

The Next Era for HR – How to Help your HR Clients Adopt Digital Communication

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INTRODUCTION

From recruiting new employees to engaging existing personnel, human resources (HR) departments have huge impacts on their organizations. When an organization's HR systems are outdated or not performing, the results could include high employee turnover, poor recruitment, low morale, and even lost business. With communication a key factor in all these HR processes, it's no surprise that HR departments need to embrace digital communication to keep up in today's digital-first world.

A study by Dynamic Signal revealed that even without ideal pay, about [69% of employees](#) would be less likely to quit if their company is more effective in communicating with them. This turnover due to poor communication comes with major costs for businesses as well. [According to Let's Rome:](#)

"...companies are spending around 33% of the employee's salary on replacing them. That means that an employee that makes \$100,000 per year will cost \$33,000 just to replace."

Clearly, improving communication between human resources and employees is crucial.



So where to begin?

Firstly, let's start with the obvious - digital communication is key. There's no disputing that the vast majority of people now wish to interact via digital channels. Secondly, live chat and chatbots are vital for effective communication. People want support that is convenient, fast and 24/7 – and only a combination of live chat and bots can provide this cost-effectively. Finally, to manage all these channels smoothly, HR must adopt an omnichannel platform that connects every channel together into one dashboard.

Whether your HR clients are looking to improve recruitment, onboarding, employee engagement, retention - or all of the above – this guide will help you to understand:

1. Why HR teams must adopt digital support channels to improve employee communication
2. How HR teams can use live chat, chatbots, and video chat
3. How a digital omnichannel platform is key to success.



Human Resources Support at its Best





60% of Gen Z say they 'hate calling people'

Recruiting and hiring new employees is [currently the number one concern](#) among U.S. employers, and telephone support for HR is no longer able to deliver on the needs of prospective employees. Across every demographic, there is a consumer move away from phone and towards digital communication.

For young people, this digital preference runs even deeper. [52% of Millennials](#) say they feel anxious about taking a phone call, and 60% of Gen Z say they 'hate calling people'. This is in part due to the desire for convenience and ease of use. Phone is a notoriously high-friction channel, forcing callers to be put on long hold times and repeatedly passed between agents.

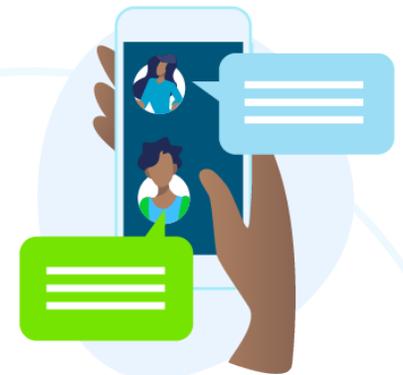
In contrast to the unpopularity of telephone, Gen Z and Millennials are almost constantly online, with [78% of Gen Z and 74% of Millennials](#) saying that their mobile devices are the most important for online access. Not only are young people becoming more

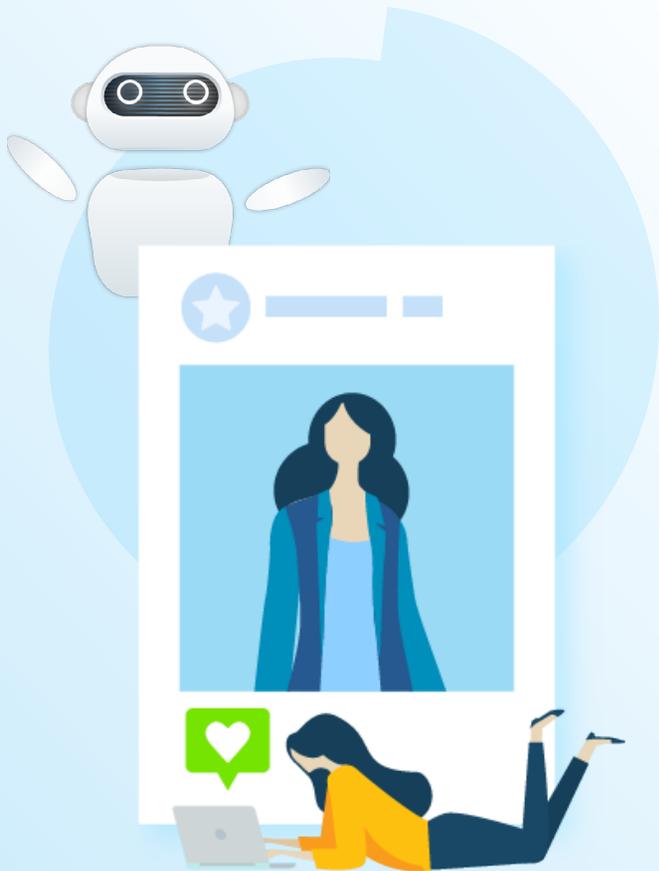
tech savvy, but [research shows](#) that thanks to the proliferation of devices like smartphones and tablets, no generation is far behind when it comes to internet and mobile web usage.

To meet the needs of today's workforce, your human resources clients must offer digital support channels. It is only with these channels that HR teams can provide the level and quality of support that employees expect. Here are the key digital channels HR teams must offer:

Live chat

The most popular digital channel, backed by survey data showing that 75% of people [prefer live chat over any other channel](#). Live chat also costs [less than 1/3 the cost](#) of phone support.





Chatbots

Capable of handling as much as [91% of chats without human involvement](#), chatbots can enable 24/7 support in organizations that traditionally couldn't afford the expense. Bots are becoming so ubiquitous in business that McKinsey called automation technologies "[the biggest workplace disruptor](#)".

Social media

Applicants now expect support on social media, and [nearly 60% of Gen Z and Millennials](#) have already used private social messaging for customer support. Supporting social media channels allows your human resources clients to be everywhere their prospective employees are. With over [15 million](#) open jobs on LinkedIn alone, supporting social channels is increasingly important for recruitment of quality candidates.

Many of your human resources clients will flinch at the idea of offering all of these channels, worrying that some, if not all, of the following are true:

“We can’t manage so many channels without increasing team size.”

“Offering so many channels will increase support volume to an unmanageable level.”

“It will simply cost too much.”

“Knowledge and information between the channels will become siloed.”



All of the above would be true if it wasn't for [Comm100's omnichannel customer engagement platform](#). This platform collects all technologies in one simple console for your client's HR support agents. Besides benefiting HR teams with ease of use, an omnichannel platform collects personnel history from one platform to the next to make sure that HR reps understand their entire journey.

In the following sections, we will take a look at why each of these digital channels are key to improving HR communications, and how they should be used.

Employee expectation 1: Convenient and fast support

The solution: Live chat

When it comes to support channels, live chat is the preferred option. In fact, up to [79% of consumers prefer live chat over any other channel](#) for service. For organizations with young workforces or those recruiting recent graduates that have often grown up surrounded by technology, live chat is even more effective.

The need for speed is driving young people away from traditional communication channels and towards the instancy of live chat, but an older demographic also is moving towards this. When asked what matters to them in customer service, [85% of Gen X](#) (born 1965 to 1980) agreed that they 'expect to interact with someone immediately when I contact a company.' Whatever the age, live chat is the desire.

"We really wanted to find a way to connect with a younger demographic, and live chat has given us exactly this. The channel is so popular among these ages because they are digital-first and they love how easily and quickly they can ask us a question, get the answer, and get on with their day. Even better, they can chat with us via their mobile, removing yet another barrier to engagement."

- Bartłomiej Tarnacki, Senior Specialist, Contact Center



Live chat also offers many tools and features that HR reps can use to increase the quality and personalization of engagement. Here are just a few of them:

1 Audio and Video Chat

Removing barriers for applicants is crucial to recruiting quality personnel. While live chat does this brilliantly, there's another tool that HR teams can use to take this personalized customer service up a level – [video chat](#).

Video chat brings individuals face-to-face with HR and helps them to connect on a more personal level. This is incredibly helpful in the age of Covid-19 as many employers have moved to remote work arrangements.

[Dawson College](#) offers an example of Comm100 video chat's use in higher education recruitment in the fall of 2020. With Covid-19 restrictions rendering Dawson College's traditional open house event impossible, administrators feared that without the event there would be a significant drop in enrolment.

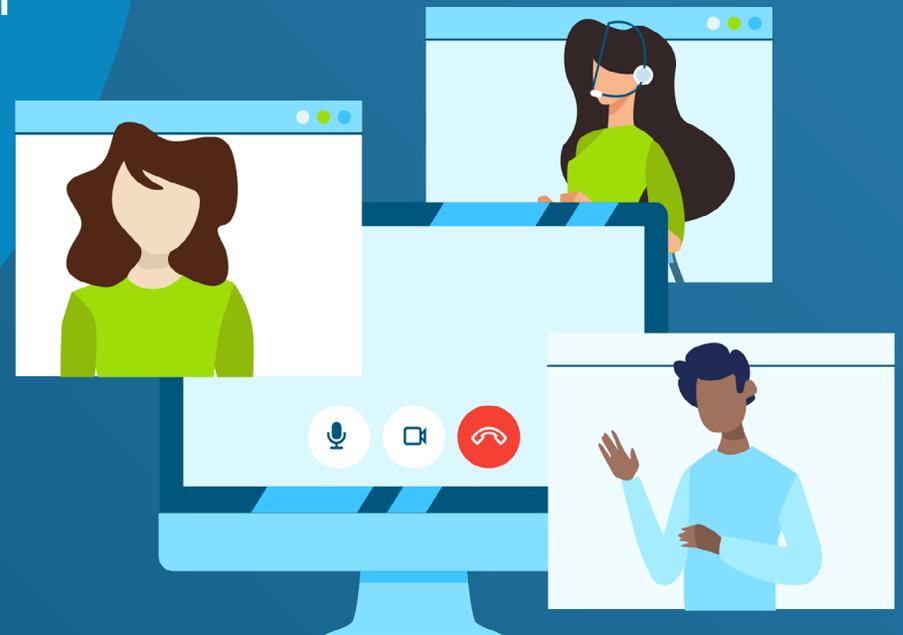
In a moment of ingenuity, Dawson College came up with the idea of holding a virtual open house event through live chat, supported by video chat. The virtual open house took place over several days and saw almost 1000 students from 17 countries speak with hundreds of department reps. Video chat allowed department reps to develop a more personal connection with the students and begin building relationships that are always so important to the success of an open house event.



“Speaking with the students over video meant our college representatives had the chance to connect with the students on a more personal level, as if they were face-to-face. This was so important to developing relationships with the students, and allowed us to recreate the experience of our typical, in-person open house events.”

- Derek Gaucher
Coordinator of IT Solutions at Dawson College

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2 Proactive chat invitations

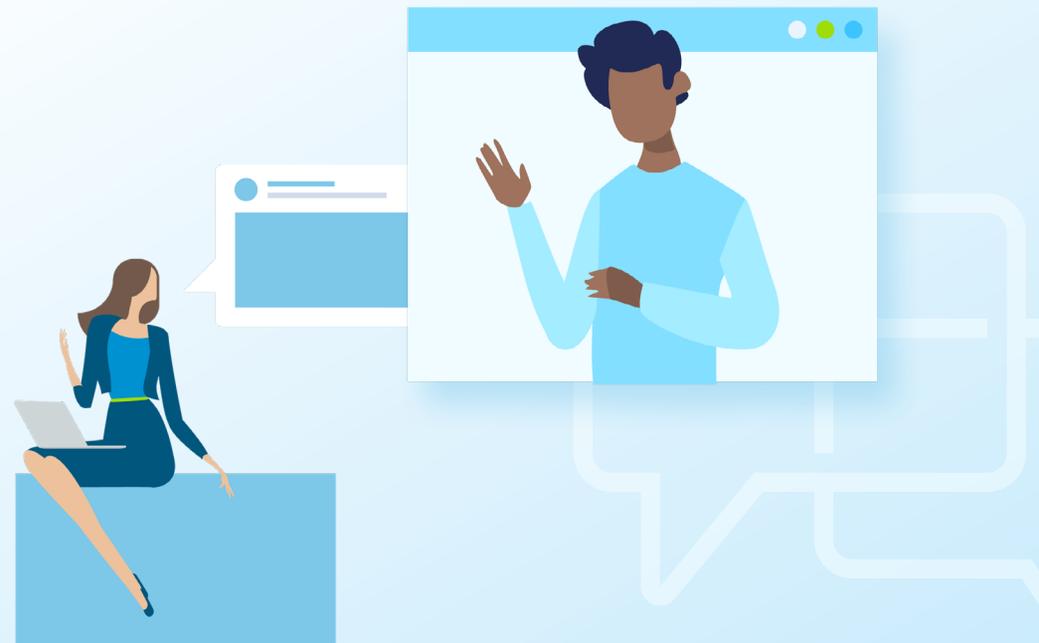
Sometimes students just need a little encouragement to reach out and ask a question. With [proactive chat invitations](#), your clients can do exactly this by initiating the conversation; manually or automatically.

To manually send a chat invitation, an agent simply finds the individual within the dashboard and clicks to send them a message. To help the agent identify these visitors, tags can be attached to their individual profiles. Comm100's platform can also alert agents to their presence in real-time so the agent can reach out to them before they leave. With [57% of respondents](#) to job postings being deterred by jargon, this is a great opportunity to clarify language with potential new hires.

For [automatic chat invitations](#), your clients won't need to monitor and spot website visitors. Instead, they can automatically trigger chat messages to be sent when they land on a website, providing a welcome message, letting them know about latest

HR policies and news, or just letting them know that someone is there for any of their questions.

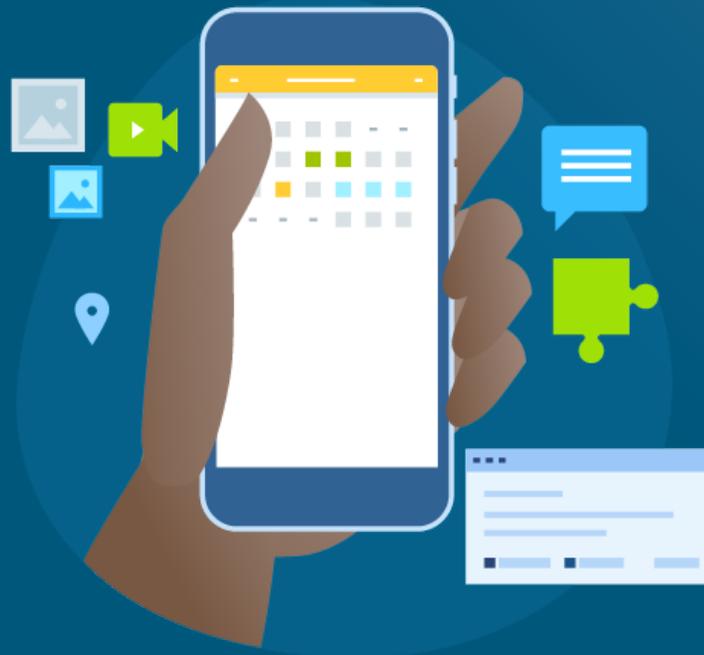
Adding proactive live chat to a website site can also instill a sense of confidence in your client's employees as it reveals an active commitment to communication between the organization and its personnel.



3 In-app chat

With many of the world's top companies now [building mobile apps](#) for their own employees, in-app chat can be a powerful tool to relay HR procedures and information to employees on the go. This can provide a more seamless experience to employees than going to the website to search for the chat button.

Adding in-app chat to mobile apps is easy thanks to developer-friendly SDKs (software development kits). With the creation of mobile-friendly live chat, employees can reach out on the go — anytime, anywhere.



Employee expectation 2: Immediate, 24/7 support

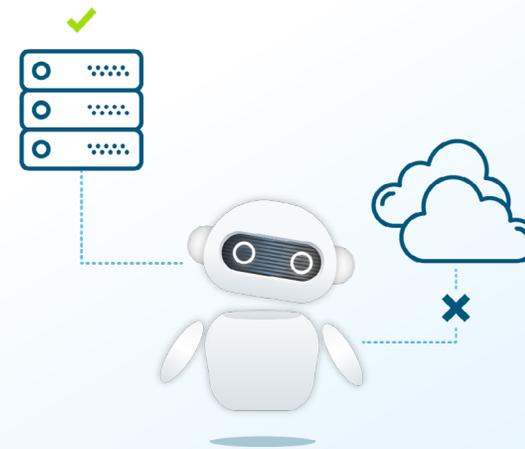


The solution: Chatbots & automation

Live chat support is the best channel for HR teams to connect with employees and potential recruits, but few employers can afford to provide this support 24/7. So, what can be done for those individuals who want to connect with HR out of their typical support hours?

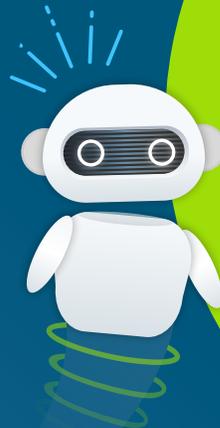
A chatbot is the perfect answer to this expectation. When a team is offline, a chatbot can step in to answer employee questions – all without any human supervision. Chatbots that [are powered by AI](#) can manage even more queries as they are able to understand intent, enabling them to respond to more types of questions, more effectively.

During hours when HR staff are available, chatbots also help to keep the volume of queries handled by agents low. This allows for reduced wait times and improved responses. With [Comm100 Agent Assist](#), bots work alongside agents to proactively provide



information and save on search times. Agents have more time to focus on solving issues and employees receive better, quicker service.

When Tangerine, an Australian telecommunications firm, decided they needed to implement a chatbot, they turned to Comm100 for guidance. With the help of Comm100's tech team, 84% of chats routed directly to the bot are resolved without any agent involvement. On some days, this figure rises as high as 91%, representing over 6,400 chats.



“The bot has allowed us to not only effectively manage the increase in chat volume, but it’s also saved us a considerable amount of money by not having to hire a lot more agents.”

**- Richard Branson,
COO of Tangerine**

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read the full
story!**

Employee expectation 3: **Personalized and informative support**



So far, we have explained how employees and applicants alike want to be able to connect with human resources using a variety of digital channels – be that live chat, chatbot, social media, and email too. [Comm100's omnichannel platform](#) allows companies to provide all of these services:

1. Without increasing team sizes
2. Without creating unmanageable support volume
3. Without increasing costs
4. Without complicating the HR support process.

The solution: **Digital omnichannel**

This platform brings every digital channel together into one easy-to-use, unified agent console. Moreover, all the data within each channel is brought together too. This eliminates channel siloes and empowers agents to provide helpful and personalized support.



In fact, [a majority of people across all age demographics](#) say they 'prefer personalized products or services', yet only 31% feel like they are being 'treated as a unique individual'.

With every channel connected within an omnichannel platform it means:

- A live chat transcript with an applicant from two weeks ago is easily accessible to an HR rep providing email support to that same applicant today.
- Agents can move between live chat, email, social media, and SMS support with little more than a click.
- Saying goodbye to operational silos and hello to a flawless digital journey where personnel and HR reps experience fluid conversations across channels.
- Routing between channels, agents, and even departments becomes effortless for the agent, and seamless for the employee.

With an omnichannel platform, HR teams can provide the connected experience that people expect today.



Wrap-up

Your human resources clients must take better care of their employees and applicants to survive and thrive in today's competitive, digital-first world. They are now required to:

1. Be more accessible on channels like live chat and social media
2. Provide more convenient and faster support
3. Offer tools to improve agent efficiency
4. Provide 24/7 availability and speed with chatbots.

At Comm100, we specialize in leading organizations through their journey to digital CX excellence. We work with the likes of IBM, Fitbit, Stanford University, Lake Michigan Credit Union, and many more to help their teams provide unique experiences in engagement.



Our flexible, multilevel partner program is designed for organizations of all sizes and built for today's highly competitive, digital-first market. By partnering with Comm100, you partner with an award-winning software company that puts partners first and truly provides a competitive edge.



We are committed to providing genuine, personal experiences for partners in the CX field.

- Dedicated Partner Manager: No support lines, chat queues, email tickets – just contact your Partner Manager
- Comprehensive training and enablement program: The more you know our solution, the more confidently you can sell it. We make sure your team gains expertise quickly and thoroughly.
- Extensive marketing support: Access robust content, storytelling expertise, and a marketing team committed to working with you
- Extra revenue: Achieve stronger margins, better incentives, and other sales programs designed to build your profit pool.



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