

The HRchitect Communication Preference Survey

About Jacqueline Kuhn, HRIP

- EVP HCM Consulting Services at HRchitect
- 30 years in the Human Resources and IT professions
- Core focus on HR Technology Strategy, Software Evaluation, Change Management
- President HRIM Foundation



Fun Fact:
Certified Dog Trainer,
helping shelter dogs
find a forever home.



Connect with me

[Linkedin.com/in/JacquelineKuhn](https://www.linkedin.com/in/JacquelineKuhn)

Backstory on the Genesis of the Survey

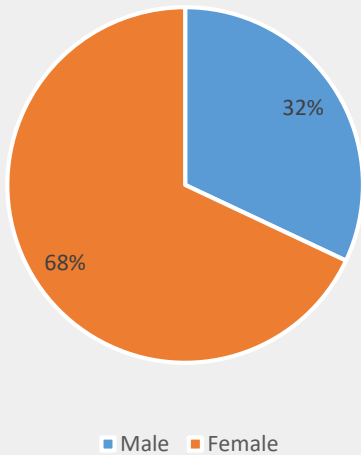
- This past year, all of our Vendor Evaluation engagements included requirements for texting capabilities
- Clients wanted messages from the system to be sent via text not email
- Ironically, these same clients did not provide their employees with mobile devices
- Many vendors don't have this capability today
- What does the end user really want?

The Assumptions

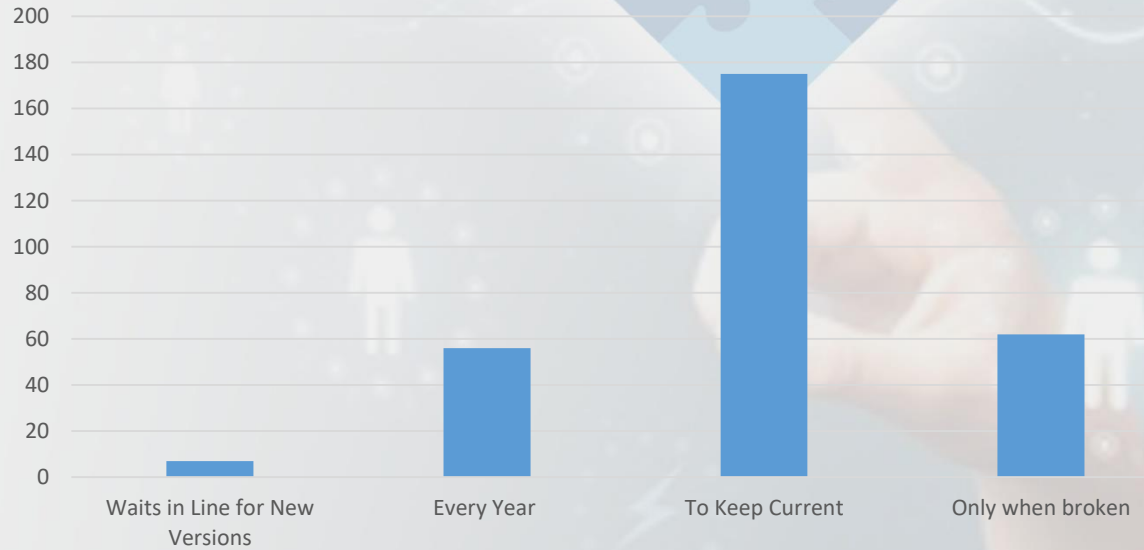
- Most workers have access to a mobile device that has text messaging capability
- Most workers are willing to use their personal devices for work related messaging
- Most workers prefer email for work related communications
- Most workers will use a mobile device to execute HCM Processes.

Summary of Respondent Demographics – 314 Total Respondents

Gender



Digital Readiness



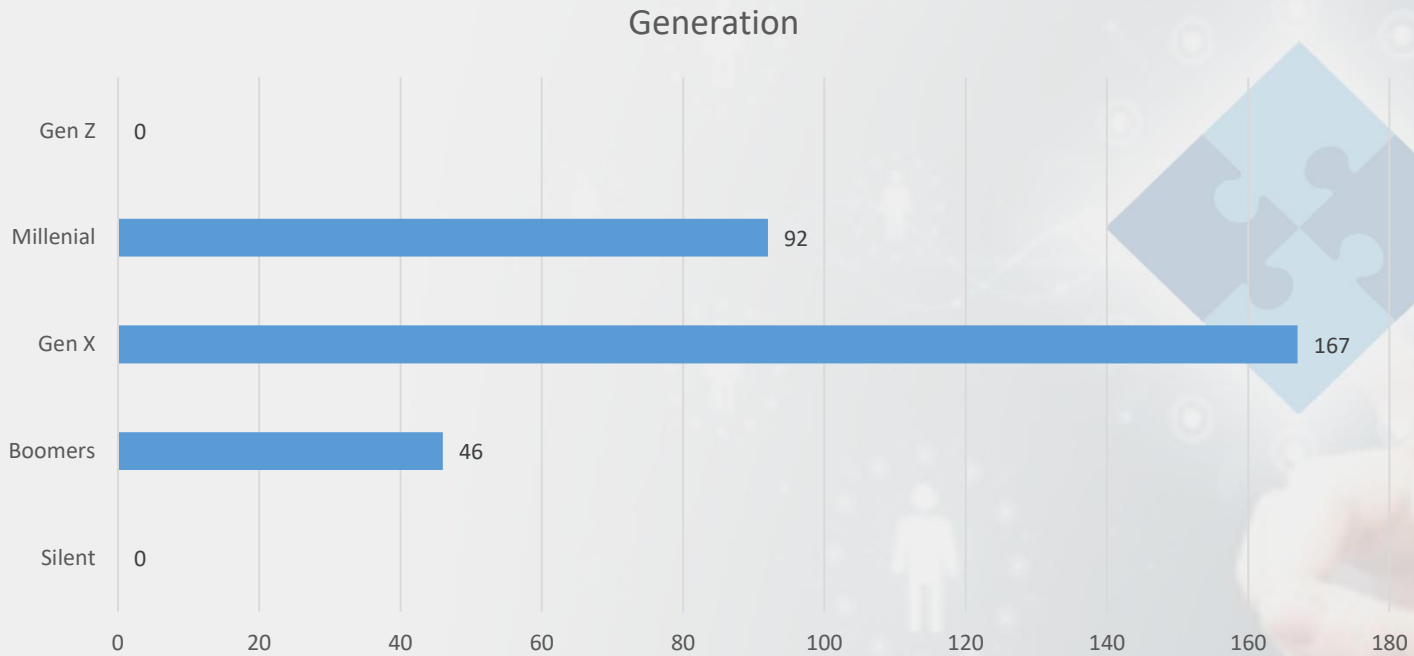
Looking at the results through the lens of Generational differences

Research by PEW has shown that there are some differences in “digital readiness” based on generation.

- Silent Generation - Low Adoption
- Baby Boomer – Adoption depends on socio-economic background
- Generation “X” – Adoption depends on socio-economic background
- Millennial – High Adoption
- Generation “Z” – Highest Adoption

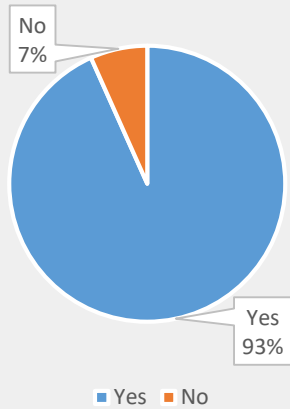
We captured demographics for age & gender in order to correlate our findings to each generation

Generational Demographics

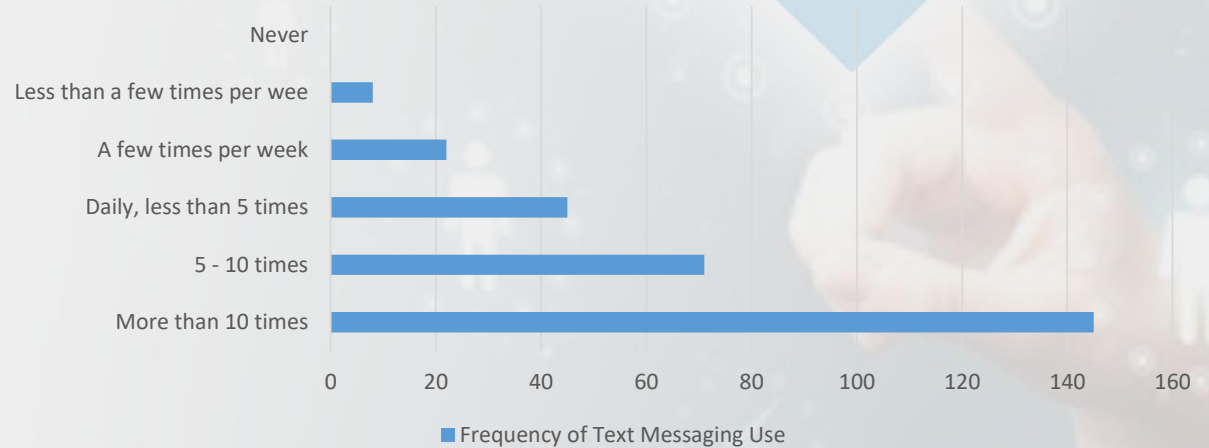


Digital Readiness Demographics

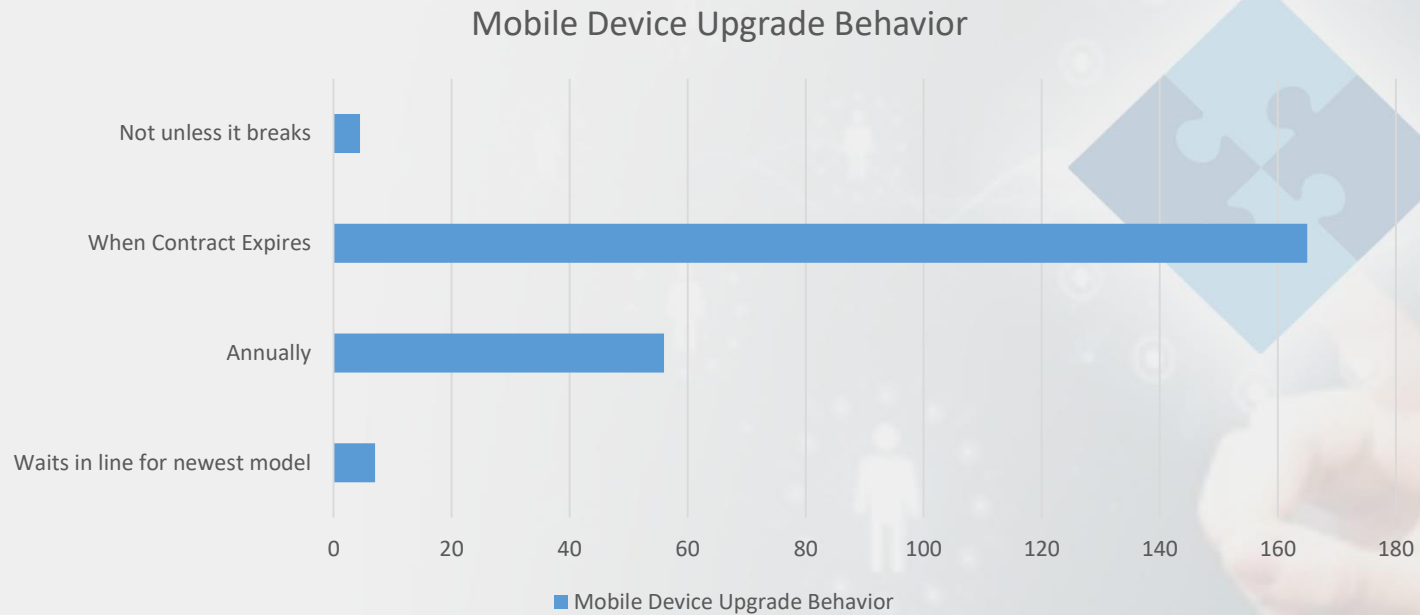
Have Personal Mobile Device



Frequency of Text Messaging Use



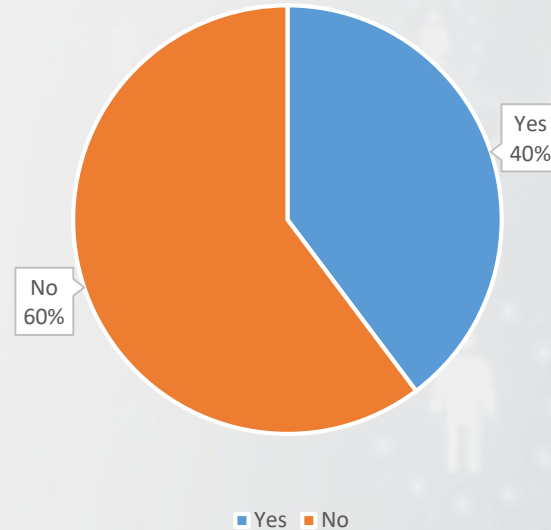
Digital Readiness Demographics



The Degree of Digital Readiness is more important than Gender or Generation

Survey Assumption #1 Most workers have access to a mobile device that has text messaging capabilities

Work Provided Mobile Device



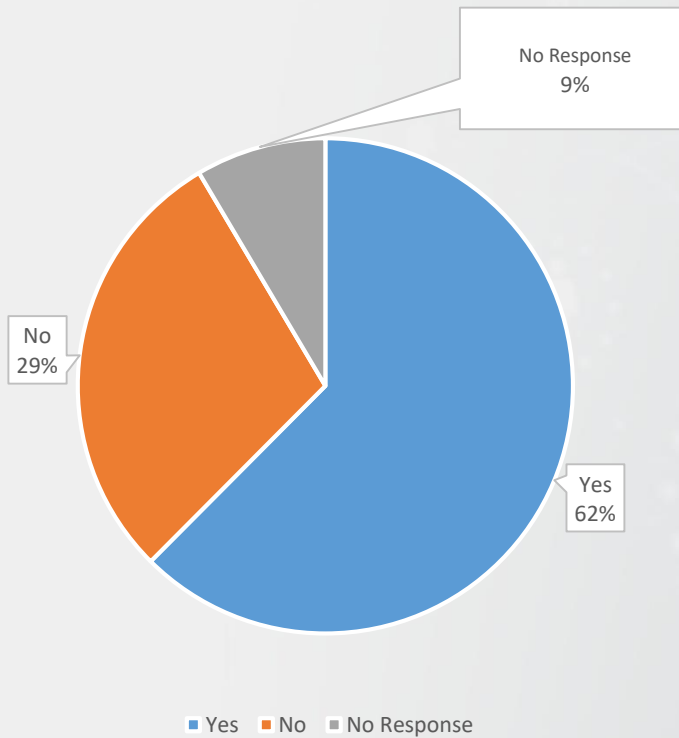
While 60% do not have a work provided mobile device, those who do, use these devices for text messaging at work.

Bridging the gap in Mobile Device Access

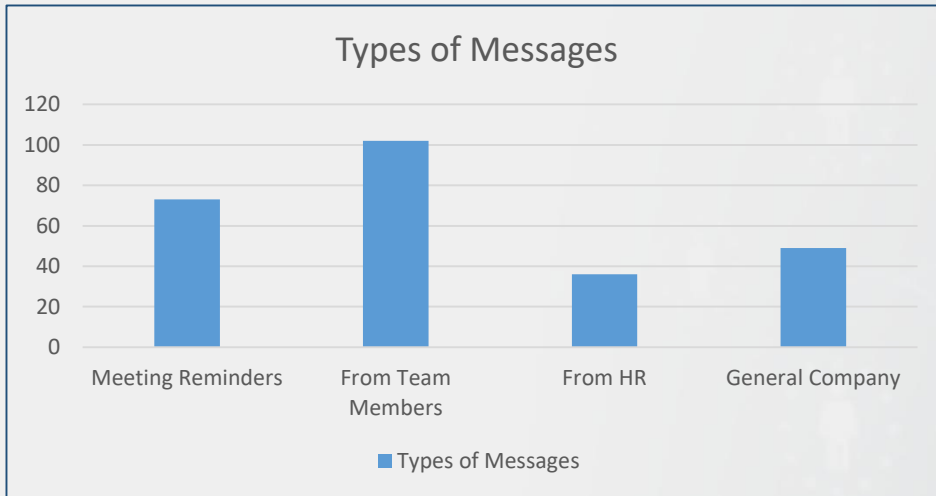
To deliver communications and processes to a mobile device, organizations must adopt a “Bring Your Own Device” philosophy

Survey Assumption #2 Most workers are willing to use their personal devices for work related messaging

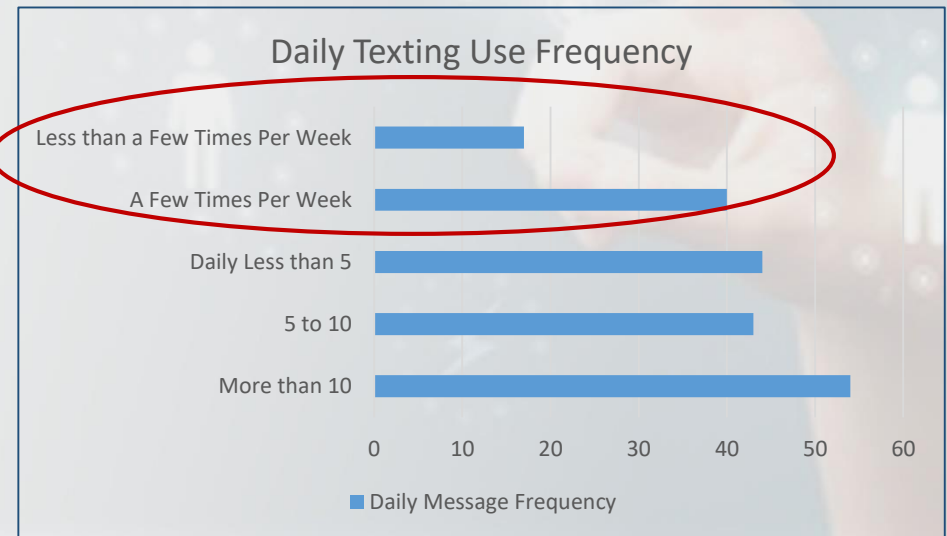
Willingness



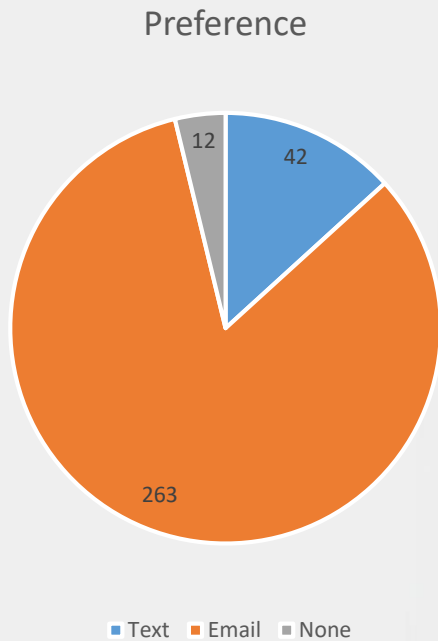
Additional Text Messaging data points



Looking at this data by generation did not impact the results



Survey Assumption #3 Most workers prefer email for work related communications

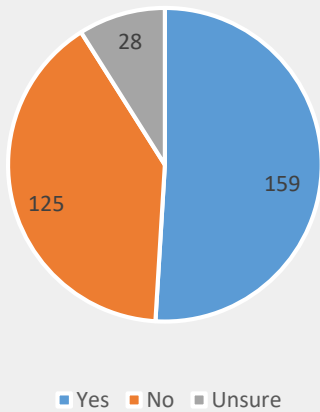


About those preferring text messaging.

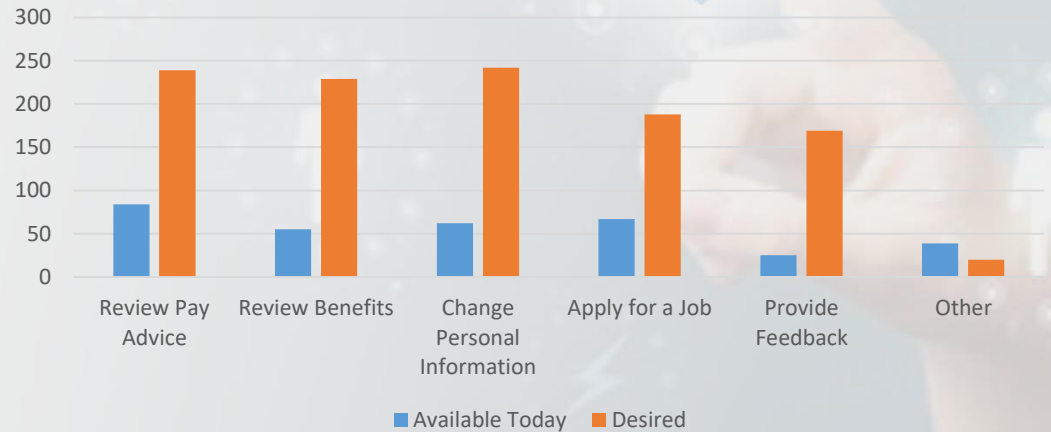
- None of the 42 respondents who prefer text messaging are willing to receive work related messages on their personal device
- 30% of these respondents have a work provided text message abled device
- None of these respondents are the earliest adopters of digital technology.

Survey Assumption #4 Most workers will use a mobile device to execute HCM Processes.

Currently Have Mobile Apps Available



Mobile Enabled Processes



Impact on HR Technology and HR Communications

- eMail is still a relevant form of communication
- Texting is popular but should not be viewed as a primary communication method
- Technology solutions that do not have text message capabilities today, should not be ruled out, however allowing a person to designate their preferred method of communication is a key feature to consider

Messaging Preference Final Thoughts

- Hourly / Non-Professional worker
 - “BYOD” and the corresponding use of personal email and mobile numbers is a cost effective solution to consider
- Recruiting Processes may be the exception
 - Candidate communication preference is common functionality
 - The “Immediate” nature of the process communications is ideal for texts
 - Recruitment marketing uses for short tweets of open positions
- Company Culture
 - What is your organizational readiness?
 - Understand the impact of change

Embrace it!!



Questions?



Thank you!



Tech Trends blog on HRchitect.com



[Facebook.com/HRchitect](https://www.facebook.com/HRchitect)



[@HRchitectNews](https://twitter.com/HRchitectNews)



[Linkedin.com/company/HRchitect](https://www.linkedin.com/company/HRchitect)