

EMPLOYEE COMMUNICATIONS

The Ultimate Guide



workvivo
by zoom

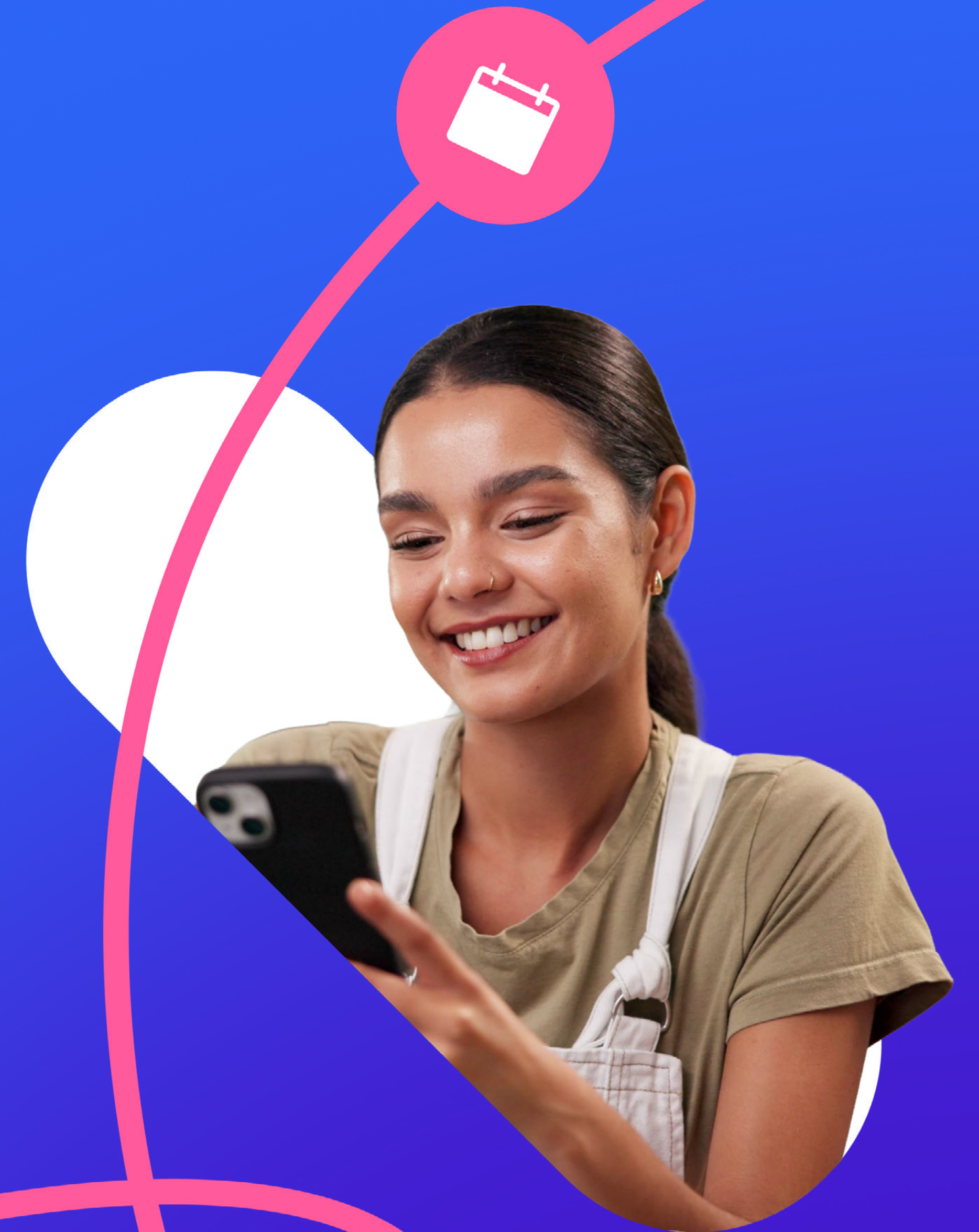


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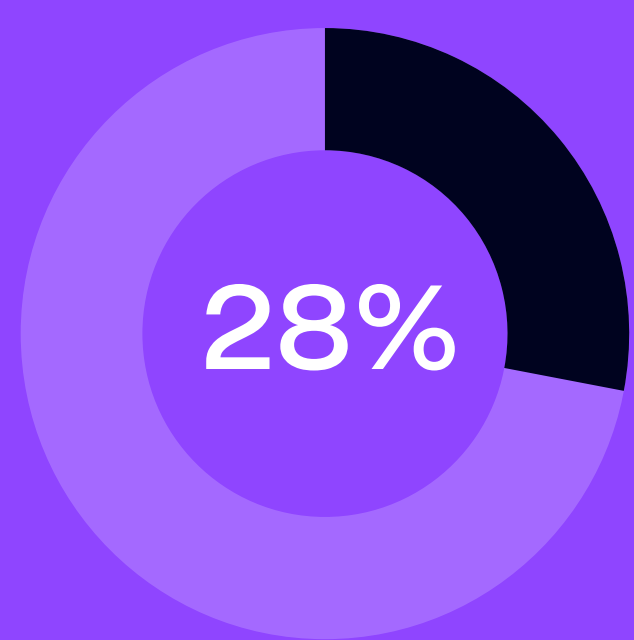


INTRODUCTION

Employee communications are critical to the success of your organization, but is your workforce using the right tools to help them stay connected?

It's never been more important to keep in touch with your staff, no matter where they're based. More and more employees are spending long periods away from a centralized office or moving to full-time remote work. These changes present new challenges for your communications strategy to grapple with, and call for bold, effective solutions.

Many businesses spend considerable time focusing on engaging with their external audience, but give little thought to how they can communicate effectively with their staff. Yet there are plenty of benefits to mastering your employee communications.



Organizations that foster a culture of employee engagement can improve manager performance by up to 28%,

with managers directly influencing 70% of their team's engagement, according to Gallup.



Your team received a hooray!



WHAT ARE EMPLOYEE COMMUNICATIONS?

Employee communications are the internal dialogues within a company. They can be deceptively hard to get right, whether you're a small startup with five staff members or a vast multinational corporation.

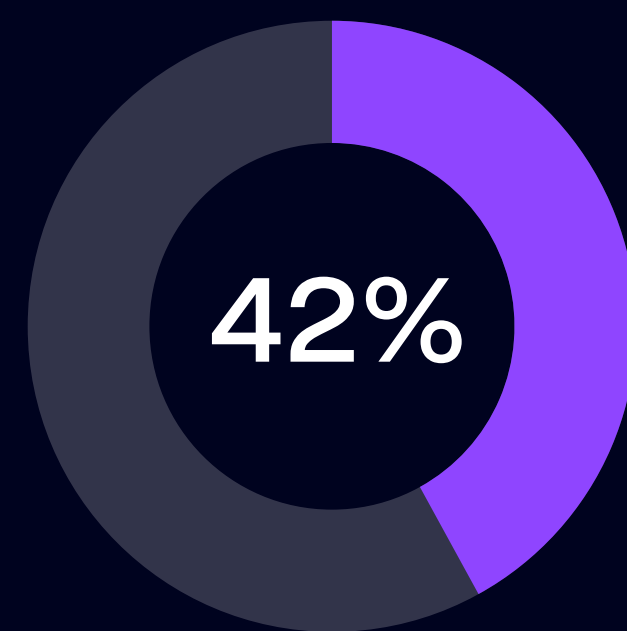
Improving your internal communications strategy is not only about relaying messages back and forth, but ensuring these messages are received and understood by all parties — and providing the space for employees to communicate in return.



Successful team communication can have a positive impact on your business, producing favorable results in everything from your engagement levels to your company culture. By focusing on it, you can help build:

- ★ Greater productivity and purpose
- 📈 Stronger profitability
- 💡 A motivated, engaged workforce
- 👥 A culture of transparency and openness

Yet many organizations still underestimate how vital internal communication is, and the impact is tangible.



Our Frontline Gap report found that 42% of frontline workers say their company leadership isn't good at communicating with them.



Almost half (48%) feel much of their organization's messages are irrelevant to them.

This dissatisfaction points to a broader challenge: developing internal communication strategies that are inclusive, effective, and adapted to different work environments.

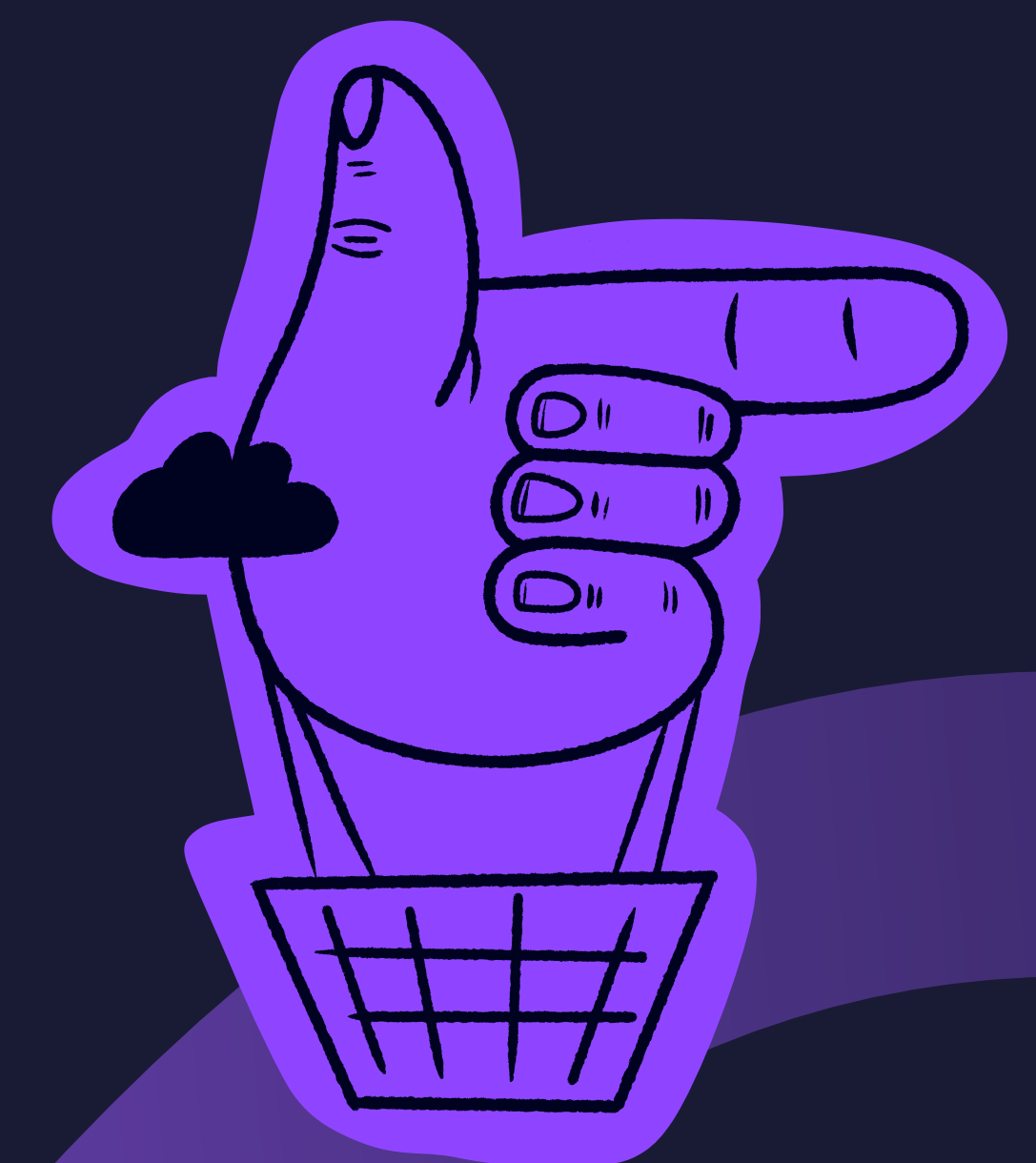
Using apps and software can be hugely beneficial for keeping teams connected and informed, whether they work at a desk or on the front line.



77%

The stakes are high, with employees who feel informed about their organization outperforming their peers by 77%.

With the right approach and tools, the sky is the limit for ambitious businesses eager to **reach their employee communication potential.**



DECODING EMPLOYEE COMMUNICATION TOOLS

There are many employee communication tools on the market. In this oversaturated space, apps and software are often confused for one another, and their different attributes and limitations get lost in the crowd.

Some tools focus solely on internal communications, while others provide added dimensions. Some apps have a collaborative edge, helping teams communicate throughout the day and work together on various projects. Others act more like a planning tool, aiding communication focused on specific tasks and presenting it in accessible and visual ways.



Workvivo is distinctly different from these apps, marking a move away from conventional intranets. Instead of competing with the many apps that offer variations on the same functionality, Workvivo takes a fresh approach.

Workvivo combines:



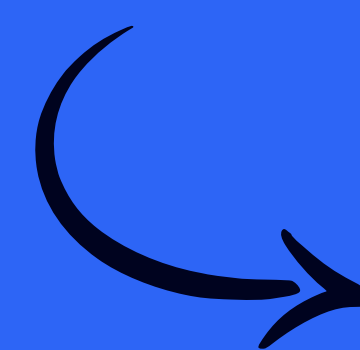
A user-friendly, social media-style interface



An internal communications solution



An employee experience app



The result is a new approach to team engagement, setting our app apart from the typical tech solutions available today.

WHAT EMPLOYEE COMMUNICATION TOOLS ARE OUT THERE?

There are plenty of ways to communicate with your staff members, but not all of them are effective, particularly in the digital age.

Some commonly used options include:



Communication apps and platforms



Collaborative tools and social networks



Video chat and messaging apps



Email



Digital signage



Basic communication tools

WhatsApp or Signal provide a basic way of allowing communication between teams, but they are not designed for your workforce.

Likewise, contacting your team via email is a way to keep in touch, but it is seldom the go-to source of information for employees and is more regularly used to facilitate communication between your team and your clients or customers. It's easy for emails to be misplaced in your inbox, and hard to find clarity in long email chains. Emails also fail to cater to diverse worker needs, as frontline employees often have no access to a professional account.

Social media facilitates instant digital communication, but it's created for the mass market, not your workplace. Not only does it often blur the lines between work and downtime, it can also lead to confused messaging and even open the door to unprofessional discussions or incidents. As a result of their fundamental limitations, these tools often lack key features that are helpful for your workforce. In fact, there are many features only a dedicated employee communication app can provide.



Employee communication tools

Using just one tool for the bulk of your internal communications helps limit opportunities for missed messages or confusion. It's also more personable and approachable — fundamental principles to keep in mind when creating your employee communications strategy.

However, even dedicated employee communication tools can be limited. They often lack important functionality, and fail to unlock the full potential of such key business outcomes as:

 Engagement

 Employee retention

 Profitability

This is where [Workvivo](#) is different.

By providing a truly comprehensive app for employee communications, Workvivo ensures nobody is left behind. As more employees look at changing how (and where) they work, shifting to an all-encompassing employee comms app ensures teams stay together.



THE FUTURE OF EMPLOYEE COMMUNICATION TOOLS

While there are tons of communication methods for teams to choose from, their effectiveness is often inconsistent, particularly as many employees now work remotely, in hybrid models, or on flexible schedules.

Amid ongoing workplace digitalization, businesses have found themselves with a growing number of communication tools, many of which were not previously part of their standard kit. Today, companies must ensure that internal messages are not only delivered effectively within office spaces, but also across home offices, mobile devices, and even international teams, including freelancers and remote employees.

That's why sprawling tech stacks are a hindrance to effective communication. And the increased reliance on digital platforms and apps means the ones you engage with should be:



Effective



User-friendly



Adaptive

Old-style intranets are increasingly outdated in this new world of work. As more companies converge budgets for intranets, community platforms, and employee engagement tools, new opportunities emerge to streamline communication and boost connection.

The initial financial outlay of changing your communication methods may seem daunting, but it's a critical move for businesses determined to future-proof their communication strategy. Prioritizing modern employee communication tools, rather than simply reworking legacy systems, is proving to be a smart investment:

67%

of employees say effective digital communication tools are critical to their productivity and engagement,

54%

yet over half (54%) feel overwhelmed by the number of platforms they are expected to use.

This reinforces the importance of investing in integrated, streamlined solutions that genuinely support how employees work today.



WHAT SHOULD I EXPECT FROM AN EMPLOYEE COMMUNICATIONS APP?



The best employee apps encourage community, connection, information sharing, and engagement – all in one place.

They ensure that employees across all functions and locations can communicate and contribute to company discussions, no matter where they're based.

In an era of remote and hybrid models, decentralization has become essential to internal communications – and has further contributed to making traditional intranets obsolete. With teams increasingly distributed and mobile, especially among frontline and non-desk workers, organizations need tools that truly connect people across all roles.

Your employee communications app should provide:



Democratized communication

A space where everyone has a voice, from HQ staff to field teams. Studies show that 75% of professionals want to maintain flexible working conditions, whether remote or hybrid. And 76% of employees say flexibility in when and where they work directly impacts their willingness to stay with the company. The right employee app creates shared experiences and fosters real-time participation, no matter the location or job title.

75% of professionals want to maintain flexible working conditions, whether remote or hybrid.



The personal touch

This is achieved by opting for a fully scalable and customizable solution that helps build a genuine sense of belonging. Workvivo's employee app reinforces internal culture and allows messages to reflect the company's voice, tone, and values. This cohesion strengthens employee identity and keeps communications aligned across the board.



Boosted engagement

A strong communications strategy drives engagement, and engaged teams are more productive, resilient, and loyal. According to the 2024 Gallup State of the Global Workplace report, highly engaged teams are 18% more productive and show 23% greater profitability than disengaged teams.

Conversely, rigid return-to-office mandates can backfire: 45% of HR professionals report higher retention issues in companies with inflexible in-office policies, compared to just 15% in flexible environments.



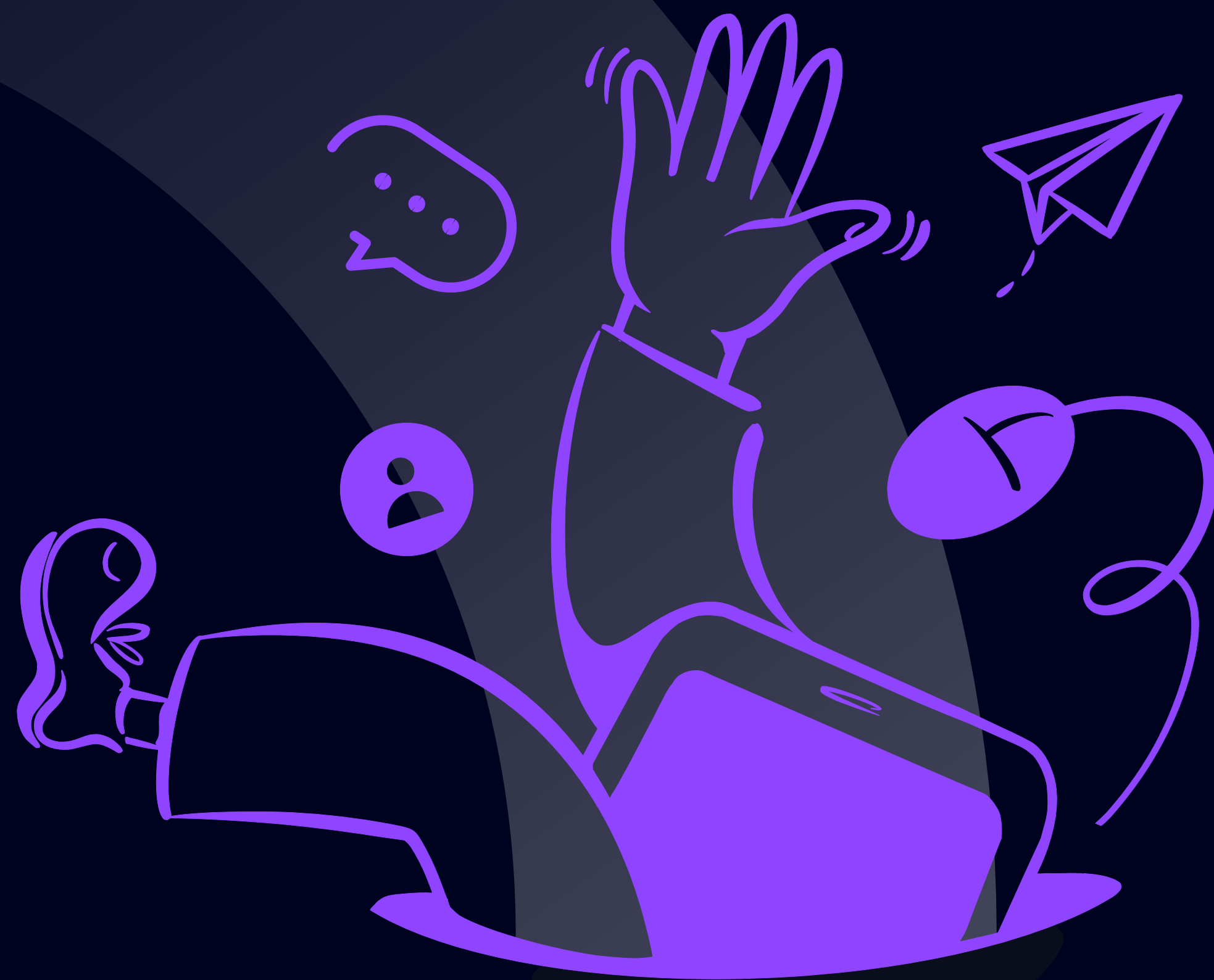
A familiar interface

Familiarity is central to effective employee apps. Today's workers have limited time to learn the ropes of a new communication method. When many of your staff are remote, finding routes to train them in a new app could also prove tricky. Sticking with something reminiscent of tools they use in their everyday lives is a great way to ensure all technical skill levels and preferences can participate.

WHY OLD COMMUNICATION METHODS FAIL

Employee communications have undergone many integral changes over the last few years.

The rise of social media has changed the way we communicate on a fundamental level and provides opportunities to overhaul old methods of speaking to and with your workforce.



Key examples of traditional internal communications could include:

 Company mission statements

 Newsletters

 Manuals or handbooks

 Polls

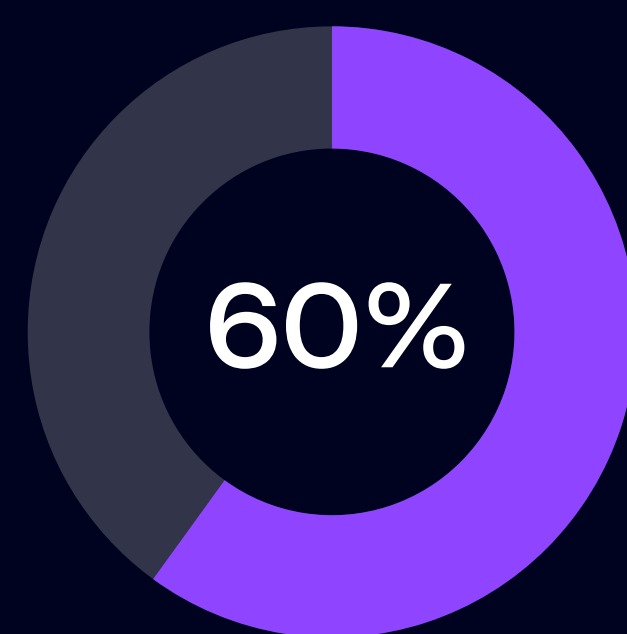
 Company intranet

These elements are all notable for facilitating largely one-way communications. [Internal newsletters have a low adoption rate](#), making them an ineffective way of communicating important updates to your team.

Such methods provide little room for the employee to provide input or feedback, except through the limited interaction a traditional company intranet allows and the rigid structure of a company poll.

Adopting more flexible digital tools can help alleviate some of the communication burden, but only when implemented effectively. In response to the shift toward remote, hybrid, and deskless work models, many organizations have expanded their use of digital communication platforms, often without a cohesive strategy.

Yet for many employees, using multiple applications for communication tasks can be daunting and overwhelming. In fact:



of workers report high levels of stress and burnout due to digital communication fatigue.

This dissatisfaction can quickly seep into other areas of the business, affecting everything from employee well-being to engagement and retention.

To combat these problems, companies need to adopt continuous, consistent employee communication tools that are intentionally designed to be user-friendly and responsive.



WHY INVESTING IN AN EMPLOYEE APP MAKES SENSE

Today's workers are reassessing what they want from their jobs, and they're looking to their employers for more flexibility, autonomy, and support.

McKinsey reports reveal that:

65%

of professionals now prefer a hybrid model, while more than...

70%

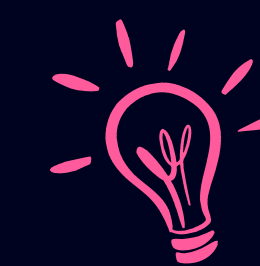
say flexibility in when and where they work is a decisive factor in whether they accept or stay in a role.

This shift has redefined how people connect in the workplace. Interpersonal moments like spontaneous office chats, team lunches, or in-person meetings have been largely replaced by asynchronous communication, digital collaboration, and hybrid rituals. For many, this has led to a sense of distance and, with it, the risk of disengagement.

Communication is critical to business success, and among the most important factors for both sourcing and retaining the best employees. With the workforce choosing to stay at home some (or all) of the time, it's easy for them to become disconnected and uninvested.

At Workvivo, we know it doesn't have to be this way. Instead, companies can implement a reliable, effective employee communications app that responds to the needs of their business.

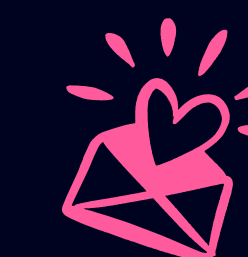
The right employee app can help you to:



Communicate more effectively with your workforce



Maintain engagement levels and boost staff retention



Cultivate an accountable and open company culture

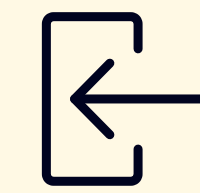
A world away from the slow, rigid restrictions of a traditional intranet, this new type of employee communications app responds to the needs of modern workers, making it a worthy investment for your company.

HOW EMPLOYEE COMMUNICATION HELPS RETAIN AND EMPOWER YOUR WORKFORCE

Attracting talent is important, but retaining people — keeping them connected and engaged — is the real challenge.

Employees are rethinking not only where and how they work, but also why. They're seeking flexibility, a clear sense of purpose, and stronger connections with their workplace. The way you communicate with your teams plays a defining role in shaping that experience.

At Workvivo, we believe that effective communication is cultural. It's what allows people to feel seen, heard, and part of something bigger. And that must include everyone, from desk-based professionals to frontline teams.



Why people leave — and what communication has to do with it:

Lack of clarity around purpose:

Gallup (2024) reports that only 21% of employees globally feel engaged. Many don't understand how their role connects to broader company goals.

Exclusion from decision-making:

Deskless and frontline workers are often disconnected from day-to-day updates and company direction, which drives disengagement.

Lack of perceived support:

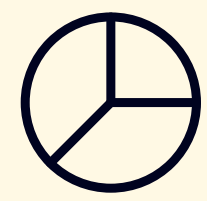
According to the Gallup report, 72% of employees say they would stay longer at their job if they felt more supported and valued.

Feeling unappreciated:

When communication breaks down, employees may start to question whether their contributions are recognized, whether their voice matters, or whether they truly belong. Over time, this creates a disconnect that turns into disengagement, stress, or quiet exits.

Even team members who enjoy their work and have strong peer relationships can begin to feel isolated if they lack clear, consistent communication. Hybrid schedules, inconsistent messaging, or the absence of feedback channels can quietly erode their sense of belonging.





What the data shows:

43%

Almost half (43%) of employees list flexibility as a major retention factor, according to [Gartner](#).

25%

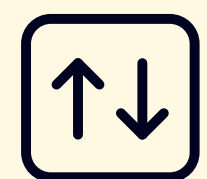
[PwC \(2025\)](#) reports that companies with strong remote work policies experience 25% lower turnover.

80%

Frontline workers are often left out: about 80% of the global workforce is deskless, yet only 9% of those employees are highly satisfied with internal communication.

42%

According to our [Frontline Gap report](#), 42% of global frontline workers say their company is bad at communicating with them.



Two-way communication builds trust. Poor internal comms consistently undermine it.

Employees are more likely to stay when they feel included, informed, and valued. And when communication is done right, the positive impact on the organization is tangible:

Engagement improves



Turnover decreases

Culture gets stronger



The impact of better tools

Modern communication platforms like Workvivo close crucial gaps. They bring updates, recognition, and feedback into one unified, accessible space.

When communication is consistent and inclusive, [Gallup](#) also reveals that:

51%

More engaged employees reduce turnover by up to 51% in low-turnover organizations and 21% in high-turnover ones.



Organizations that invest in employee communication tools are actually building workplaces where people choose to stay.

15%

Employees who use their strengths every day are 15% less likely to leave their jobs.



Trust and flexibility, both shaped by how and what you communicate, are now non-negotiable when it comes to retention.





How much does poor communication cost your business?

The impact of weak internal communication extends far beyond unread emails or missed updates. It affects morale, productivity, and long-term retention.

As the workplace changes, so must the ways we connect. **Old solutions won't solve new challenges.**

Workvivo is designed to keep your people in the loop and show leadership what really matters on the ground. It's about creating meaningful touchpoints, giving employees a voice, and helping every individual feel connected to the bigger picture.



5 TOP TIPS TO BUILD SUCCESSFUL INTERNAL COMMUNICATIONS



Employee communications can be a daunting challenge to tackle, but help is at hand!

By following these five top tips, you'll be on your way to a more connected team.

01 • Focus on user experience

With hybrid and remote roles now well established across most industries, a huge chunk of communication between teams happens in the digital realm. This means the digital tools you employ need to be user-friendly for all skill levels.

An app like Workvivo uses a social media-style interface for instant familiarity, ensuring your team won't have to learn any new tricks to get started on meaningfully communicating with one another. Communication apps now need to work not only on desktop computers but on mobile devices, both in and out of the centralized workplace.

02 • Understand the goals of your organization

Implementing any strategy, software, or app without clear goals in mind could lead to wasted time and money. Instead, focus on what you want to achieve with your internal communication strategy, and how these aspirations tie to your wider goals as a business.

What challenges do you face, and how will this strategy help to overcome them? Knowing the answer to this question will help save you and your team plenty of headaches and help you to closely align your chosen communications strategy to the overarching business goals.

03 • Know your workforce

There is no one-size-fits-all approach to internal communications. Instead, your strategy should acknowledge your employees as individuals and be flexible enough to match their job role and their capabilities.

Yet it must also achieve this without being spread too thinly across different platforms, as this is likely to cause confusion and lead messages to become lost in translation. The solution is a new, democratized style of employee app that facilitates different communication styles under the same umbrella.

04 • Lead the way

A strong internal communications strategy is as important to leaders as it is to the wider workforce. When you decide on a course of action, think of whether it will positively impact all levels of the organization and how effective it will be when rolled out across the company.

Your chosen apps and tools should be as useful to management as they are to the rest of your team, so be sure to go for adaptive options with plenty of functionality. This is another great reason to ditch your legacy intranet and move towards something more efficient.

05 • Think of the future

Nobody knows what the future holds, but having the right tools to handle whatever happens is a great start!

Instead of replacing your old intranet with a new one, now is the time to future-proof your organization. Choose a dedicated employee app that provides all the communication tools you need – now and as your company continues to grow.



BRINGING IT ALL TOGETHER

Internal communication is often overlooked, but it's one of the most powerful drivers of employee engagement, alignment, and long-term business success.

Today's shift toward remote, hybrid, and flexible work doesn't need to disrupt your culture or productivity. It presents an opportunity to build stronger, more connected teams, no matter where they are.

With the right strategy and tools, you can turn communication into a catalyst for trust, performance, and retention. Workvivo helps you make that happen.

Whether your teams are behind a desk, on the front line, or spread across time zones, Workvivo gives everyone a voice and keeps your culture thriving.

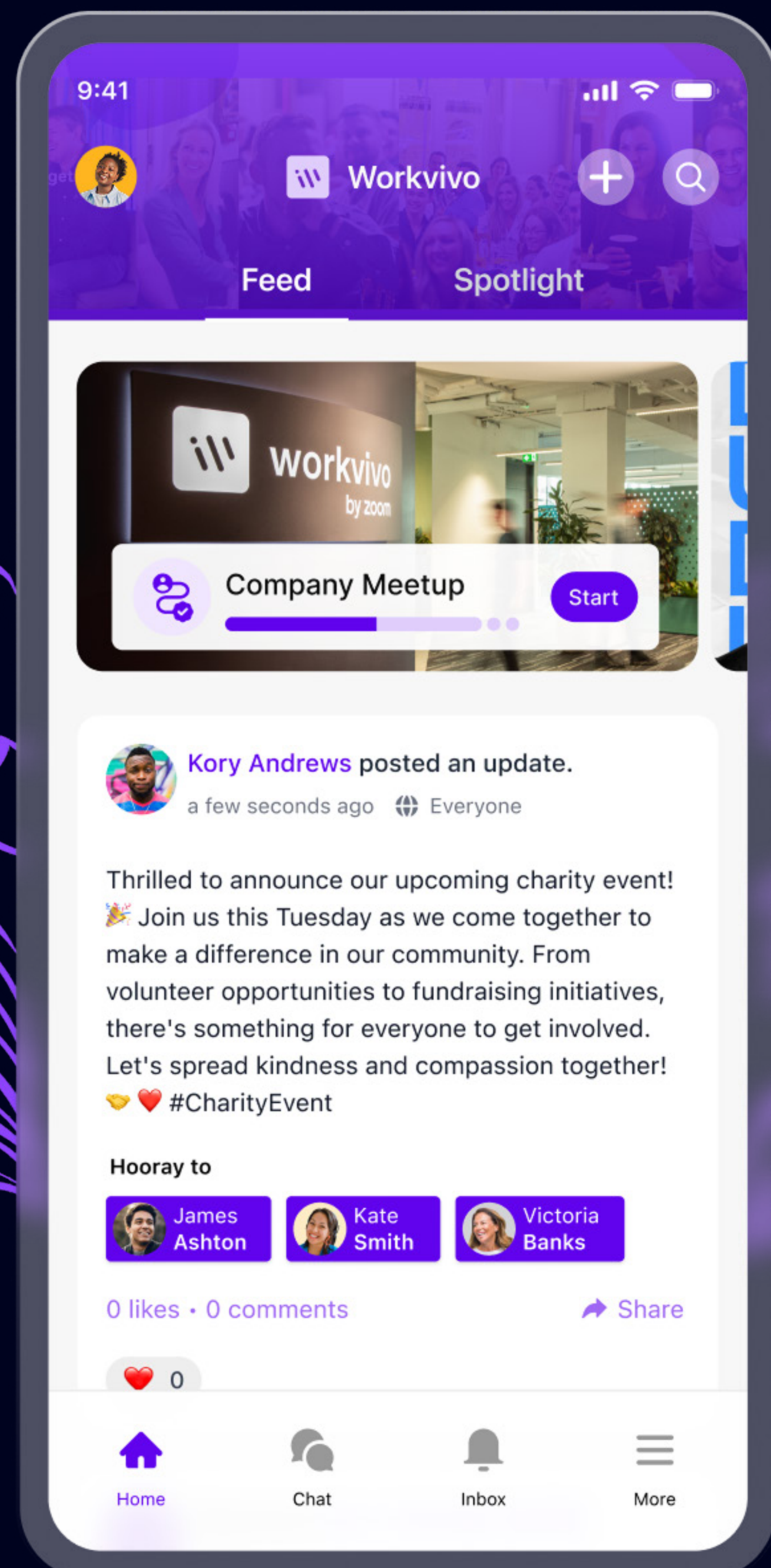


About Workvivo

Workvivo is the employee experience app employees love to use.

Employees can read and post content, like, share, and comment in exactly the same way they do outside of the working environment, but they can also recognize others through shoutouts, link posts to company goals and values, create community spaces, and publish company articles and events.

The way employees interact is changing, and companies must adapt to maintain high levels of employee engagement. Workvivo was founded to connect employees in new and interesting ways; to increase engagement, to amplify culture, and to create a real sense of community.



**Workvivo's mission is
to elevate everyone's
workplace experience by
helping employees stay
informed, engaged, and
connected**

wherever they
work from

Book a demo





workvivo.com