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Technology: Employee Communication App

Name of Company: Danco Petroleum Company Ltd

**INTRODUCTION**

This paper intends to explain an Employee Communication App as an emerging technology that Danco Petroleum Company Ltd needs to adopt as the best means of communicating with employees who are both within and remotely located in various parts of the country. The technology is cost and time effective, is a powerful way to reach and connect with everyone working with a company and it create a better digital employee experience. Continuity and sustainability are a key factor for any business and for this to be achieved, a key factor is communication. Management, staff and customers need to be updated with current decisions and goals. Most importantly, management and staff need to stay focus on common goal in other to achieve high level of customers satisfaction. Communication plays a vital part in accomplishing that. This brief note to Danco Petroleum Company Ltd board will explain the benefit of the app as well as challenges that might be faced while using the app, moreover, the paper will help us gain insight into what is required to deploy and manage the app. (Hughes, n.d.)

**WHAT THE TECHNOLOGY EMPLOYEE COMMUNICATION APPLICATION (ECA) IS ALL ABOUT.**

With the wake of corona virus crisis, most talented, valuable and indispensable employees with an underline health challenges can not come in-person to office and this ones work from their various locations and they need to be immensely involved and updated with companies discussions and decisions in a way that their feedback can be spontaneous and prompt not in an old school internet mails that might take ages to get feedback in a issue that needs urgent response either from employees or management. Employee communication app helps to get news and sensitive task promptly with the ability to comment, share thought, files or document, upload videos, photos and get needed information that enable employees to do their best work.1

Employee communication app is a communication application that provides companies with a mobile solution of reaching all of its employees via personal smartphones, tablets and laptops. It is an effective and secure communication channel for reaching or connecting dispersed workers. Those remote, on desk workers or freelance team often lack corporate emails address or regular access to a desktop computer. With employee communication app, these workers can have easy mobile access to corporate information and workplace tools.2

1Firstup. n.d.

2GmbH, S., n.d

Danco Petroleum has a lot of disperse workers and service outlet all over the country and majority of the team has little or no access to a computer desktop or network to access mails

easily. Passing valuable information and decisions to this employee is imperatively difficult and this tend to cost the business a lot of draw backs. Such as late implementation of plans, goals and feedback to customers. to cub this huge setback, this technology employee communication application will play a vital role.

Almost every employee uses smart phones or devices for everything in their lives, this application is basically a smart device base technology. Adopting this technology will enable management and the organization to communicate with every employee through their devices and employees can share ideas, feelings, difficulties and challenges they faced with regard to their work between employees and management. This can be done electronically through mobile applications and collaborative tools like; Zoom video Conferencing, Slacks, Firstup and Basecamp. This application is vital for the health and strength of Danco Petroleum Company, without it management would not be able to lead the employee they manage.

The application is cost effective in that management do not likely have to buy devices for every employee and even internet subscriptions. It is also time effective in that it takes short time to notify employees for meetings and they can get latest update on time from their devices.3

**BENEFIT OF EMPLOYEE COMMUNICATION APP. (ECA)**

Before looking into the benefit let us quickly look at some of the applications mentioned earlier.

1. **ZOOM VIDEO CONFERENCING**:

This is a communication application that enable face to face conversation with team of employees working together remotely and also between management and employees that are either within company buildings or dispersed. This app offers private and group chats through breakout rooms to have private discussion with an employee or a team without others in the conference having the knowledge of what is been discuss, it offers screen sharing facility so that every member in the meet can see pictures, video, report and presentations. It enables management to see and have knowledge of what is happening and been achieved in a various location they are not opportune to reach. It also offers means of recording meeting parts for those who might be absent and for future references.4

3(Firstup. n.d).

4(Hughes, n.d.)

1. **SLACKS:**

This is a chat base app that solves many of the problems of email. Slacks organize conversations in channels. It is very flexible. team members can join or leave channels to avoid irrelevant massages. It also enables employee to find old messages for relevant information, shares files, make voice calls and host video conferences, create clear and

organized channels of sharing files and messages and integrate with a wide variety of other platforms.

1. **BASECAMP**:

this is an app that enable team mate interactions in variety of ways. It has real time chatroom, messages and conversations are well organized and saved for future reference. It also provides facility for client communication. Company can include client in conversations or meetings. it keeps team updated on project and includes to do list, schedule check on reports and progress.5

1. **FIRSTUP**

Firstup is a workforce communications app that helps companies reach employees with relevant personalized information they need to do their best work. It solves problem of poor employee engagement by keeping all workers informed and connected. Employees have one place to find out what’s happening at work even when they are on leave no more searching through mails and intranets to get information. Companies have an easier, faster ways to publish content and news and can measure how many employees engaged with the content.6

**WHAT** **ARE THE BENEFIT OF ECA**

* **Employee Communication App Helps to Maintain Workplace Harmony**

Employee communication app enable proper flow of communication between employee and managers which erases stress, misunderstanding and bottle necks and other issues that can disrupt harmony in organizations. The app helps to prevent problems and get them resolve quickly when it occurs this helps to provide and promote harmonious workplace.

* **Employee Communication App Foster Engagement**

The app enable management to have strong connection with their employee and gives the bigger and detail picture of the company and employees. It also helps employees to be enthusiastic and committed to their work because of the full connection they have with their workplace and they contribute maximumly to the development of the organization and stay longer with the organization.7,8

5(Hughes, n.d.)

6(App Store. n.d. *‎Firstup*.

7(Firstup. n.d.)

8(GmbH, S., n.d)

* **Employee Communication App Encourage employee to take part in Conversation**

The app offers open and honest conversation, it gives employee opportunity to air out their feelings regarding decisions made by management, the choice of client and how to achieve organizational goals because they are included in most of the conversation.

* **Employee Communication App Gives Company Intranet A Voice**

With Danco Petroleum have remote workers at various service outlets having a modern intranet and an employee app that sits alongside the intranet will help management to ultimately communicate, connect, align and engage with employee no matter where they work. This app will provide a smarter and more cost effective intranet while still allowing the company to benefit from proven core strength of popular platforms such as share point.

* **Single Source of Streamline Relevant Content**.

Employee communication app is a single source of trusted communication channel to get information and streamlined relevant content.

* **Meet the Needs of today Modern Workforce**

Employee communication app helps management to get prompt feedbacks on jobs and delivery and to have insight into employee experience that lets them work in a new, more productive and flexible ways.

* **Organizations can Measure their Communications**

Employee communication app helps management to determine or use pulse survey to measure who are active user of the app when and what they access and who are inactive users. The app is a great way to get immediate insight into the health of a company and its workforce. With the help of pulse survey, management can get an insight into the overall engagement of employees and feedback specific to a project. It also provides internal communicators with powerful analytics and data driven results that shows the impact of company’s internal communication and helps create new content that resonates with company’s workforce9,10

**CHALLENGES OF EMPLOYEE COMMUNICATION APP**

There are no benefits without challenges, some of the challenges or barrier that are mostly associate with employee communication app are

* **LACK OF CLARITY**:

Sometimes management send ambiquious messages to employee which they find it difficult to understand and to act promptly. Therefore, actions taken will require more time and resources or may fail altogether. Miscommunication usually occurs when information is unclear, this hinder the success of business.

9(Firstup. n.d.)

10GmbH, S., n.d

* **LACK OF INSIGHT OR COMMITMENT FROM TOP MANAGEMENT:**

Top management do not actively involve in the app at such they do not keep the business afloat and prioritize employment engagement over other tangible issues. They do not keep communication relevant and consistent between different hierarchical levels and infrastructure required might not be in place.

* **GENERALIZATION**:

the application is used for all staff which might not work for everyone because different things engage different people unable to decipher the strength and requirement employee base on their preference and work accordingly is another challenge with ECA.

* **LACK OF WORK BALANCE**:

because the ap is always with the employee a lot of organizations do not pay head to the concept of work balance expecting employee to place their work first in most cases which tend to lower employee productivity.

* **DEVICE CHAOS**:

employee tend to avoid communication if its happen on a device they do not feel comfortable using. Since employee has various devices is best to ask them of the devices they are comfortable using and communicating with.

**REQUIREMENT FOR DEPLOYING AND MANAGE THE APP**

The following are the software requirement that will enable the app to work

1. Intranets
2. Employee Communication App
3. Internet
4. Electricity

Hardware Requirement

1. Desktop base computer
2. Laptops
3. Individual mobile devices
4. Webcam

**SUMMARY**

In summary it can be argued that employee communication app is an emerging technology that Danco Petroleum Company should adopt because of the remote business climate that we are in due to pandemic and the dispersed nature of business that Danco Petroleum operate on, employee communication app will make a stronger communication between team members and management. The app enables management and employee to have visual discussion on goals and decision reached promptly. The app helps to keep team focus on a common goal, because every one is reached and communicated to internally. This is the best communication channel which Danco cannot afford to neglect, though making changes come with a lot of growing pains and bottle necks, the benefit of the app outweighed the challenges. It accelerates digital transformation, streamlining, modernizing and communication measurement. With the app Danco Petroleum Company Ltd will be more productive, sustainable and attain high level of customer satisfaction and continuity with a high measure of time and cost effectiveness.

**FURTHER READING**

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((What is employee communication and why it’s more important than ever, n.d.)

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