HCL Connections

Connected, committed and collaborative: How an engaged workforce drives success

Transform your business with HCL Connections

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3. Promote participation
4. Strengthen the power of people
5. Engage to grow your business

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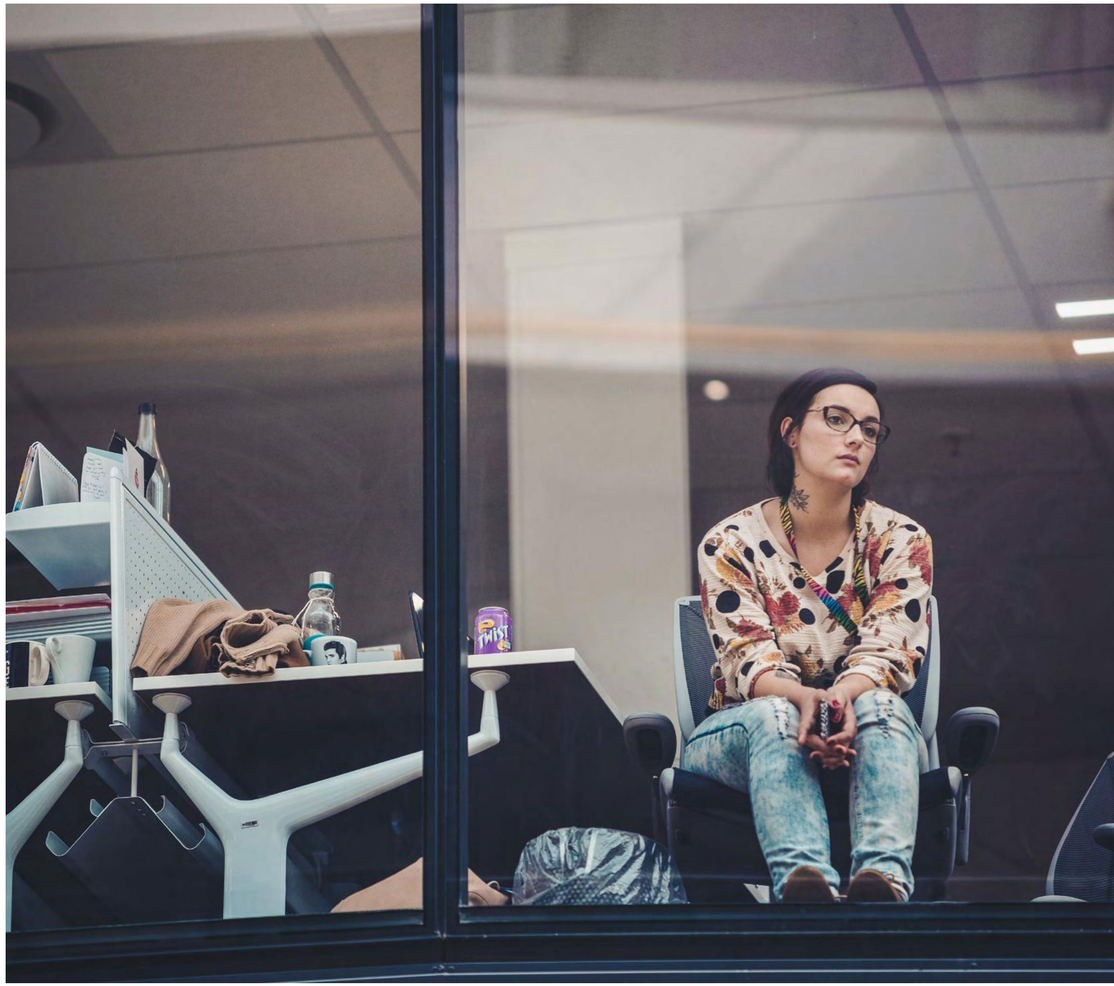
Are your employees truly engaged with their work?

In the United States, only 33 percent of employees are engaged in their job.[1]

Engagement is essential for attaining major organizational goals and for achieving the thousands of daily successes that add up to positive business outcomes for your company. Engaged employees are absent less often, make fewer mistakes and have lower turnover rates. All of that leads to higher productivity, improved safety and greater customer satisfaction.

However, increasing the level of engagement and collaboration in an organization is no trivial matter. How do you create an employee environment for engagement, productivity and growth that can span all of the different departments, types of workers and preferences involved? And with the massive scale and rapidly changing nature of content today, how do you keep track of it and make it accessible to employees?

Technolgy is becoming very sophisticated, but often business productivity levels aren't keeping up. As organizations, we don't always adapt our processes — including internal communication processes — to take advantage of new technologies, resulting in a productivity lag and lost opportunities to improve efficiency.



What's more, existing employee communication and collaboration solutions often miss the mark, creating a variety of problems.

Disconnected information: Employees must navigate to too many places to find news and important information. New HR policies, changes in strategic direction, sales numbers, updates from local teams—all are created and shared in different ways and in multiple places.

Generic, irrelevant or duplicate content: Good content can become buried under inaccurate or outdated content. Employees often end up with competing versions of information and don't know which to trust, or they find out-of-date content and don't realize there is updated information posted elsewhere. And when workers can't find the content they need, they may waste time unnecessarily creating new materials because they don't know that it has already been created and shared by someone else.

Complicated processes: Authoring content can involve complex, multistep processes, requiring that anyone who wants to author content be trained on the systems involved. Sharing information and participating in conversations take place on separate systems, and mobile workers are often left out, unable to access or update information quickly or while in the field.

Time-consuming implementation: Deploying new platforms for intranet communication can be complex and costly.

Time-consuming setup and customization processes discourage employees from adopting new tools, sending them back to their "old ways" of email, unsupported messaging apps or siloed content stores. Without a solid understanding of how to use the available features, workers will fail to see the value of the platform — or why they should use it.

Do any of these sound familiar?

It’s time to operate by the new rules

If you have these types of barriers in your organization, you need to rethink your internal information-distribution processes. It’s time to operate by the new rules, not the old ones. And the new rules have a key element in common: **engaged employees.**

Old way: Company is a hierarchy, with hierarchical decision rights, structure and leadership progression.

New way: Company is an agile network, empowered by team leaders and fueled by collaboration and knowledge-sharing.

Old way: Managers lead by direction and employees advance through defined tiers.

New way: Managers lead by orchestrating people, knowledge and tools; employees advance through multifunctional experiences and leadership opportunities.

Old way: Employees become “leaders” through promotion.

New way: Employees gain and nurture followers to grow networks and influence.

Old way: Employee “self-service” tools consist of piecemeal technologies focused mostly on HR transactions and basic reports.

New way: The employee engagement platform is strategically designed; mobile-friendly; and includes applications, role-based content and ongoing communications to support, inform and inspire workers in all roles and locations.

Old way: Organizational structure based on business role with functional leaders and global task groups.

New way: Organizational structure based on work and projects, with teams focused on products, customers and services.

Old way: Culture is mentioned on the company website, but not defined, pervasive or measured for success.

New way: Company uses tools and behaviors to align and improve organizational culture by making information and management access easily available during changes, M&A activities and other major initiatives.

Everything employees need to be productive — all in one place

Companies are aware that improved employee engagement is an urgent requirement, but acting on that requirement isn't always easy.

> **In a recent study, 79 percent of executives surveyed named "employee experience" as very important or important, but only 22 percent reported that their companies were excellent at building a differentiated employee experience.[2]**

What does it take to be successful in your employee engagement efforts? You need an all-inclusive, highly functional, easily customized solution that combines information-sharing capabilities with rich collaboration tools on a single platform. You should be able to extend those capabilities to core business processes using open application programming interfaces (APIs). And the solution should provide a full complement of features without requiring additional software or hardware.

Employee engagement: What is it?

In the digital age, engagement means internal collaboration, digital/social empowerment and advocacy by employees.

- Employees share best practices and develop relationships across departments and geographies.
- The company works to reduce the communications distance between leaders and employees.
- Individuals are empowered to use digital and social channels as part of their existing job.
- Employees amplify company initiatives such as sustainability, innovation or new products on their social media accounts.
- Workers are more likely to endorse the company as a great place to work and refer job opportunities.

Top tip

Look for a solution that creates a single point of truth for the entire company, so employees don't have to spend time and energy moving among platforms to communicate and collaborate. No more searching multiple websites, posting redundant updates or questioning which site has the most accurate information. The goal is to enable confident decisions with a single digital workplace that helps data stay authentic, relevant and referable whenever needed.

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Must-haves for a successful employee engagement solution

- A single destination for both internal communications and enterprise collaboration
- One content store for all: no content fragmentation across multiple sites
- Open APIs to extend capabilities to core business processes
- Mobile access and rich media support
- Simple to personalize
- Content authoring and sharing features integrated into activity streams

Top tip

Today's workforce is more digital, automation-savvy and social media–proficient than ever. At the same time, business expectations, needs and demands are evolving at light speed. While some view this as a daunting challenge, you can turn it into an opportunity by deploying a powerful, employee-focused communications and collaboration platform with tools that will sustain their value over time.

Promote participation with HCL Connections Engagement Center

Get the engagement your organization and employees need with HCL Connections, a leading enterprise social software platform, and HCL Connections Engagement Center, a simple add-on for your Connections implementation.

HCL Connections starts with end-to-end social capabilities such as communities, rich profiles, audio and video chat, file sharing, blogs, wikis, forums and activities. Furthermore, it integrates online document collaboration and social content management with essential everyday collaboration tools: email, calendars and contacts.

Connections then extends these capabilities with open APIs so you can easily and quickly integrate them directly with other business applications, including Java applications.

3 differences that set HCL Connections Engagement Center apart from other information-sharing solutions

- It combines an intranet and extranet designed for ease of use on top of a collaborative engagement and communication platform.
- It is an extremely customizable solution that can be tailored to industry- and company- specific needs.
- It provides a single source of truth for content, documents and news, which facilitates user adoption and helps take the pain out of effective information sharing and communication.

Learn more at:
https://www.hcl-software.com/connections

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Connections Engagement Center makes all of these capabilities accessible and available to your entire workforce. Use it to create landing pages that assemble content from Connections and elsewhere in a simplified, web-like user experience.

With a familiar interface and no steep learning curve to hamper their use, employees can quickly find what they need, act on that information, communicate with upper-level management and help their team build forward momentum.

Keeping it simple

Unlike many content management systems, HCL Connections Engagement Center is simple for even occasional content creators.

- Any employee can create a blog post or edit a wiki page without special training.
- Line-of-business (LOB) managers can set up a departmental web page with minimal training.
- Users can easily create both internal and external pages.
- A mobile interface supports employees on the go.

"After just 90 minutes of training with our department managers, they had all the skills they needed to use HCL Connections Engagement Center to create and maintain landing pages — even those who didn't have a background in IT!"

Alexander Ramseger,
Head of business applications and collaboration
Berge & Meer

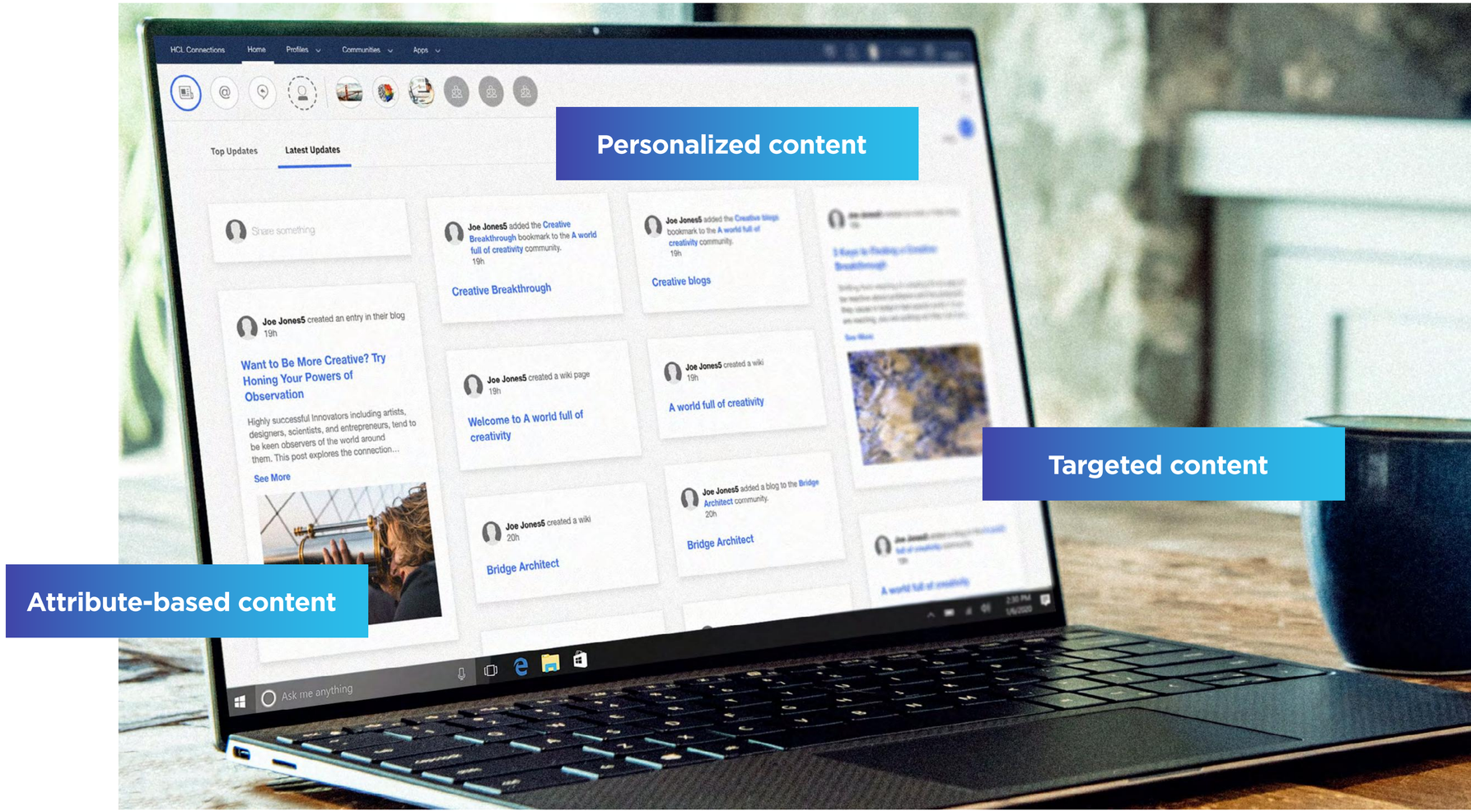
Engage

Setup is simple: just point to your existing HCL Connections installation and construct company-wide or departmental home pages with drag-and-drop ease. Attractive pages quickly entice users by drawing attention .

to important or new content. Social features and employee profiles are associated directly with articles and posts to encourage comments, sharing and further conversation. Anyone can author content and then automatically publish and promote it through HCL Connections Engagement Center.

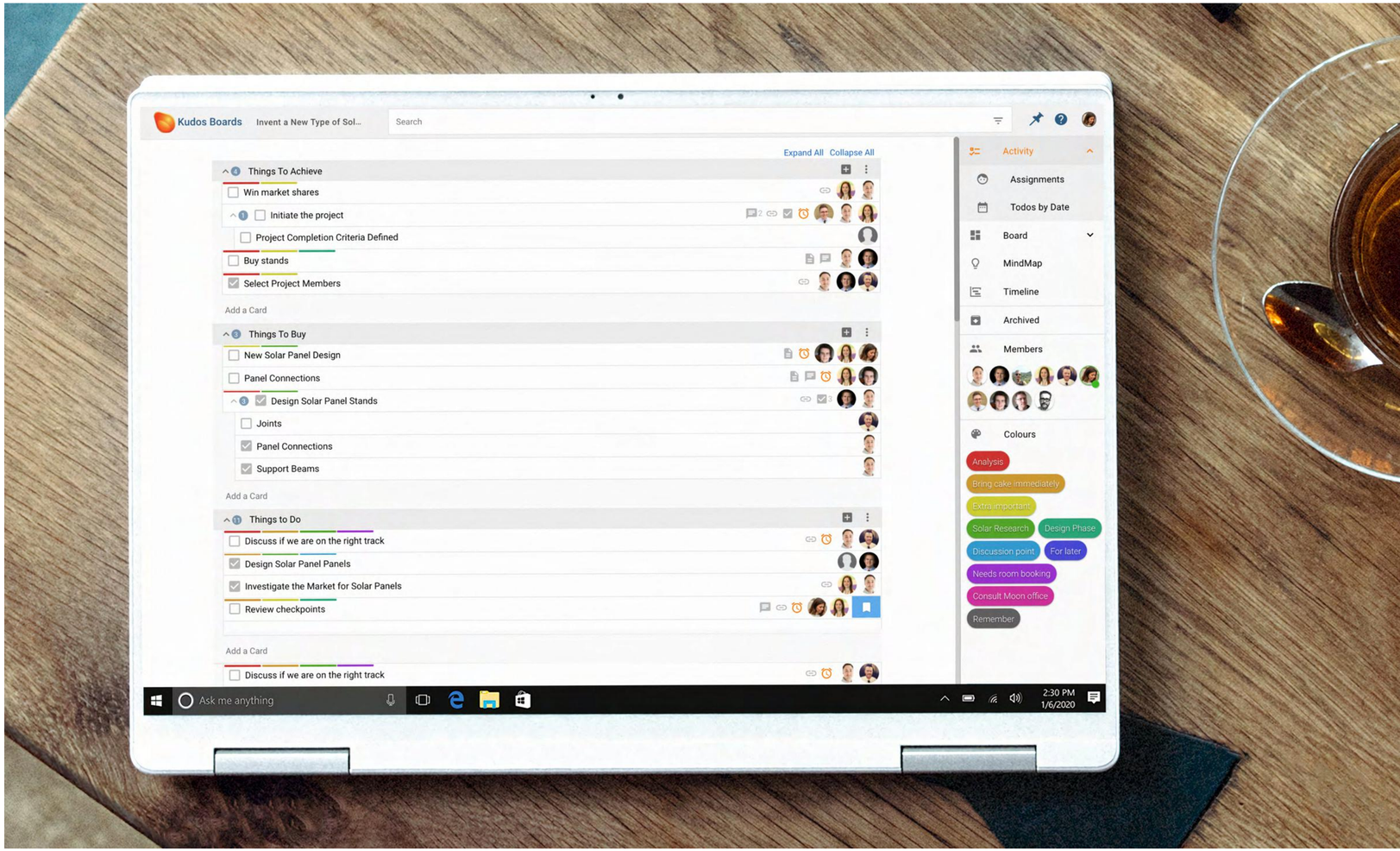
Connect

A personalized interface enables employees to get connected and stay involved by aggregating all the tailored content they need. The solution enables department heads, internal communication teams and executives to deliver relevant information to each employee by business unit, location, region, role and other factors. Remote workers have the same access to the latest news and updates as everyone else, making them feel like part of the team.



Succeed

A single content repository simplifies content creation for all with easy access, authoring and sharing. Navigation with links to landing pages from business units, service units, teams and projects gives employees access to the information they need to excel at their jobs. And you can extend functionality by bringing in other existing content and apps.



Strengthen the power of your people

Working in teams is becoming the norm in many organizations, and building and supporting teams is important for ongoing success. Finding the right solution to help your company benefit from teaming is equally important.

From executives communicating directly to their workforce, to LOB users enhancing productivity among team members, to mobile workers retrieving intranet content using their smartphones, Connections Engagement Center can help everyone in the organization work better and smarter.

Senior managers know that to be effective, their communications can't look and feel like anonymous corporate announcements. HCL Connections Engagement Center gives them the customization capabilities they need to get attention and communicate directly with authenticity.

Internal communications specialists work to increase awareness of the company's internal capabilities and boost participation in programs and events. With HCL Connections Engagement Center, they can effectively delegate content creation and maintenance to LOB contacts, curate content, and better listen to and engage employees.

Strengthen the power of your people

Community and department managers want to create compelling landing pages that will keep employees up to date on the latest news from both inside and outside of the organization. With HCL Connections Engagement Center, they can easily build, refresh and maintain pages for business divisions, service units and communities.

Deskless workers need access to the intranet without cumbersome authentication procedures. They benefit from the automated authentication in HCL Connections for accessing information services, drag-and-drop customization and integrated content. Remote support is also a plus.

Office staff and managers spend too much time and energy switching among platforms and sites to find the tools and capabilities they need. They benefit from the one-stop ease of integrated collaboration, content and apps enabled by HCL Connections Engagement Center.

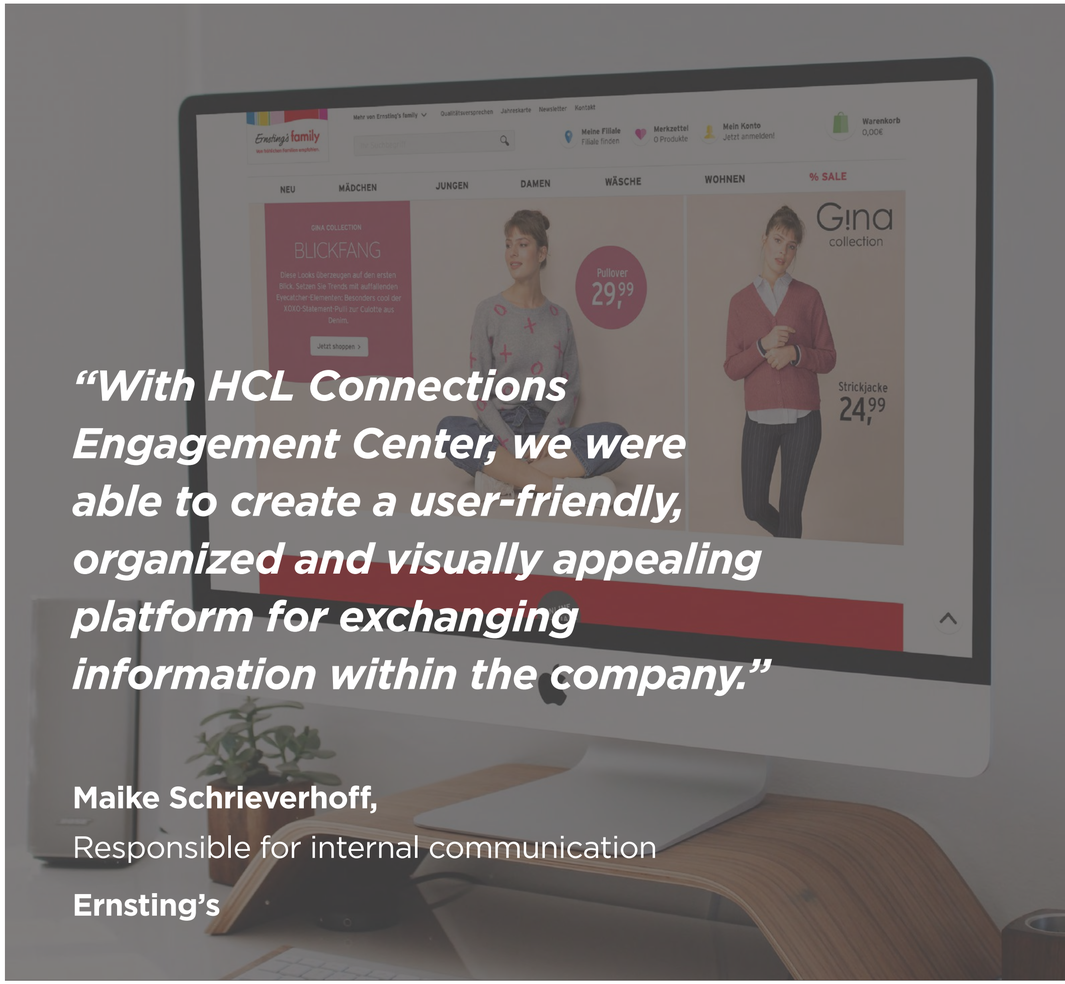
Customers and partners require an easy interface for applications, content and collaboration. HCL Connections Engagement Center makes it simple for parties in arms-length transactions to access what they need, and you can integrate HCL Connections with relevant business applications such as M&A, loan securitization, insurance claims processing, supply chain management, customer relationship management and even employee onboarding.

Knowledge workers often have the most to gain from enhanced collaboration and knowledge- sharing, as well as the ability to find the right experts within the company at the right time. They benefit from increased company-wide participation in content creation and collaboration generated by HCL Connections Engagement Center, and greater attention through curation of content.

Deliver important business benefits

With HCL Connections Engagement Center, your organization can overcome disconnected information and complicated processes to create a vibrant online community that contributes to your business success. The tailored experiences enabled by the HCL platform deliver important benefits that can ultimately improve business processes and outcomes:

- **Build teamwork and communication with a central hub for employee engagement**
- **Encourage innovation by enabling employees from different departments to share ideas**
- **Provide a trusted source of company news, views and processes**
- **Deliver relevant content for every employee, helping people thrive in their changing roles while enabling easy executive-to-employee communication**
- **Enable two-way communication between employees and managers, fostering collaboration**
- **Cultivate a productive working environment that's social, engaged and focused**



"With HCL Connections Engagement Center, we were able to create a user-friendly, organized and visually appealing platform for exchanging information within the company."

Maike Schrieverhoff,
Responsible for internal communication
Ernsting's

Engage to grow your business

If you're looking to grow your organization in a highly competitive and disruptive environment, you need avenues for engaging and retaining the twenty-first-century workforce. A well-planned, fully functional employee engagement platform can help ensure that your workers feel included and informed.

HCL Connections Engagement Center enables your organization to rise to the challenge:

- **Save time and effort** with content authoring and sharing capabilities designed for ease of use
- **Reduce complexity and costs** through streamlined implementation without big, care-intensive integration projects
- **Streamline and improve** your internal communications with a single digital workplace hub
- **Deliver flexibility** and future-readiness to keep up with rapid technological change

HCL Connections Engagement Center is a simple add-on for your HCL Connections implementation. Get Connections now:

https://www.hcl-software.com/connections

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References

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2 Bersin, Josh; Flynn, Jason; Mazor, Art; Melian, Veronica. “The employee experience: Culture, engagement, and beyond: Deloitte 2017 Global Human Capital Trends,” Deloitte University Press, Feb. 28, 2017, https://dupress.deloitte.com/dup-us-en/focus/ human-capital-trends/2017/improving-the-employee-experience-culture-engagement.html

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