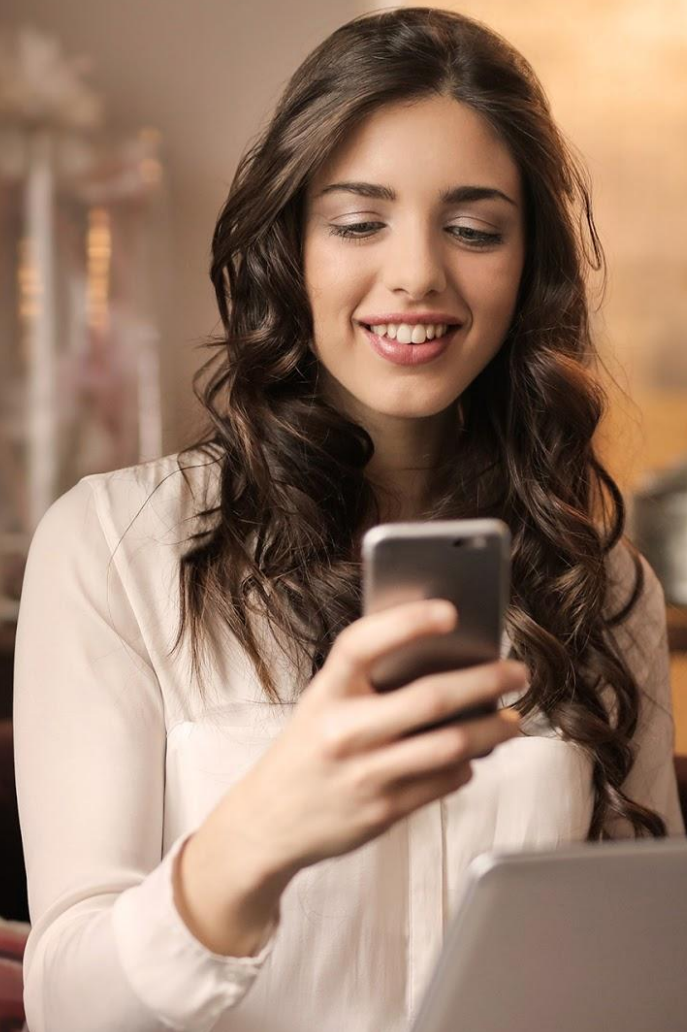




engage by cell

Coronavirus and Remote Work: How to Maintain Business as Usual With Mobile



Your **speakers**



Dave Asheim

Founder and CEO

Engage by Cell



Patty Ruland

Senior Solutions Consultant

Engage by Cell



engage by cell

dave@engagebycell.com

(415) 297-6677



engage by cell

- Cloud-based
- 14 years in mobile
- Thousands of clients



What we hope to show today

- It's time to over-communicate with everyone
- Since email not effective, try new methods



**If you've ever considered
mobile... now is the time**

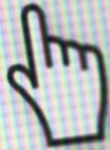


Benefits of mobile technology

- Immediate impact
- Set-up in minutes
- No IT
- People check phones constantly
- Text messages have 97% open rate (vs. email open rate of 23%)



box (5376354)



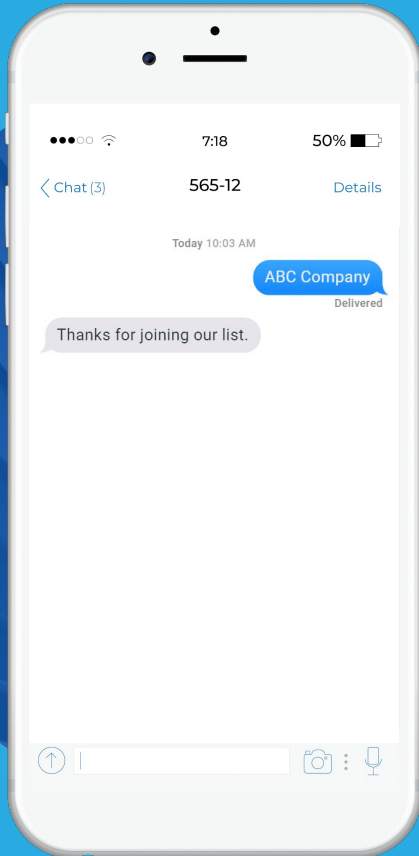
important

Today's messaging

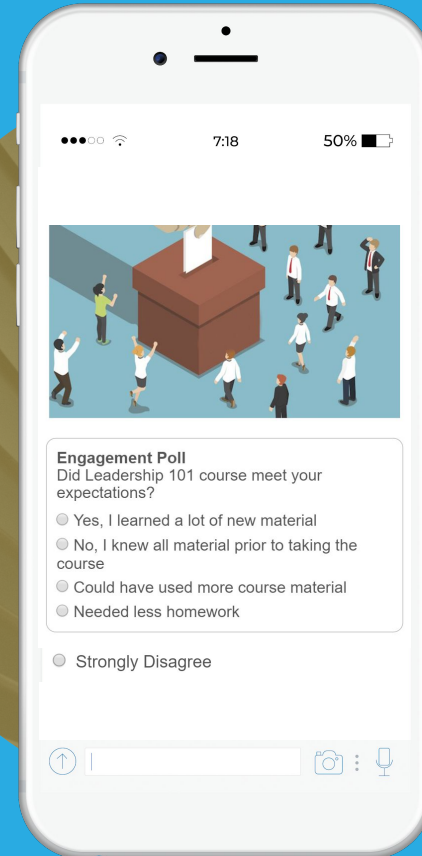
- Email
- Phone
- Slack, Skype
- WhatsApp/WeChat
- Direct mail

The missing piece is SMS

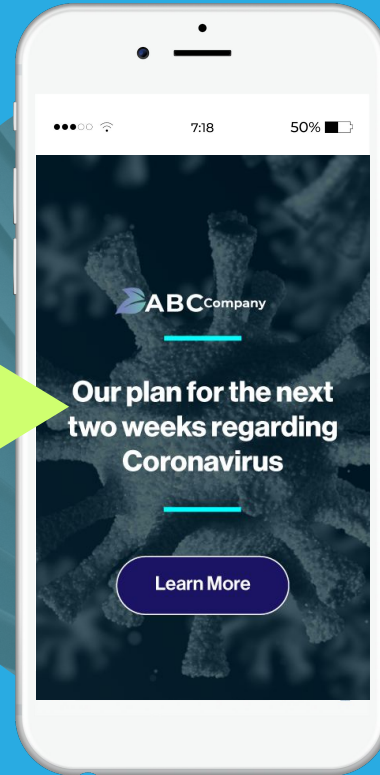
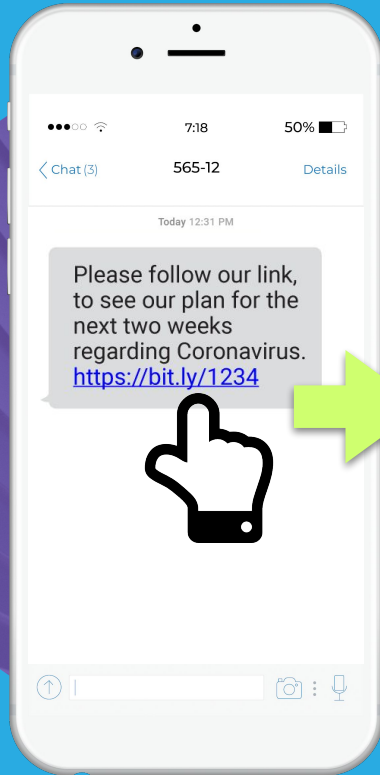
Text Messaging



Mobile Web Platform



Send a text message with a link to your content



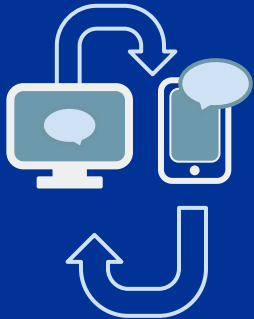
TRY IT

USA

Text
DEMO to 56512

CANADA

Text
ENGAGE to 393939



Easy to get started down the SMS path

- **Build your SMS list**

- Upload a pre-existing Excel list
- Ask people to text in to any list they like
- Invite users to go to website and add their number - we give you the code

- **Send a text message**

- ...to any list in 30 seconds
- Or schedule for a particular date/time

- **Ask users to reply and start a one-on-one conversation**

- Encourage them to text in questions or concerns



Four elements to maintain your productivity

Communication

Collaboration

Accountability

Inclusion

Communication



Communication challenges with remote workers

- Many never worked from home
- All physical communication with colleagues is gone
- Technical limitations (no company computer or email)
- Low engagement



Text messaging can help

- Text messages have a 97% open rate (vs. email open rate of 23%)
- Everyone can receive and send texts
- Converse via text with employees just like you do with friends and families



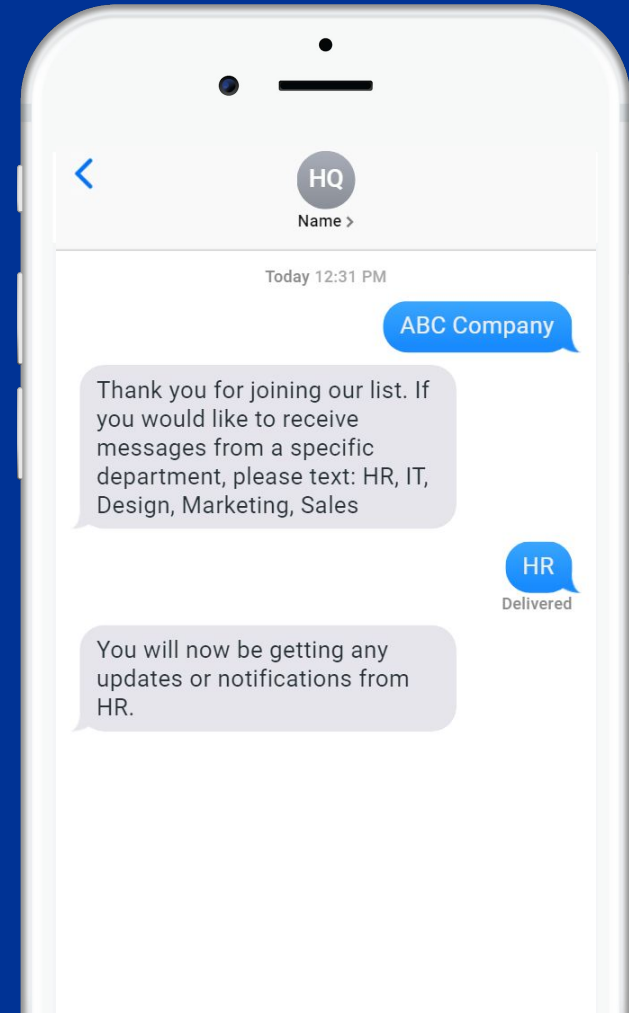
Texting can help you streamline your communication

- Push out alerts
- Schedule a sequence of texts
- One-on-one messaging via Text Chat
- Deliver links via a text



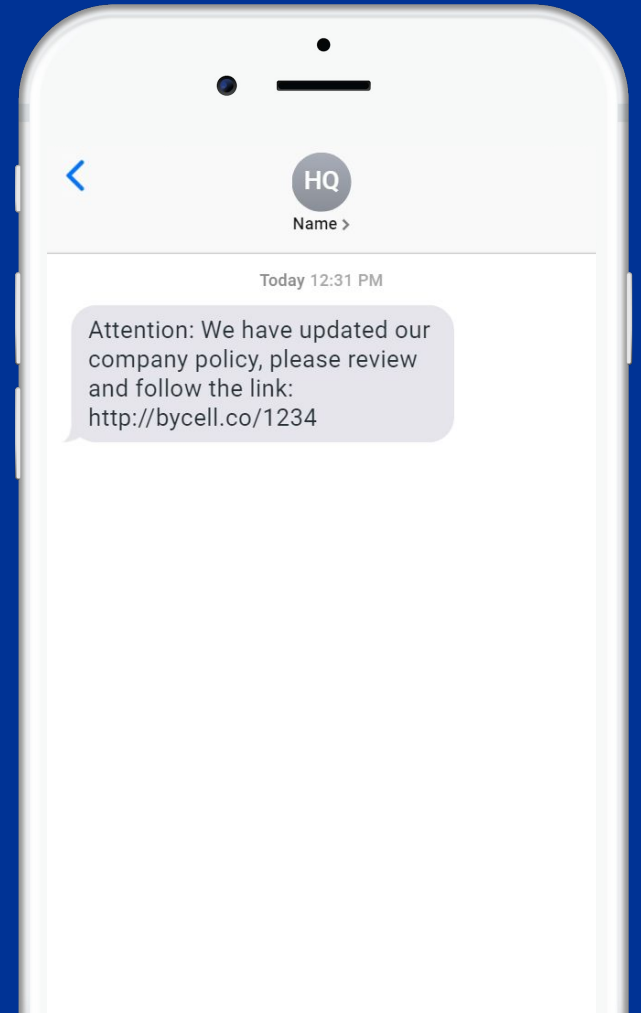
Segment lists

- Segment based on preferences to send personalized messages
- Users pick and choose what they want to receive



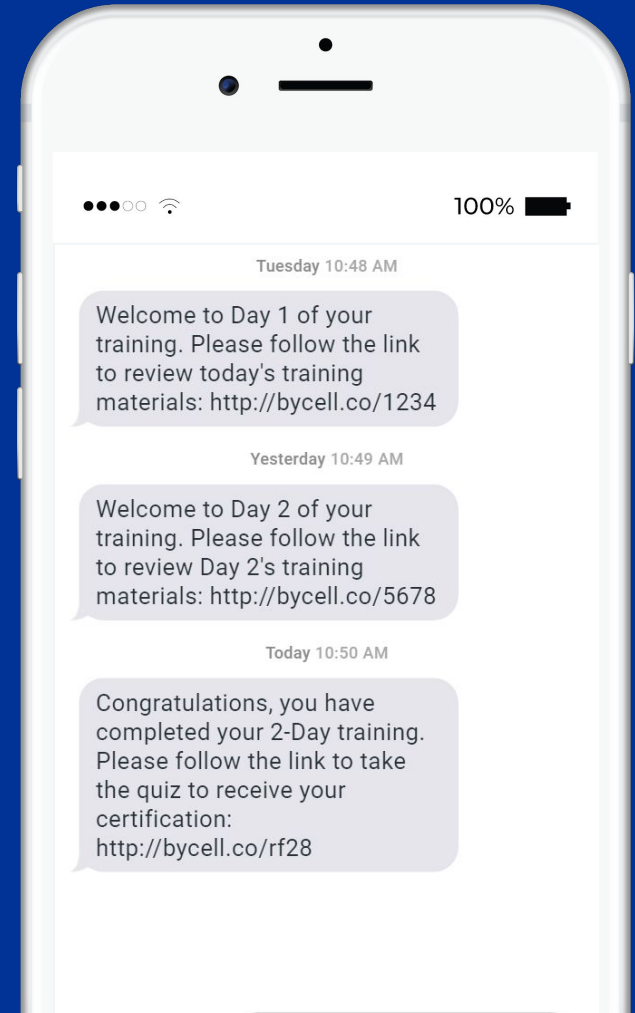
Alerts

- Send general company announcements
- Schedule reminders
- Push links to important documents



Sequencing

- Schedule by calendar date or sequence
- Use for drip communication



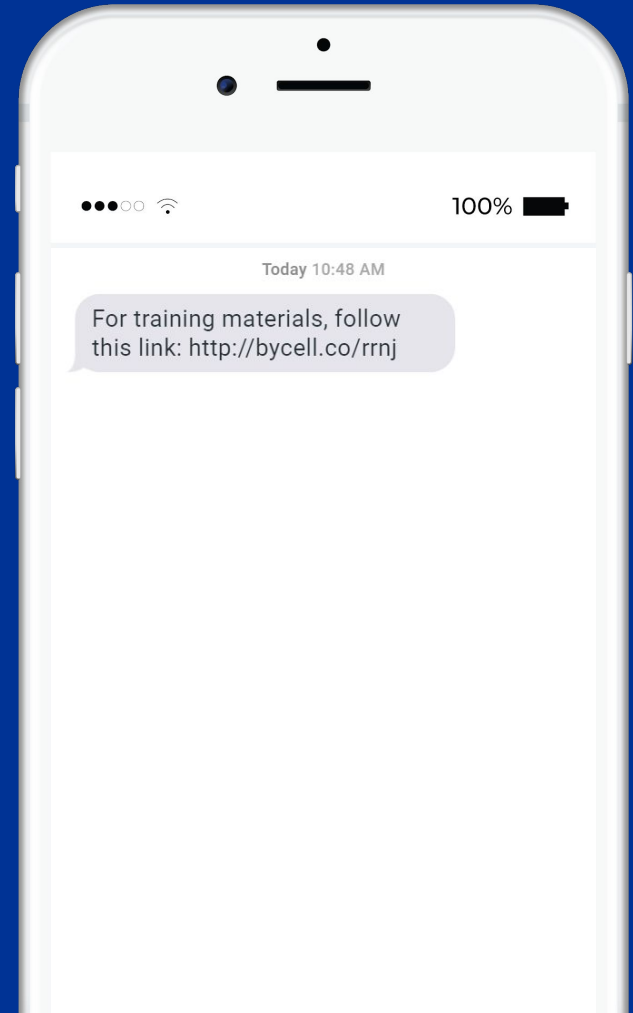
Two-way Text Chat

- Increase one-on-one engagement with each remote employee



Deliver links

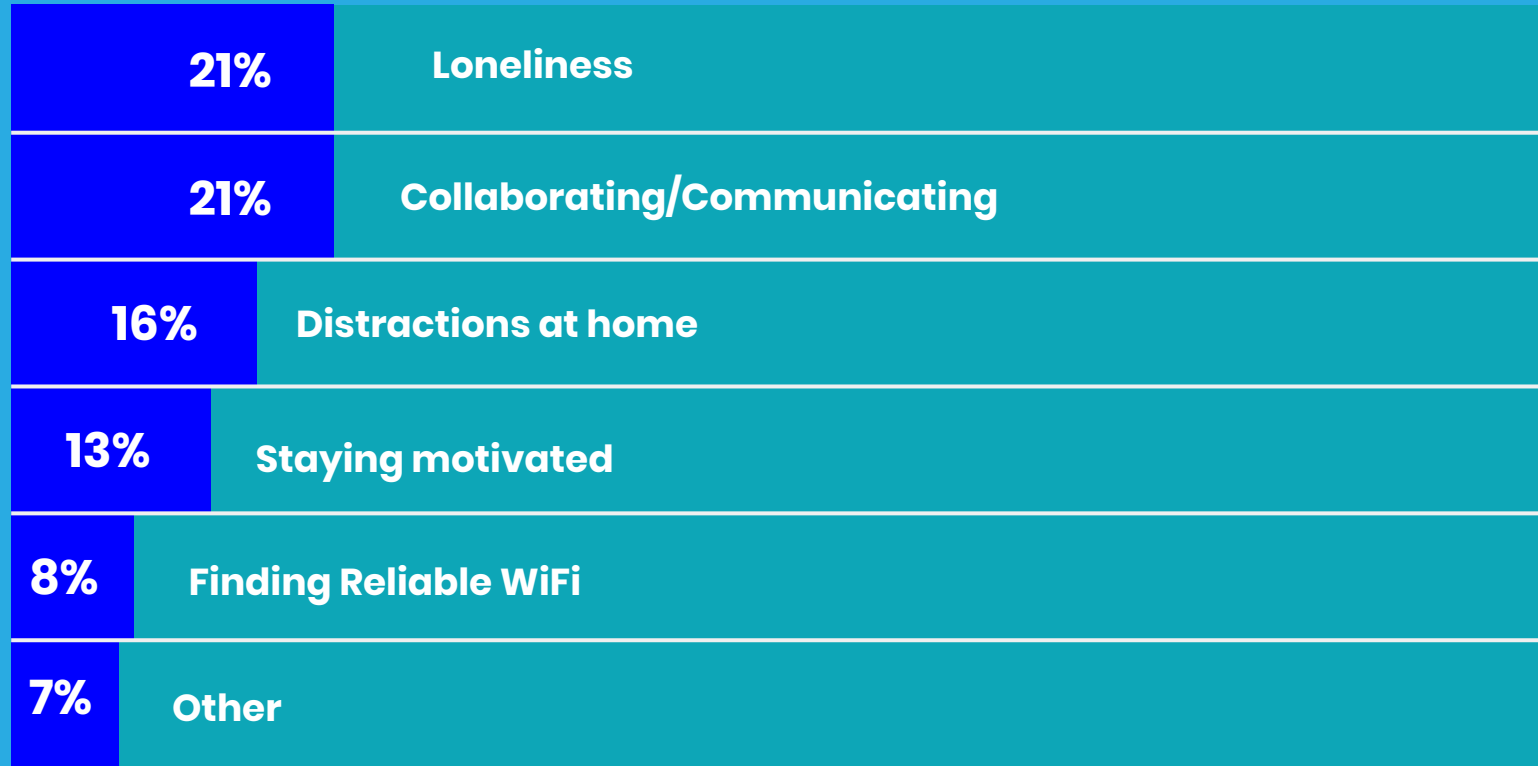
- Link to your own site
- Link to any URL
- Link to a mobile training portal
- Link to a mobile benefits portal



Collaboration



What's the biggest struggle with working remotely?



(Source: State of Remote Work 2018, sample size: 1,900 freelancers and employees)

Challenges of collaborating with remote workers

- Communicating in real-time
- Sharing content
- Lack of physical connection for some people upsetting



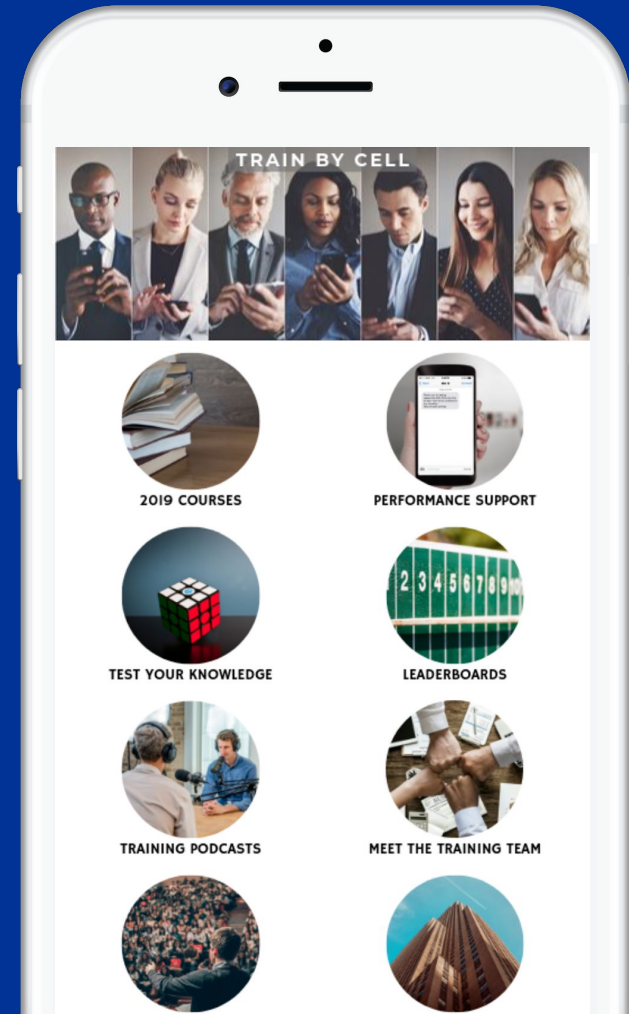
Spark collaboration

- Create mobile portals of custom content
- Start conversations and share info on message boards with texts delivering links



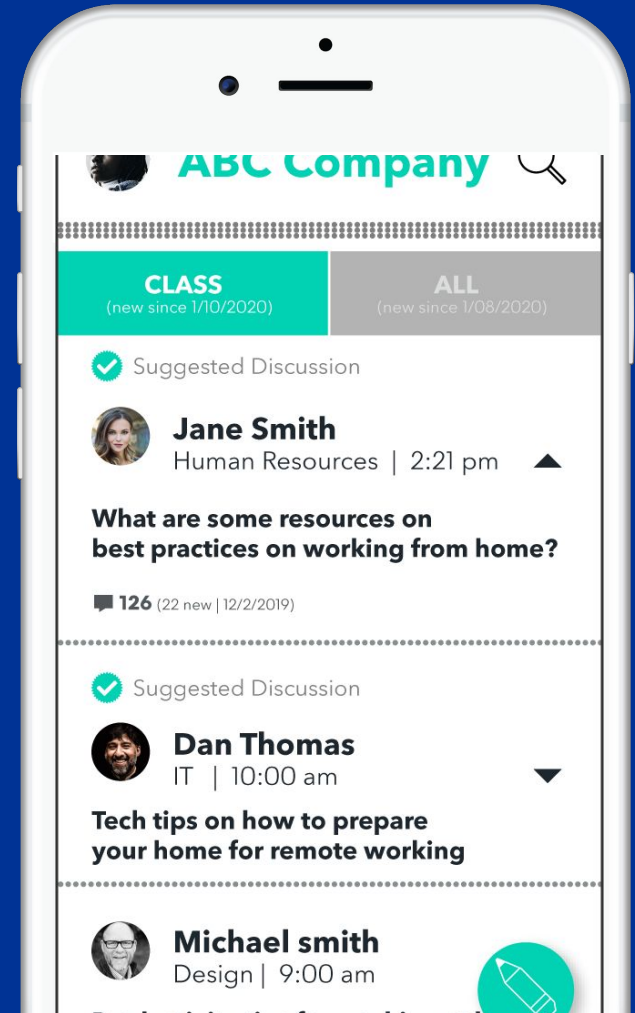
Mobile web portal

- Create your own mobile web portal
- Store any information you'd like — benefits, training materials, schedules, alerts
- Employees opt-in and can access 24/7 through a clickable link



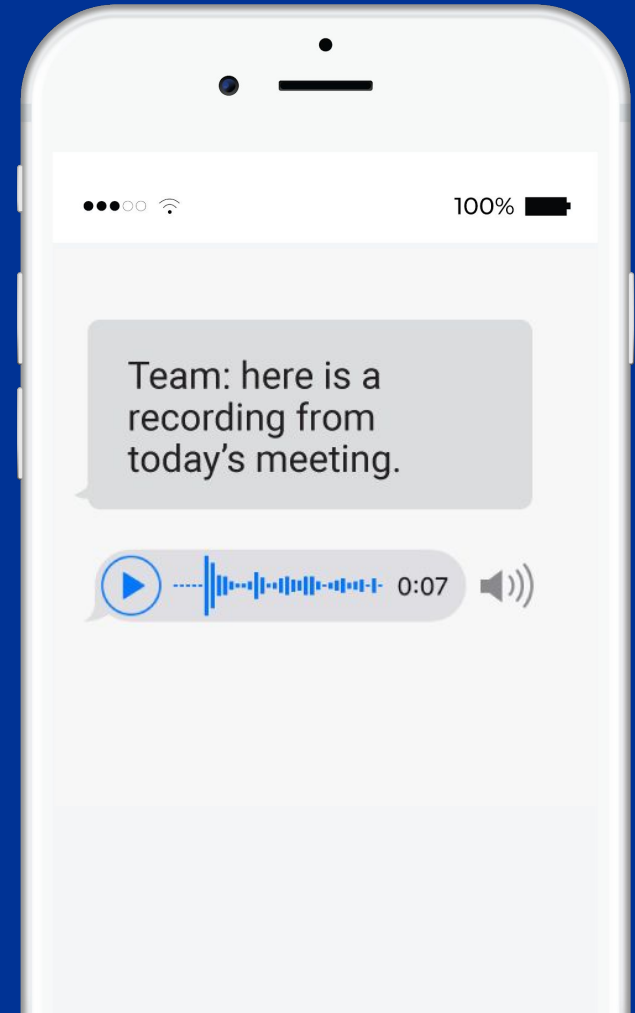
Message board

- Creates a community in the workplace, even when some (or all) workers are remote
- People need a place to vent, discuss, express concerns, and ask questions



Audio messages

- Daily message from managers
- Record messages to be sent out to all team members



Accountability



Challenges of remote worker accountability

- Tracking and measuring performance
- Miscommunication
- Lack of clarity and direction



Improve accountability with mobile

- Track employee progress through web portal — every click is tracked
- Instantly reach out via Text Chat
- Use a project management tool



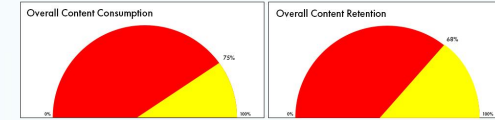
Employee tracking

- Employee evaluations
- Training content consumption
- Reports show engagement by date, time

Employee Content Consumption & Retention Tracking

From: 02/18/19 To: 03/20/19 -OR- Select Customized Time Period: Choose Time Period ▾

Run Report for: [today](#) [yesterday](#) [7.days](#) [30.days](#) [60.days](#) [90.days](#) [6.months](#) [12.months](#) | [Month-to-Date](#) [Year-to-Date](#)



Employee ID	First Name	Last Name	Content Completed	Average Test Score	Employee Detail
0000-0001	John	Manning	85%	90%	<input type="button" value="Scorecard"/>
0000-0002	Dave	Dude	90%	85%	<input type="button" value="Scorecard"/>
0000-0003	Helen	Johnson	77%	75%	<input type="button" value="Scorecard"/>
0000-0004	Joyce	Flores	64%	80%	<input type="button" value="Scorecard"/>
0000-0005	Charles	Lee	50%	90%	<input type="button" value="Scorecard"/>
0000-0006	Mike	Anderson	45%	100%	<input type="button" value="Scorecard"/>
0000-0007	Lash	Roswell	25%	90%	<input type="button" value="Scorecard"/>
0000-0008	Sandy	Fry	85%	95%	<input type="button" value="Scorecard"/>
0000-0009	Bonnie	Lozin	80%	100%	<input type="button" value="Scorecard"/>
0000-0010	George	Brown	55%	60%	<input type="button" value="Scorecard"/>
0000-0011	Julio	Montes			
0000-0012	Dorothy	Marx			
0000-0013	Beverly	Blin			
0000-0014	Freddy	Francis			
0000-0015	See	Wong			

John Manning

Employee ID: 0000-0001

From: 02/18/19 To: 03/20/19 -OR- Select Customized Time Period: Choose Time Period ▾

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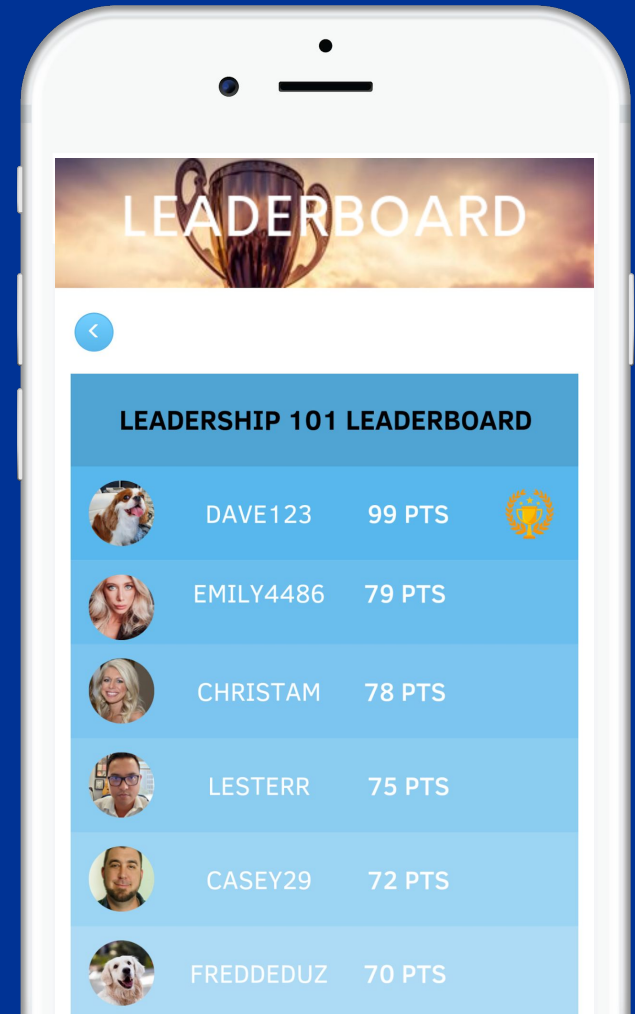
Scorecard



Content	Completed (Y/N)	Content	Completed (Y/N)
Reading 1	Y	Test 1	Y
Video 1	Y	Test 2	Y
Reading 2	Y	Test 3	Y
Video 2	Y	Test 4	Y
Reading 3	Y	Test 5	Y
Video 3	Y	Test 6	Y
Reading 4	Y	Test 7	Y
Video 4	Y	Test 8	Y
Reading 5	N	Test 9	N
Video 5	N	Test 10	N

Leaderboard

- Make work experiences more competitive and fun
- Use as a project management tool – as employees finish objectives, they rack up a score
- Great for onboarding new hires



Inclusion



**A Harvard study discovered
some remote workers feel
left out and shunned from
their company**



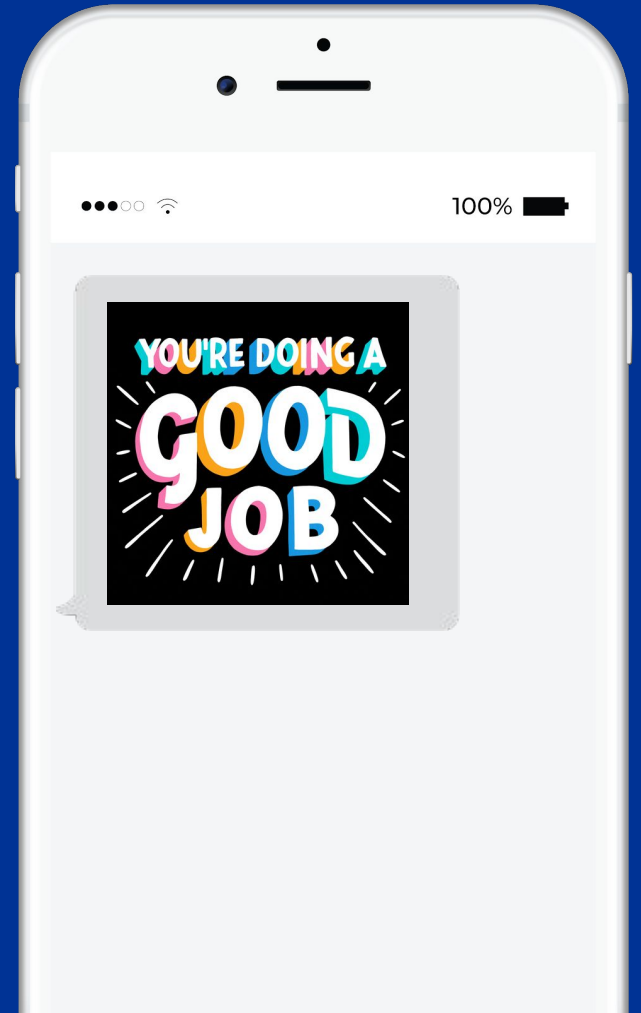
Challenges of creating a company culture with those that work from home

- Making sure remote workers feel included
- Keeping up with traditions
- Creating an open environment
- Difficult to pull this off when it's new to you, and to your employees



Mobile as a way to recognize your employees

- Push out recognition messages for a job well done
- Celebrate birthdays/anniversaries and successes with personalized MMS messages



Keep communication open with mobile technology

- Leverage a message board as a way to start conversations, share resources, and answer questions
- Streamline individual communication via Text Chat
- Over communicate using texting



Our Suggestions

- 1. Add a text message component
(If you choose us we offer money back guarantee!)**
- 2. Instantly your communication will improve**
- 3. Track results through reports**
- 4. Get employee feedback**



THANK YOU



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Senior Solutions Consultant

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dave@engagebycell.com

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