How to:

Ensure Employees Install and Use the Netpresenter Employee App

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Introducing new technology within an organization can be challenging, and this is also true for the introduction of the Netpresenter Employee App. How can you ensure that everyone installs and uses the app? In this guide, we'll show you step-by-step how to achieve this. By following these simple steps, you can ensure a smooth implementation and maximize the benefits of the app.

Step 1: Communicate the value and benefits of the app

To ensure that employees want to install and use the Netpresenter Employee App, it's crucial to clearly communicate why it's valuable. What's in it for them? Make sure employees understand how the app will improve their work and experience within the company. Emphasize that the app is not intended to burden them further but rather to engage them more and keep them better informed. Follow these steps to effectively convey the benefits:

1. Explain the benefits:

- **Direct access to useful information**: Employees can easily view work schedules, vacation plans, etc.

- **Always up-to-date with important news**: Employees can receive important updates anytime, anywhere.

- **Improved communication**: Quick and efficient information exchange between employees and management.

- **Increased interaction**: Employees can like, comment, and participate in polls and surveys, providing feedback and feeling heard.

- **Safety**: Employees are quickly notified in emergencies via push notifications, ensuring rapid and clear communication during incidents, significantly enhancing employee and organizational safety.

- **Shortcuts**: Employees can use the app to quickly access other frequently used applications, such as leave systems, time tracking, and the intranet.

- **Easy installation:** The app is simple to install in just a few steps and within a few minutes.

2. Use various communication channels:

- **Digital Signage and Screensavers:** Create some slides for Digital Signage on TV screens and Screensavers on PCs. Add QR codes and buttons so employees can download the app directly.

- **Team meetings:** Discuss the app during meetings and demonstrate how it works.

No Digital Signage or Screensavers?

- **Emails**: Send a series of emails explaining the app's benefits.

- **Newsletter**: Include app promotion in upcoming newsletters.

- **Intranet**: Share information about the app's benefits and usage on the intranet.

TIP! With Netpresenter Smart Campaigns, you can repeatedly promote the app on TVs and PCs, raising awareness of its importance and motivating employees to download it using QR codes and buttons.

Step 2: Ensure easy installation

A low-threshold installation is crucial to ensure that employees can install the app without issues and don't abandon it halfway. For business-owned phones, pre-installing the app can eliminate these challenges entirely. However, if the app must be installed on personal devices, providing a clear and user-friendly installation guide is crucial. Follow these steps to make installation easy:

1. Provide an installation guide:

- **Digital and physical installation guide:** Offer both a digital guide (for office staff) and a physical guide (for non-desk workers) that takes employees through the steps.

2. Describe step-by-step Instructions:

- **Download:** Explain how downloading works and provide links and QR codes to the app Store and Google Play Store.

- **Installation:** Describe the installation process using clear language and simple steps.

- **Log in:** Explain how employees can log in with their company credentials.

3. Provide visual support:

- **Screenshots:** Include images of each step in the process for better clarity.

4. Offer technical support:

- **Assistance with issues:** Provide contact information of those responsible for technical support.

- **Optional:** Install the app together during team meetings, when this is required and possible.

TIP! Use Digital Signage and Corporate Screensavers to show employees how to download and install the app. Add a QR code or button linking to the installation guide and the app store to make it as easy as possible.
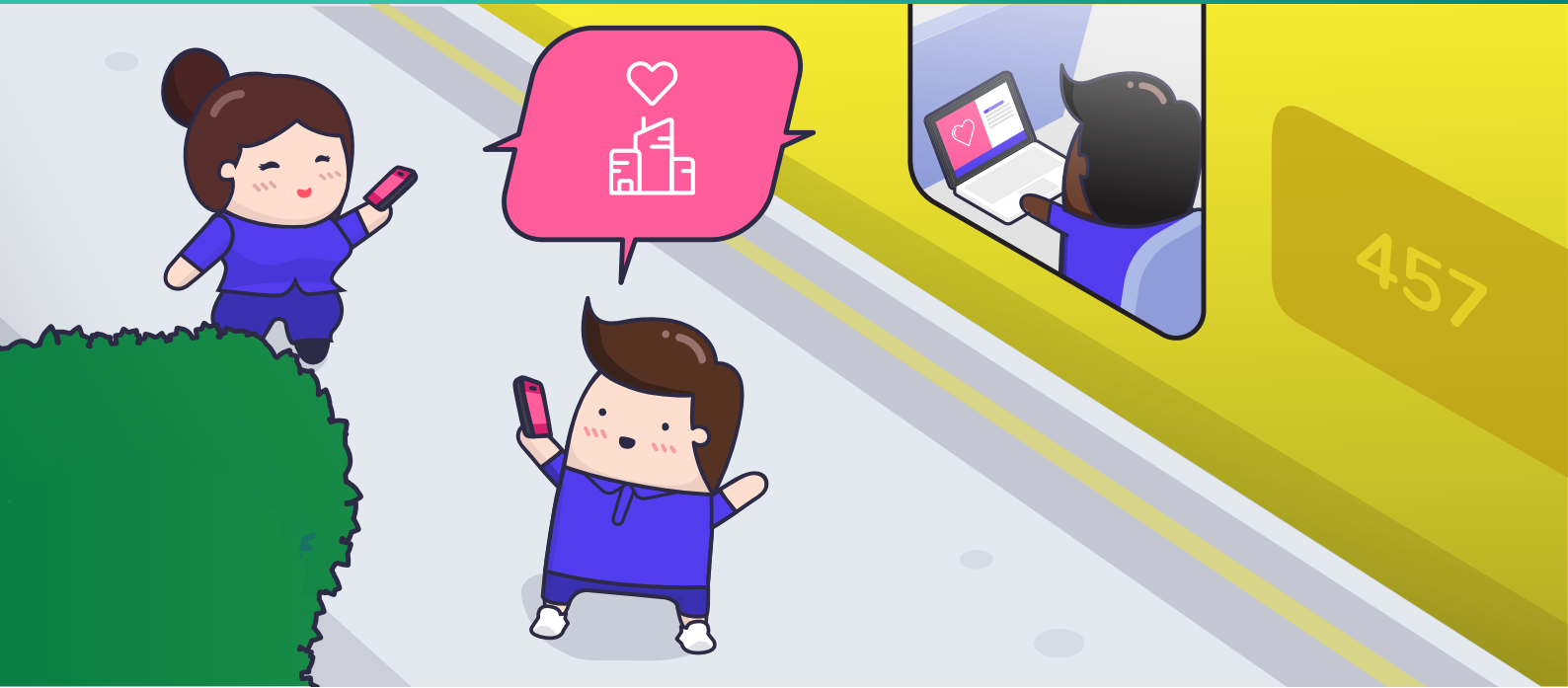
Step 3: Familiarize employees with the app

To make employees familiar with the app, providing a short tour and the right support materials is essential. This ensures that employees become acquainted with the app and feel confident using it. Follow these steps to familiarize employees with the app:

1. Provide a tour:

- **Host a tour session:** Showcase the app's key features and how to use them, such as reading news articles, participating in polls, and receiving push notifications.

- **Encourage interaction:** Encourage questions and interaction during the session.

- **Record the tour:** Record the tour for those who cannot attend.

2. Offer Support Materials:

- **Follow-up materials:** Send the recording and an FAQ overview to colleagues after the tour.

- **Re-send the guide:** Send out the installation and download guide again.

- **Refer to responsible individuals:** Direct employees to the appropriate contacts for further assistance with questions.

TIP! Netpresenter offers template slides with QR codes and CTA buttons for communication via TVs and PCs. By creating various slides, everyone can rewatch the tour, view the installation guide, or download the app. Ask your account manager for more information.

Step 4: Create engaging and relevant content in the app

To ensure that employees continue using the app, the content must be interesting and useful. There must be something for employees to gain. By providing diverse and relevant content, you ensure that employees regularly return to the app. Follow these steps to create engaging content:

1. Create diverse content:

- **Useful information:** Share useful information such as work schedules, vacation plans, etc.

- **News articles:** Regularly share updates and important news.

- **Events:** Inform employees about upcoming events and activities.

- **Polls and surveys:** Engage employees by asking for their opinions on various topics.

- **"Nice to know" content:** Share fun content like photos from company outings, birthday congratulations, and the lunch menu for the coming week.

- **Employee-generated content:** Encourage employees to share content with publishers about successes, personal news, or anything else to share with the rest of the organization.

2. Ensure relevant content:

- **Targeting:** Create specific employee groups (e.g., by department) and ensure content is only sent to the relevant audience, keeping the app relevant and interesting for users.

- **Categories:** Create different content categories (e.g., "Fun," "Marketing," "Company News") so users can filter and choose what they do or don't want to read.

3. Send regular updates:

- **Consistency:** Ensure a consistent stream of new content to maintain employee interest.

- **Feedback:** Regularly ask for employee feedback on the content and adjust it based on their suggestions.

4. Encourage interactivity

- **Push notifications:** Use push notifications to keep employees informed of important and/or urgent new content.

- **Engagement:** Encourage employees to participate in polls and surveys.

- **QR codes:** Use QR codes on Digital Signage TV screens. Non-desk employees can scan the codes to read the full message in the app, ensuring they feel more involved—even without access to a PC.

Common mistakes and how to avoid them

To ensure the app's success, it's important to avoid common mistakes. Recognizing and avoiding these pitfalls can improve the app's adoption and usage. Here are some tips:

1. Insufficient communication about the app:

- **Description:** Failing to clearly communicate the app's existence and benefits can lead to low installation and usage rates.

- **Solution:** Use multiple communication channels and repeat the message regularly to ensure everyone is aware.

2. Complex installation instructions:

- **Description:** Instructions that are too technical or difficult to follow can discourage employees.

- **Solution:** Make the instructions simple, visually appealing, and easy to follow.

3. Uninteresting or irrelevant content:

- **Description:** Content that isn't relevant to employees, isn't updated regularly, or is purely business-oriented will reduce engagement.

- **Solution:** Provide varied, regular, targeted, and enjoyable updates, and ask for employee feedback to improve the content.

Conclusion

By clearly communicating the app's existence and benefits, offering simple installation instructions, organizing a tour, and creating engaging content, you can ensure that employees install and use the Netpresenter Employee App. Follow these steps to get the most out of the app and improve employee communication and engagement within your organization.

Need more tips or help? Contact us.
Our consultants are happy to assist!

Let's Talk

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