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Engage by Cell

HR MOBILE GUIDE



Training



Onboarding



Recruiting



Benefits



Leadership



Testing & Polls

Learn how Mobile is a Game Changer for HR.



engage by cell

Meet our **speakers**



David Asheim

Founder & CEO
Give by Cell



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Goodwill of Central and
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Joelle Clemons

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Jack Wexler

Director of Technology
Based Learning
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About Engage by Cell

- Combines mobile technology with engagement and education strategies
- 10 years experience
- 4,000 Clients



Statistics

SMS messages have a 98% open rate, while email open rate is 20%.*

Nearly 70% of digital media time is spent on mobile.*



*Mobile Marketing Watch & MarketingLand

Evolution of Mobile in the Workplace

Then

Apps on phone expensive, take up storage space, need to be downloaded

Read email

60-minutes in-person class at specific time

CONTENT

COMMUNICATE

LEARN

Now

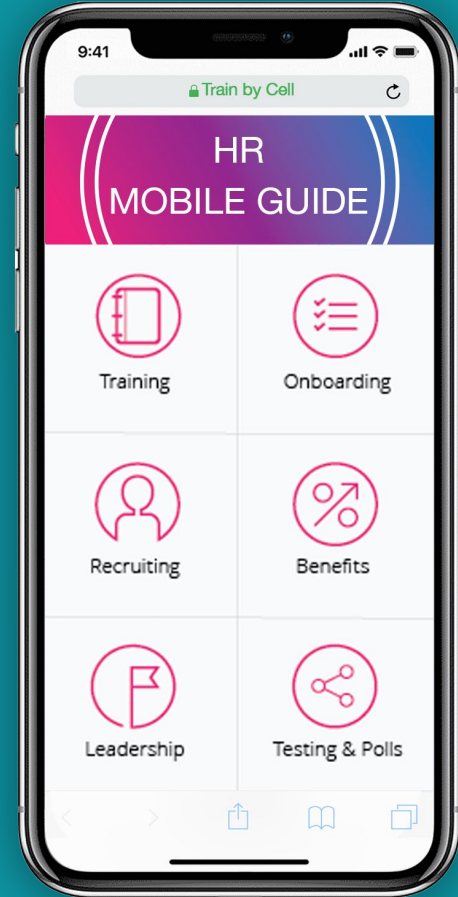
Mobile websites sent to phone, no storage space needed

SMS

Five-minute snack size learning on any device at any time

Engage by Cell Solution

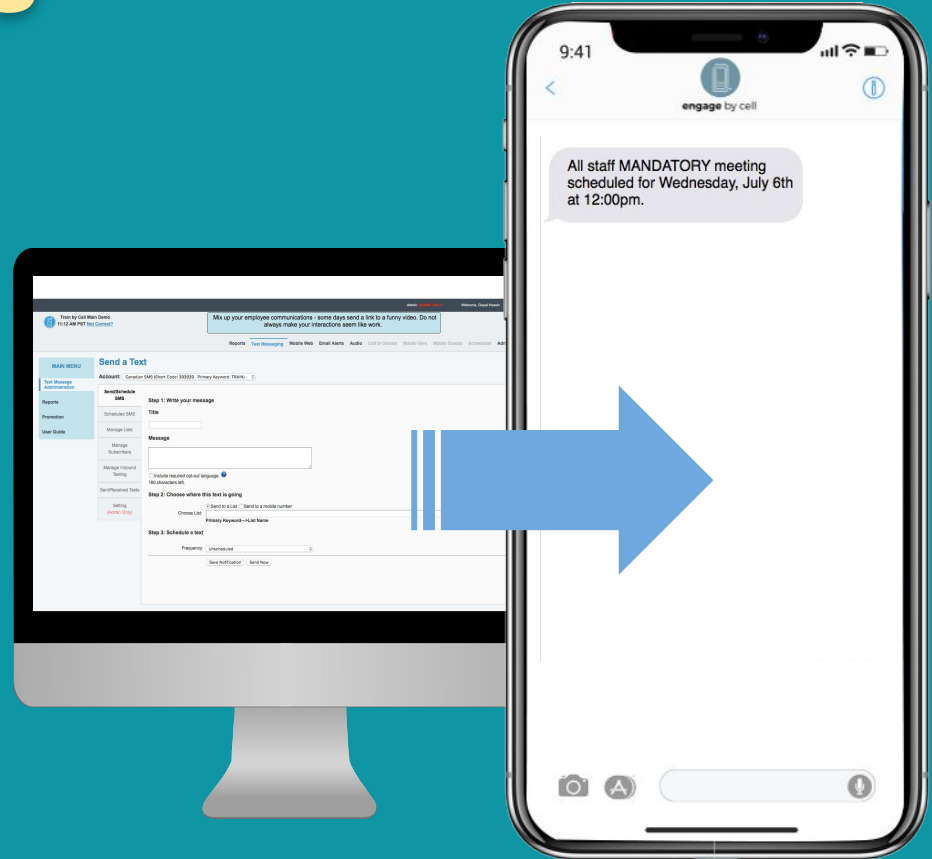
- Cloud based
- Provide all technology needed to create, launch, maintain and analyze any mobile initiative
- Granular reporting
- Instant changes



What we offer: SMS

Benefits

- Texts typically get read immediately compared to email
- Reach remote and traveling employees more easily
- Schedule texts based on time & group, and include a link to a mobile site



What we offer: Mobile Websites

Benefits

- Anytime and anywhere access to any information
- Store all training material in one accessible mobile location
- Change content on the fly
- Create engaging interactions to retain interest
- Eliminates printing needs and is more environmentally friendly



Mobile and HR? Really?



Job training, placement and ongoing communication

- Job and skill Training
- Online training on the fly
- Employee Feedback
- Store and access content
- Job seeker feedback and follow-up
- Send out surveys and feedback polls

Specific mobile HR examples

- General Employee Communication
- Emergency Alerts
- News
- Payroll
- Before Employee Starts
- During first 90 Days
- Recruiting
- Exit Interviews
- Manager Reminders about Performance Review
- Store and Access Content
- Employee morale

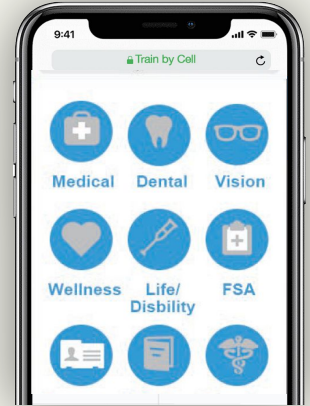
How Companies are using Mobile

Recruiting

- Allow potential employees to text-in keyword for job posting link
- Send updates about status of application and interviews
- HR can keep track of applications and send updates for future positions

Benefits

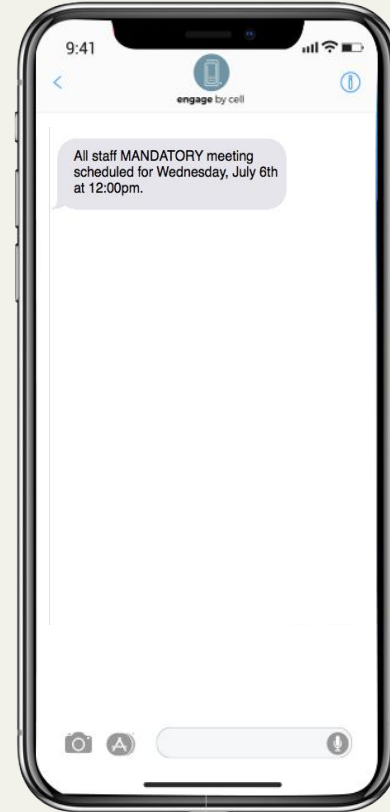
- Send out benefit enrollment reminders
- Text links to important documents to all employees
- Notifications (e.g payroll processing or timesheets) via text



How Companies are using Mobile

General Employee Communication

- Send out link to employee morale
- Weekly inspiration
- Team event reminders
- Company news
- Send out surveys and feedback polls



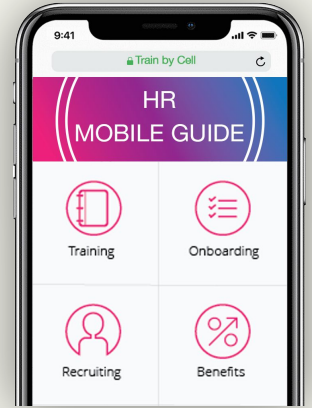
How Companies are using Mobile

Training & Performance Support

- Text message with a link to a 5-minute training exercise
- Text to a product update page
- Send inspirational quotes to sales team to stay motivated

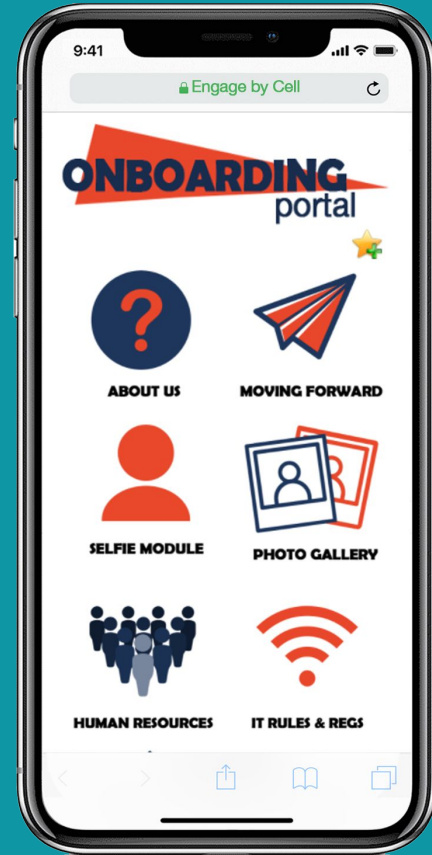
Onboarding

- Text reminders for events and classes
- Mobile site with intro to organization & team and HR handbook
- Checklists for Onboarding
- Text link to guidelines and forms



Try it!

Text **ONBOARD**
to 56512



Contact Information



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