



# Employee App Best Practices

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If you want to ensure your teams are aligned, whether at the office or on the go, a well-designed employee app is just what you need. After all, with remote work and frontline teams becoming increasingly integral, keeping employees engaged and in the know is more crucial than ever. As a catalyst for engagement, collaboration, and productivity, employee apps keep teams in industries like retail, healthcare, and manufacturing connected and informed effortlessly.

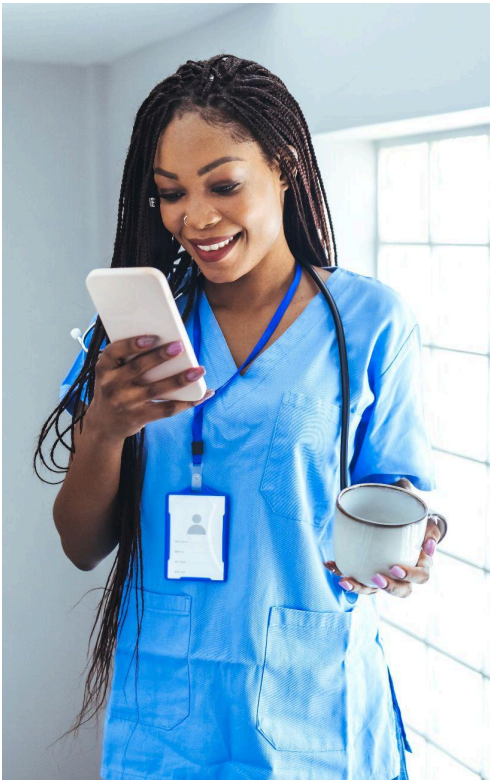
But what's the best way to implement an employee app? How can you be sure staff will utilize it? In this guide, we'll cover the ins and outs of launching a successful employee app—from content strategy to mobile adoption—so that you can enhance the employee experience at your organization.

## 1. Collaborate to Pinpoint User Needs

You may be worried that your staff will meet their new employee app with apathy or skepticism.

Often, frontline employees have learned how to make do with very little, so an employee app may come off as gimmicky or unnecessary to them. The key to creating a successful employee app is to make sure it's truly beneficial to their daily work life. It's not about packing in every possible feature, but rather understanding their needs and tailoring the app to meet them. To do this, define your frontline staff's pain points and ensure your app provides the features and traits to remedy them—employees will only use the app consistently if it provides real value in their daily routines.

Frontline employees are often on the move, lacking regular access to desks or computers, and may be spread across multiple locations. They face unique challenges in communication and



access to information. Delve into their daily work experiences and ask: what information do they need readily available? What tools would make their jobs easier and more efficient?

The most fool-proof way to get these answers is to simply ask! Include your staff in the planning stage of your employee app to make it the best it can be; this will give them a sense of ownership of the app, making them more enthused to use it. Getting your employees' needs straight from the source ensures the app is composed of tools they'll be excited to use.

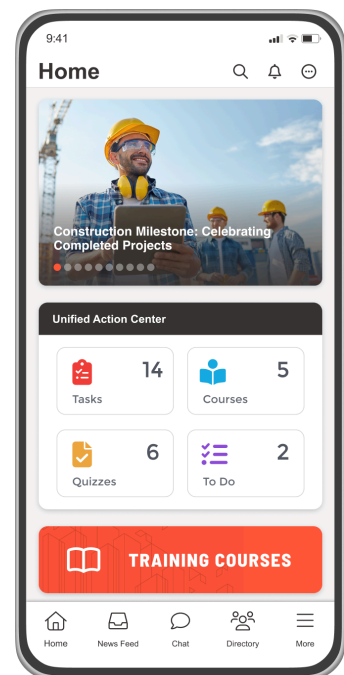
## 2. Strategize Content for Added Value

Now that you've identified your staff's needs, the first step to a successful rollout is ensuring your platform is packed with useful, relevant content tailored to your workforce. A strong content strategy makes the app indispensable to employees. Let's dive into the specific types of content and management practices that will ensure your strategy delivers results.

### Types of Content

Plan out what features and information the app will offer so that it becomes a one-stop hub for your workforce. We recommend focusing on the following key content areas:

- **Company, Department, and Team Information:** Structure the app to include company-wide news and announcements, department updates, and team/project spaces. This ensures that content is organized and relevant at different levels, giving employees space to share and consume updates about their roles while keeping them informed of executive news and changes.
- **HR & Benefits Hub:** Provide easy access to policies, benefits enrollment, PTO requests, and other HR essentials. If the app becomes the easiest way to find important information or perform tasks, employees will naturally gravitate to it.



- **Task & Shift Management:** Ensure frontline workers can easily access shift schedules, request changes, and communicate with managers. Easy access to items important to hourly employees, like daily tasks and schedules, is essential for your employee app.
- **Training & Compliance:** Host training videos, safety protocols, and compliance documentation within the app. This allows employees to train at any time and any place. Storing educational programming in one location increases the likelihood of employees staying up to date with safety measures and compliance changes.
- **Employee Recognition & Feedback:** Foster engagement by incorporating peer-to-peer recognition, surveys, and feedback opportunities. Gathering feedback is important to ensuring a positive employee experience, as it boosts morale and builds community.
- **User-Generated Content:** Encourage bottom-up content creation to boost engagement. Features like blogs, forums, or a “submit a story” form let employees share success stories, tips, or recognition, keeping the app lively and relevant.

## Content Management

Providing certain types of content within your employee app is just part of the puzzle. Next, you’ll need to manage the content to ensure it’s engaging—from launch and beyond. Here are some best practices we recommend for content management:



- **Keep It Fresh & Updated:** Assign content owners for different sections (HR for policies, IT for tech FAQs, etc.) to keep information current and conduct periodic audits to remove or update stale content. Consider publishing regularly scheduled weekly newsletters or daily briefs so the app stays dynamic.
- **Use Targeted Communication:** Tailor messages to different employee groups based on location, department, or job role. This ensures users are only receiving relevant content, providing a personalized experience that doesn’t overwhelm them.

- **Enable Interactive Features:** Allow employees to like, comment, and share updates to encourage participation. A hint of social interaction makes the workday fun, and providing employees with opportunities to express themselves fosters a culture of inclusivity and belonging.
- **Ensure Mobile Accessibility:** Optimize all content for mobile devices to reach frontline workers effectively, like different dashboard designs catered toward mobile users versus desktop users.

By designing the app with useful features and relevant content from the start, you create immediate value for employees. In frontline-heavy sectors (retail stores, hospital units, bank branches, etc.), this might include mobile-accessible SOPs, shift notes, or even a weekly cafeteria menu; think about your company's "daily must-have" items and publish them on the app, giving employees a reason to check in often.

### 3. Drive Adoption During Onboarding & Launch

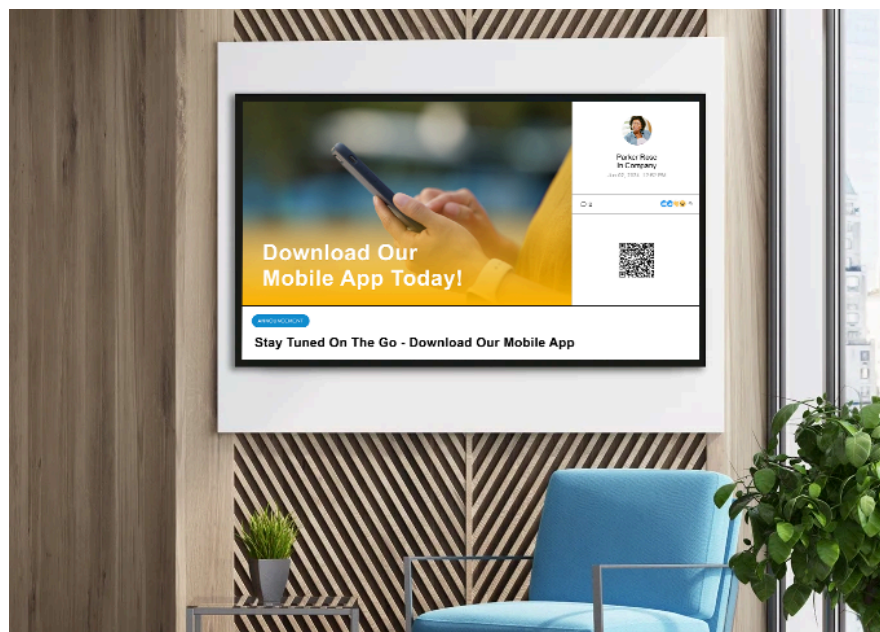
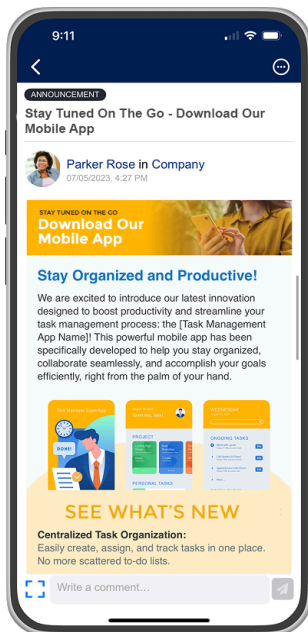
Now that you understand your users' needs and have populated your platform with valuable content, it's time to get your employees actively engaged. The onboarding and launch period is about more than just casually introducing the app—you want to make it stick as an integral part of your staff's daily workflows. Strategically drive adoption during these initial stages, and your employee app will become not just a new tool but an indispensable resource.

#### Pre-launch Prep

Start by building anticipation with some pre-launch buzz. How you introduce the app to employees will set the tone for adoption. Use a structured rollout plan to generate excitement, communicate value, and train users from day one. Here's a handy list we suggest following for your pre-launch prep:

- **Secure Leadership Endorsement:** Have executives communicate the app's importance through emails, town halls, and videos. A C-level executive or high-ranking leader should announce the new app, explaining why the organization is implementing it and how it will benefit employees. In this message, be sure to emphasize "what's in it for you" from the employee's perspective.

- **Build Awareness:** Don't spring the app on users without warning. Send a series of pre-launch communications to build awareness and interest. Use posters, teaser videos, digital signage, and team meetings to create anticipation. Even consider varying the channels, like combining an email campaign with physical posters, or snail mail postcards to employees' homes.
- **Conduct Beta Testing:** Invite a select group of employees to test the app and provide feedback before the full launch. Not only will this give you valuable feedback from those who plan on using the app the most, but giving exclusive employees a sneak preview will create a sense of excitement surrounding the app among staff.



## Your Vision

Throughout the app's introduction, articulate the vision for how it will improve internal communication and day-to-day work. For instance, your vision could be "One platform to connect all employees, from HQ to frontline, with the information and tools they need." Communicate this in launch emails and meetings so everyone understands the purpose behind the change.

## Launch Day Activities & Resources

Next, plan out activities for launch day—creating an employee app is no easy feat, so go ahead and celebrate! Host a launch event, even if it's virtual, to give it the attention it deserves and create a positive first impression. Employees will then associate the app with a fun experience, making them more enthused to use and support it. Use this as an opportunity to teach employees about all the app's benefits.

At this point, you'll also want to provide training materials, like step-by-step guides, video tutorials, and FAQ documents; for strong engagement from the get-go, making the app easy to understand and utilize is key. Encourage hands-on usage by prompting employees to log in and complete initial tasks, such as updating their profile or joining a team. You can even consider offering small rewards for those who actively use the app to garner more engagement.

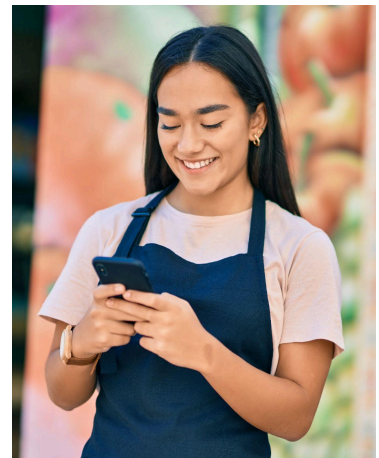
As part of launch day, some organizations like to distribute welcome kits, including things like brochures about the app and company-branded swag—a small gesture that will create goodwill and spark conversations about the new tool. Here's a list of fun activities and incentives to inspire your launch day and kickstart engagement on your employee app:

- **Countdown Event:** Build hype with a live countdown to the official launch, complete with confetti, music, and a big "Go Live" moment. This can be done in person or virtually!
- **App Scavenger Hunt:** Encourage employees to explore the app by finding specific features, hidden messages, or Easter eggs within it. Consider offering small prizes to those who find the most items!
- **Live Q&A or AMA:** Host a session with IT, HR, or leadership to answer questions and showcase cool features.
- **Custom Playlist or Podcast:** Create a fun launch-day playlist or podcast episode featuring employee shoutouts, tips, and company culture highlights.
- **Launch Lunch Party:** If in-office, host a themed lunch where employees can explore the new app while enjoying a meal with their peers.
- **Old vs New Highlights:** Have employees share their funniest struggles with the old system and celebrate the improvements.
- **First Week Tasks:** Set up a leaderboard with small tasks (uploading a profile pic, posting a comment, etc.) to encourage engagement. Share or print these tasks as a checklist for employees; whoever marks off every item first wins a prize!

- **Easter Eggs & Hidden Rewards:** Place hidden clickable surprises (like funny GIFs or trivia) within the intranet that unlock small prizes.
- **Dramatic Farewell Video:** Make a dramatic "goodbye" video for the old system with sad music, black-and-white filters, and over-the-top emotions.
- **Collab Board:** Set up a shared "Welcome" group where employees can post GIFs, messages, or photos about the launch.
- **Trivia Battle:** Set up company and app-related trivia with prizes for winners.

## Peer Champions

While the app is still new, identify a group of early adopters or those involved in the app's pilot to act as ambassadors. These ambassadors (from various departments or locations) should actively encourage their peers to use the app. They might share tips, post first messages to seed content, or help colleagues install the app on their phones. Having real coworkers champion the app, especially in frontline environments, builds trust. Employees are more likely to try something new if a peer they respect is excited about it.



The key to gaining a fast uptake of your app is to make the rollout feel important, supported, and fun. By carefully onboarding employees with strong leadership support, thorough communication, and training, you set the stage for high initial adoption.

## 4. Keep Employees Active on the App

To keep engagement high on your employee app, it's important to regularly promote and update it. This will keep it fresh and beneficial for veteran employees while ensuring new employees are favorably introduced to it. Here are some ways you can continuously champion and encourage the use of your employee app:



**Promote it Everywhere:** Integrate the app into existing communication channels. Include links in email signatures, intranet pages, and even physical posters.



**Integrate into New Hire Onboarding:** Make the app a standard part of onboarding for all new employees. Update your new-hire orientation checklists to include downloading the app and learning how to use it. By ingraining app usage from day one, you maintain high participation, even when staff turnover occurs.



**Lead by Example:** Encourage managers and leaders to actively use the app. This sets a positive example and demonstrates its importance.



**Update Content:** Regularly update the app with new content, features, and information, which will keep employees engaged and coming back for more.



**Highlight Success Stories:** Share examples of how the app has helped employees or teams to demonstrate its value and encourage others to use it.



**Foster Two-way Communication:** Make sure the app allows for feedback and interaction. Encourage employees to share their thoughts, ideas, and suggestions by regularly deploying polls and surveys.



**Utilize Gamification Features:** Offer prizes to users who reach milestones within the platform and run challenges or contests, like trivia or quizzes about the app, to keep users engaged.



**Push for Employee Contributions:** Allow employees to share updates, stories, and knowledge to build a sense of ownership. Offer friendly encouragement to ensure users feel comfortable contributing to conversations on the app.



**Provide a Personalized Experience:** Use targeted push notifications to deliver relevant content without overwhelming users. Giving employees a personalized experience makes the app more valuable, leading to more engagement.

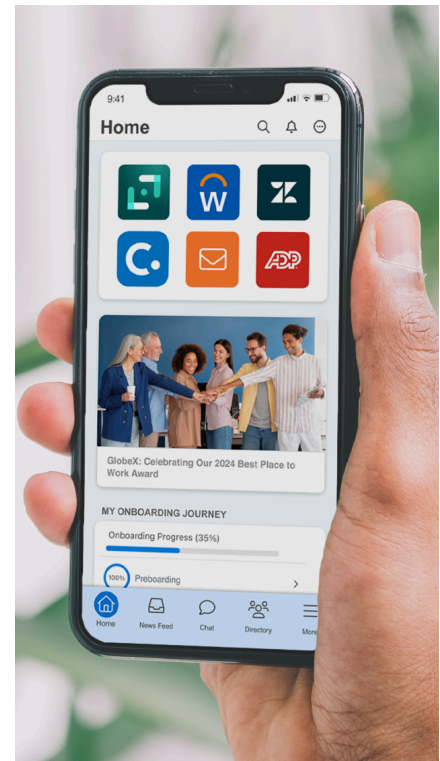


**Monitor and Adapt:** Track app usage, engagement, and other key metrics to understand what's working and what's not. With comprehensive analytics dashboards, you'll be able to optimize your app and content strategy by making data-driven decisions based on insights.

## 5. Encourage Personal Device Downloads

For frontline-heavy sectors like retail, healthcare, and manufacturing (and even for remote office workers), getting employees to download and use the app on their personal smartphones is critical. Many of these employees don't sit at desks, so the mobile app is the primary way they'll connect. Here's how to drive mobile adoption on personal devices:

- 1. Highlight the Mobile Benefits:** Communicate how the app makes daily work easier, such as accessing schedules, shift changes, and urgent announcements.
- 2. Provide Simple Download Instructions:** Share QR codes, app store links, and one-click installation guides.
- 3. Leverage Peer Influence:** Encourage team leads to guide employees through downloading and using the app.
- 4. Address Privacy Concerns:** Clearly explain app permissions and reassure employees about data security.
- 5. Offer Incentives for Mobile Users:** Provide small rewards for employees who download and log into the app within the first week.



## MangoApps' Employee App

With MangoApps' modern intranet and employee app software, experience an engaging, turnkey solution tailored to meet the needs of both office and frontline employees.

- Easily create separate dashboards for office-based employees accessing your site on desktop and frontline employees using mobile devices, creating unique experiences that are relevant and valuable to each type of staff member.

- Reach 100% of your workforce with seamless communication for both frontline and office staff via a mobile-first approach, including multi-channel options (app, email, SMS).
- Foster a culture of appreciation through customizable recognition and rewards that celebrate your team's achievements, big or small.
- Integrate with other platforms like scheduling software, HR systems, and more, allowing employees to conveniently access items like pay, PTO, and shifts, empowering staff by putting their needs front and center.
- Keep content fresh and relevant with automated governance tools designed to ensure the information on your app is up-to-date and aligned with organizational goals.
- Centralize company information by easily creating and managing company, team, and departmental sites—accessible on desktop or mobile—without needing IT assistance.



Launching a well-executed employee app successfully requires thoughtful planning, strong leadership buy-in, and continuous engagement efforts. By ensuring the app is useful, promoting it effectively, and fostering a culture of interaction, organizations can achieve high adoption rates and long-term employee engagement. If you understand your employees' needs, leverage the right features, and implement a strategic launch plan, you can create an app that truly empowers your workforce to drive business forward.