

Communication

Tips and Examples for communicating to employees about your Employee Experience Program for IT



Involve others for communication support

To ensure the successful launch of your Employee Experience program with the highest possible response rates, it is essential to ensure maximum employee reach via their preferred channels and content types.



If you have the resources, try to get support for your communication plan and execution:

- Involve **Marketing, Internal Communication, Communications** or any other designated department
- Consider creating a **message signed off by the CIO** or the head of the department spearheading the Employee Experience program
- Create a **narrative** that could be the frame and base for all other communication initiatives
- Consider having a **communication plan** in place that focuses on regular communication initiatives rather than a one-off email
- Consider creating **simple and easy consumable content** - flyers vs. long emails, videos vs. intranet posts - the more intuitive and approachable the content is, the easier it gets consumed by people and it will reach a wider audience.
- **Ongoing communication creates transparency:** Share the aim and purpose, share the first findings and actions that will be taken for improvement, give thanks and appreciation for those who have provided feedback



Channels of Communication

When communicating to your employees it's important to understand how they like to receive information, as each employee has their preferred channel of communication for a specific type of content.



Channels of Communication

For example, some prefer receiving information via classic channels such as emails or intranet, whereas others approve of social channels such as Yammer, Slack, or MS Teams.

- Email - Message to all employees
- ITSM Tool - Auto-reply emails when raising tickets/requests
- Intranet article/post
- Blog post
- Internal communication channels (Slack, MS Teams, Yammer, etc.)
- Flyers, videos, live screens, posters, coffee machines, elevators, etc.
- Message/Video from CIO/ CEO



Communication Examples

Narratives, Emails, Flyers, Videos



Example Narrative for Service Experience

This is an example narrative you can use to communicate to the entire organization.

Of course, this is only a suggestion and you can adjust it to your liking and “tone of voice”!

We hope this provides you with some food for thought.

Help Us to Help You!

We are launching an Employee Experience Program from DD/MM/YYYY onwards, with the aim to better understand how happy and satisfied our employees are with the services they receive across IT. We will use this data to make improvements across IT services and ultimately provide you with a better experience in the future.

What to expect?

We will start collecting employee’s feedback on how you experience and perceive our services, by sending out regular/continuous rating surveys/happiness surveys after each ticket is solved.

Once your problem or request has been resolved, IT support will send you a resolution email including a rating scale from 0-10, where 0 is poor and 10 is awesome. We encourage you to please provide us with a rating and optional feedback to find out how we can improve our services to you. The surveys are short and simple and will take less than 1 minute to complete.

The more feedback you share with us the better visibility we will have on where we can improve moving forward.

We will make sure to be transparent in our findings and share the improvement steps/action points with you along the way!

Our goal is to make our employees happier and more productive in their work and processes!



Example Email or Intranet Article / Blog Post

Subject: Help us to Help you!

Dear valued employee,

We have decided to start continuously measuring your service experience with our IT Service Desk to understand how we can improve employee happiness and productivity and use this data to make improvements to provide you with a better service in the future.

Our tool HappySignals, measures Happiness with a scale of 0 (poor) to 10 (awesome) and asks how much work-time you are losing during each case. You can help us to succeed in improving the service experience each time your case is solved, delivered, or handled as it will trigger a happiness email. Giving a score and providing feedback will only take a few seconds of your time.

Based on your feedback and input we will be able to identify improvement areas quickly. In addition, the person who was serving you can instantly learn from your feedback. So next time you get your IT case resolved, please make sure to rate your service experience by clicking one of the buttons from 0 to 10.

With regards,
Chief Information Officer



Examples of Communication Flyers

Once launched and after having managed to gather your first insights, consider providing educational material, tips and guidelines to your employees and organization to better train and educate them.

Launch Material: How it works!



INFORMATION SYSTEM

YOUR VOICE MATTERS

TAKE THE **TICKET SURVEY** AND EVALUATE YOUR IS SUPPORT

EASY AS 1,2,3

- 1 Directly from your email incident closure
- 2 Take 20 seconds
- 3 With 4 questions
- 4 Tell us what you think of our service

HELP US TO HELP YOU

The goal of the first two questions is to understand how the IS support could be improved

★★★★★ Improve our support services

Service Desk Chat

★★★★★ Better answer your needs

LET US UNDERSTAND

HOW IS YOUR DIGITAL DEXTERITY?

The goal of the last two questions is to help IS better interact with you

I CAN DO IT MYSELF!

I COULD DO IT, BUT I'D RATHER YOU DO IT!

DON'T KNOW BUT LET'S TRY!

I AM NOT A GEEK! PLEASE HELP ME

Educational Material: Tips & Tricks



IS NEWS

#TIPS&TRICKS

RATING IS SUPPORT

You have recently contacted the IS Support and received a **satisfaction survey** upon ticket closure. You might be wondering what those numbers mean and how to use the rating?

INFORMATION SYSTEM

YOUR VOICE MATTERS

TAKE THE SURVEY AND EVALUATE YOUR IS SUPPORT

Small tutorial:

- I rate between **9 & 10** The service provided **answers my needs**. I am satisfied.
- I rate between **7 & 8** The service provided answers my needs but **it could have gone better**. I share my observations in a comment.
- I rate between **0 & 6** I am **not satisfied** with the service provided by IS Support. I explain why in a comment.

All your comments are read and taken into account!




Examples of Communication Email Signatures

Email Signatures



HOW TO CONTACT YOUR IS SUPPORT?

-  **By phone for immediate response**
5555 (Internal), click  [here](#)  for long numbers (outside the office)
-  **By chat for instant support**
Click on "Chat with Service Desk" icon on your Desktop
-  **Through  Service Now  to log a Service Request**
Or for non-urgent issue

 We need your input to help us **improve our Services**, please rate IS Support through the [HappySignals survey](#) 



 A question on your daily tools?
Follow us and ask your questions on the **Yammer Community**

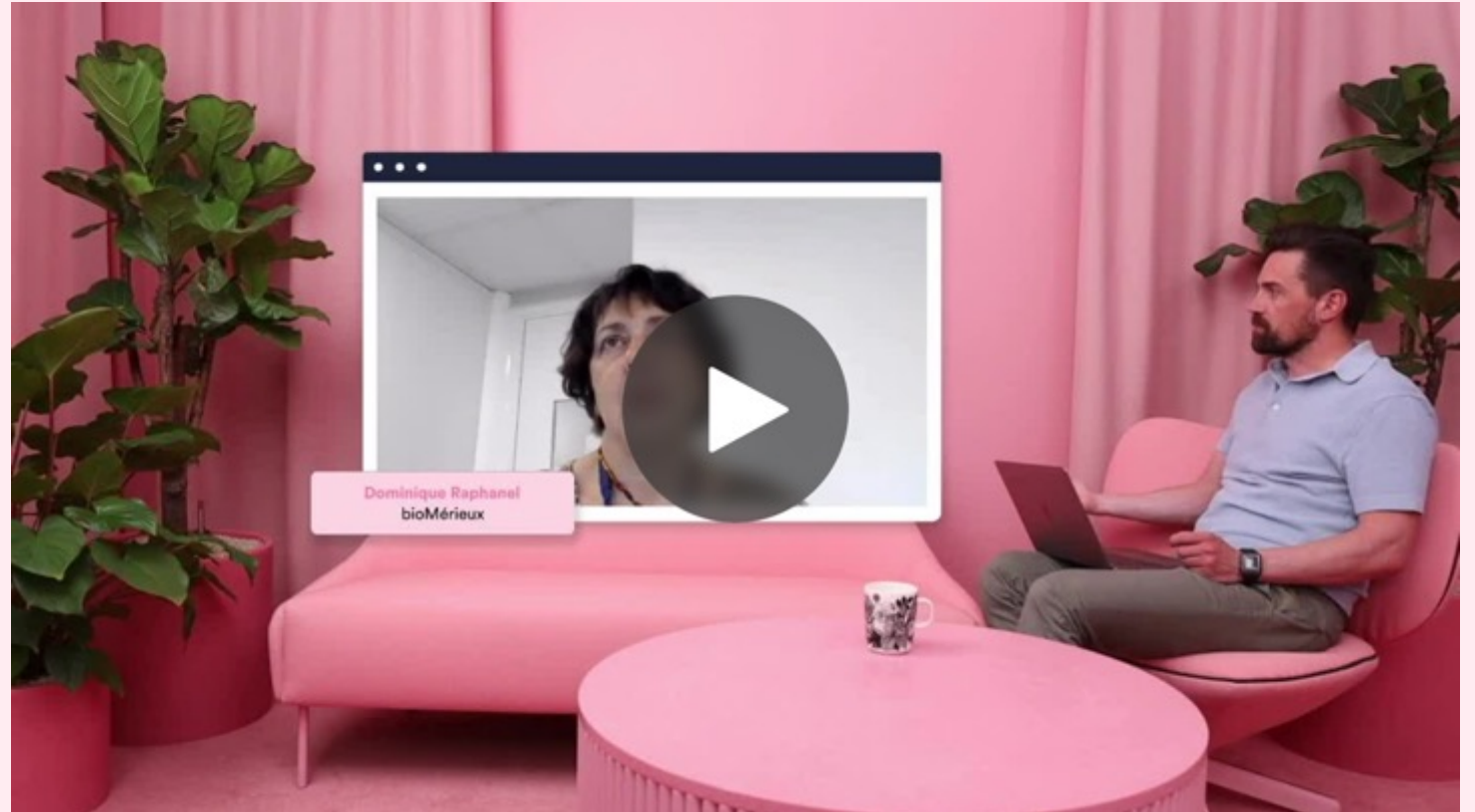
 YOUR **DAY-TO-DAY IS TOOLS** WEBSITE:
User guides & tutorials, IS Support contacts, and more...



Examples of Educational Videos

HappySignals Learning Center contains many short videos and longer webinars about IT Experience Management which you can share.

How to Deliver Human-centric IT Services, with BioMérieux



<https://www.happysignals.com/learning-center/how-to-deliver-human-centric-it-services-with-biom%C3%A9rieux>



Resolution Emails



Email Template Suggestions & Tips

Our experience shows that just a few minor adjustments to your resolution email templates can increase your response rates remarkably.

These tips and suggestions are meant to be food for thought.

You are of course free to use your own words and style.

- **Adding logos or images to your email** is a nice touch to your brand visibility; however, keep in mind that the positioning of the logo or image should not be the center point of the email. In some cases, the logo pushes the content and rating scale down on the screen. As a result, employees don't see the rating scale and don't take part in the rating, and rather ignore the resolution email.

Make sure when adding images that the rating scale is standing out on the first view when opening email on laptops and phones.

- **Incident & Request numbers / Subject line:**
From our experience, end-users feel immediately discouraged when receiving emails with a long incident or request number (eg. INC543057699834). They might simply delete or archive the email immediately.

Rephrasing your subject line to a more actionable wording leads end-users to think they need to complete an action in order for their incident to be solved and request completed! Removing the numbers and making it a little more personal, helps to make the email more receptive and approachable!

Consider changing the subject line to "Close your case by rating your service experience". Of course, we understand that this is not always possible.



Email Template Suggestions & Tips

- **Greeting and tone of voice:**
We suggest that the notification should feel personal for the recipient. You should try using a language that is familiar to the end-user by avoiding ITSM and ITIL terminology.

It should look and feel like it was written by a person, not generated by an automatic system.
- **Issue description:**
Most of the times employees don't really care about the issue description. They just want to know on a high level if it has been solved. So in simple terms what has been done should do the job. Try to avoid long text.
- **Signature:**
Make it personal (if you can). People should sign with their names so that users feel a person had taken care of their case, not a bot or machine. Of course, we understand that this is not always possible or even an option but great if you can!



Email Template: Incidents

Subject: Please accept the resolution to your case by rating your experience: Description (rather number)

Dear NAME,

Your incident "Text of Incident" has been resolved with the following notes:

Text (short and simple; NOT the issue description!)

To close your ticket we kindly ask you to rate your service experience, where 0 is poor and 10 is awesome.

Please accept the resolution by rating your service experience, where 0 is poor and 10 is awesome.*

Rate our service, where 0 is poor and 10 is awesome!*

Rate your service experience, where 0 is poor and 10 is awesome!*

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|

If your issue was not resolved, please click [here](#) to reopen the ticket!

Should you feel your request was not resolved you can reply to this email within 48 hours.

Should you feel your request was not resolved you can reopen the request [HERE](#).

Kind regards,

[First Name] [Last Name]

Service Desk

OR
OR
OR

OR
OR



Email Template: Requests

Subject: Close your request by rating your service experience!

Dear NAME,

Your incident "Text of Request" has been resolved with the following notes:

Text (short and simple; NOT the issue description!)

Please close your request by rating your / our service experience! **OR**

Please accept the completion of your request by rating your (service) experience, where 0 is poor and 10 is awesome. **OR**

Rate our service, where 0 is poor and 10 is awesome!

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|

Kind regards,
[First Name] [Last Name]
Service Desk





Thank you!

Leading Employee Experience Management Platform for IT

