including intranet, email, mobile app, and digital signage from a single place. Additionally, you'll have the ability to target employee segments and then track and measure performance.



Step 2

Create a strong company culture by improving engagement.



Without engaged and connected employees, your initiatives are more likely to fail.

Let's be honest: engaging with employees isn't necessarily easy for any team, much less IT. (According to **Gallup**, only 13% of employees worldwide feel engaged at work.) Yet input, updates, and information from IT are critical to help employees feel connected, drive innovation, and keep productivity high. And a workforce communications platform can make all the difference.

By improving employee engagement, you'll create a strong company culture that promotes learning, change, and growth—all of which are critical to employees positively embracing an ongoing digital transformation.

Today, CIOs are expected to play a strong role in cultivating a productive and successful company culture. As Leigh McMullen, VP analyst at **Gartner**, at the 2018 Gartner Symposium/ITxpo, has said, CIOs should think of their culture as an "employee experience program."

If most employees feel disconnected and don't understand why decisions are being made, your initiatives are more likely to fail. Engaging content doesn't just "tell." It must turn employees into actors so they can successfully convey the company's story. When employees have a role and a voice, they invariably become stakeholders in the success of the digital transformation initiative.

Case Study

How WashREIT improved company culture.

THE CHALLENGE—How to Reach Dispersed Employees

Employees at Washington Real Estate Investment Trust (REIT) are truly mobile. They have a large remote team, and many of the people at their headquarters are constantly on the go: meeting with people outside the office, visiting development and construction sites, and going to properties. WashREIT needed a good way to reach all their employees, and made it one of their strategic goals for the year.

THE SOLUTION—A Workforce Communications Platform

None of the traditional ways of reaching employees clicked. They turned to SocialChorus, who provided a workforce communications platform that offered the mission-control technology WashREIT needed to meet their employees where they were and on the channels of their choice, such as mobile app.

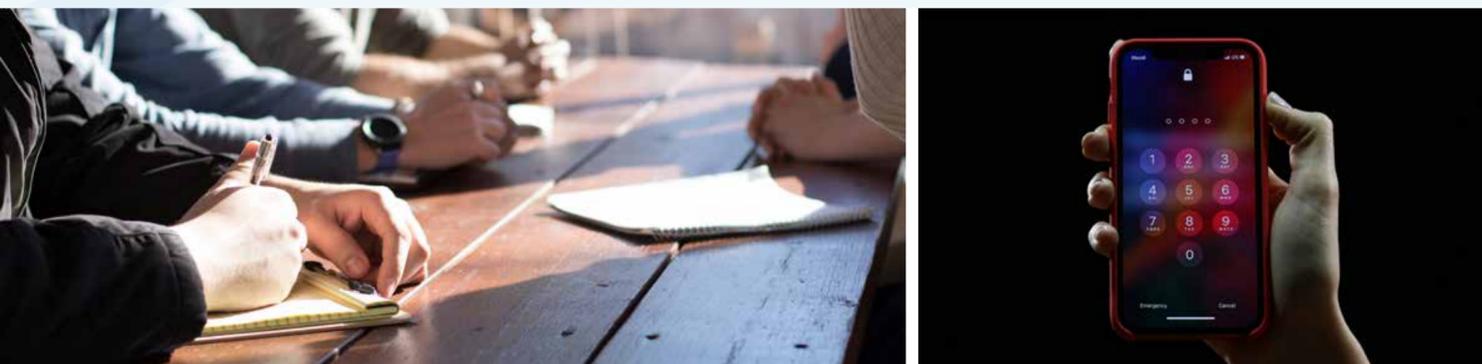
Teams took ownership of their own channels to publish content, including IT. And one of IT's first campaigns was about **phishing email awareness**. It was creative (using humorous poems as themes), popular, and easy to access that it brought some of the highest engagement of their entire employee communications program. Also, IT introduced their members to the rest of the organization with fun questions and interviews, ultimately creating more in personal connections and building their company culture.

“As we think about how technology enables people to do their jobs, to me, it's meeting people where they are. That's so much of what makes for good communication. It let's people work where they want to, consume information in the way they want to, and in the way they want to consume it. It gives them that flexibility to blend that life experience with the work.”

- SUSAN GEROCK, *CIO at WashREIT*

Step 3

Create an authoritative system of record for communications.



Create a single source of truth channel to streamline IT

A dedicated IT channel on a workforce communications platform can help you streamline onboarding, create engaging tutorials, and save time by providing workers with a place to access information directly and resolve their issues independently. Here are a few examples of the benefits other CIOs have seen after implementing a workforce communications platform.

- **Share “how-to” resources** (such as password retrieval, printer, and guest WiFi instructions).
- **Manage and publish important IT documents**, thereby establishing a single source of truth that workers can search and access with ease.
- **Educate employees on best practices** and tips on important issues, such as cybersecurity, rules around setting up new software, and IT resolution channels.
- **Update and refresh documents easily**, so the most up-to-date information is always readily available.

A workforce communications platform with smart searching capabilities also offers employees a way to find materials much more easily than on an intranet.

Step 4

Resolve IT issues faster and more easily.




**99.99% UPTIME
GUARANTEED
NO EXCEPTIONS**

Integrate all your communications and software (like customer service APIs) to automate your workflow and help employees find solutions with increased transparency.

1 Create a control center

Integrate important applications, such as Okta, Oracle, and more, into your workforce communications platform.

3 Use channels

Create channels exclusively for IT to manage, (e.g., “Software Updates,” “Announcements,” “Onboarding”). Consider seeding the channels with a mix of content, such as IT personnel bios, articles, and video to increase engagement.

2 Enterprise-level security

Ensure your organization’s safety with enterprise-level security. Read how SocialChorus’ Security & Compliance team is dedicated to world-class security and **guarantee a 99.99% uptime** with no exceptions.

4 Publish important messages

Maintain all IT documents in one place to keep employees in the loop and so they can search and access them whenever they may need it. (e.g., Top FAQs for the week, links to time cards, current high priority incidents to the executive team, etc.)

Step 5

Optimize your entire communications tech stack.



*Finally, reach & engage
your deskless and
frontline employees.*

You'll streamline existing channels—saving money and improving efficiency.

Many IT teams make do with legacy communication channels. They don't realize that a workforce communications platform can integrate all their channels, including email, enterprise social networks, intranet, etc. to optimize their entire communications tech stack.

Not only does a workforce communications platform make it easier to reach all employees (even deskless and frontline workers); it also makes executing communications faster and more efficient. By integrating your legacy communications into a single platform, IT teams will be more efficient, innovative, and save money.

SocialChorus, for example, has completely replaced or heavily augmented several legacy internal platforms, such as email newsletter applications, CMS platforms, and digital display systems. By integrating with existing platforms like intranets and sales tools. SocialChorus has helped IT increase the adoption and usage of those existing platforms while increasing publishing efficiency.

Step 6

Streamline your communications campaigns and make them more efficient.



Connect your channels and automate tedious admin tasks

An integrated communications system allows your team (and others across the organization) to communicate more efficiently and effectively. Rather than copying and pasting content across channels, they can publish once to reach employees on all the channels they choose. They can target employee segments and they can automate tedious tasks such as draft control and content scheduling.

And, if an organization has too many tools and channels, a workforce communications platform unifies the entire system. It connects all the channels, including collaboration tools like Yammer and Slack, so they can become a cohesive tech communication stack rather than adding more apps.

Additionally, employees want to share their work experiences with the rest of the organization. They want to feel connected to their company and engage with teammates, especially if they are front-line or remote. So all teams from across the organization must be involved in internal communications. The best way to successfully manage governance is with an integrated workforce communications platform. It decentralizes communications to give all teams and employees a voice, while helping leaders manage it in one place.

Our employee end-user data shows that the best programs have a 70/30 publishing rate, 70% admin posts and 30% employee-generated content. And with all these systems and channel preferences, you need a central place to streamline all communications.

Step 7

Accumulate critical analytics to inform successful strategies.



Get a bird's-eye view on your communications with unified analytics data

Leaders strategize best when they have good data to guide them. The best way to understand communication performance is to provide integrated analytics reporting across all channels in a central location. Businesses rely on data insights to track metrics and meet their KPIs—and employee communications is no different.

Any comprehensive internal communications strategy should include the ability to corral and analyze detailed metrics and feedback. It's the best way for communicators to determine how effective they're being and improve communications at every step across the organization.

With a modern workforce communications platform, you'll get a bird's-eye view of what's working and what isn't. You'll be able to segment your employee audience and target them with personalized messaging. Then, through reporting features, you'll be able to analyze and evaluate success with stakeholders. Leaders will continually improve communications to connect and engage their workers.

CONCLUSION

Meeting employee expectations during a digital transformation.

Digital initiatives may seem like they're all about technology, but their success relies heavily on how well you're equipped to communicate internally with your workforce. In our on-demand world, employees have high expectations when it comes to the quality of engagement they receive from their corporate teams. By integrating your communications stack with a workforce communications platform, you're improving the employee experience and streamlining workflows.

CIOs who accept the challenge of engaging their employees demonstrate how fully they value those employees—and set up their teams to undertake highly successful digital transformations and greatly improve IT's brand within the company.

About SocialChorus

SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day. We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time. SocialChorus customers include some of the world's largest global brands, including AB InBev, The Dow Chemical Company, Aptiv, Delphi Technologies, Caterpillar, 7-Eleven, Estee Lauder Companies, Hilton, and PVH Corp.

LEARN MORE AT [SOCIALCHORUS.COM](https://socialchorus.com)



Learn why effective communications are at the core of all successful organizations.

Need communication help with your digital transformation?

Schedule a demo of SocialChorus today and see how we help IT teams.

[SCHEDULE A DEMO](#)