



Mobile Apps are the Future of HR Communications

More U.S. employees own smartphones than ever before. And they're using those smartphones — instead of their computers — for increasingly complex tasks.

You can use this trend to boost benefits engagement and understanding. When employees have streamlined and responsive mobile access to your benefit programs, they're more likely to engage in, understand and use their benefits. Whenever they need them — from wherever they are.

ENGAGING EMPLOYEES IS TOUGHER THAN EVER.

- Most employees only read 25% of company emails
- Many organizations have less than 10% utilization of many of their benefit programs
- 80% of HR leaders believe they don't effectively educate employees about benefits

TODAY'S EMPLOYEES ARE MOBILE-FIRST

Benefits need to be mobile-first because employees are mobile first. Nearly 81% of mobile phone owners in the U.S. now own a smartphone—a figure that's more than doubled in the last five years. And they're using their smartphones — not their computers — for increasingly complex tasks.

APPS ARE MADE TO ENGAGE

Almost all the time we spend on our smartphones is spent in apps — we now spend more time using apps than watching TV. That's because mobile apps have unique features built to drive high engagement and return use. Time spent on a mobile app is 20 times that of time spent on a mobile web page.

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HEALTHCARE NEEDS HAPPEN ON-THE-GO

Healthcare needs happen when people are out living their lives — not sitting in front of a computer. As a result, smartphones have become an essential tool for tracking, accessing, and questioning our health. Sixty-two percent of smartphone users have used their phone to look up a medical issue in the past year.

WHAT TO CONSIDER WHEN BUILDING YOUR HR MOBILE APP

- Identify mobile experiences that would benefit a majority or high-priority segment of your population
- Look for opportunities to consolidate (e.g. can one app do the work for three?)
- Assess existing vendors with mobile before going out to source new ones
- Consider a mobile "hub" solution that enables access to other benefit apps

WAYS TO DRIVE REGISTRATION

- Embed a link to the app in emails
- Promote during open enrollment
- Offer incentives for registering
- Get executives to vouch for the app
- Feature employee testimonials
- Integrate with current employee activities
- REPEAT THE MESSAGE — follow up through various channels

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