

5 reasons why you should invest in mobile tools for your employees



Today's employees demand the ability to move seamlessly between their professional and personal lives. Their expectations around workplace tools are shaped by their personal experiences with technology. They're accustomed to managing multiple aspects of their lives online – and they expect this same level of connectivity and convenience from the tools and systems they use at work.

Working in the global economy means that work increasingly takes place outside of the traditional 9-to-5. Coupled with the impact of Covid-19 and the increase in the number of employees that may continue to work from home, it's essential that companies provide tools to help foster collaboration, communication and a sense of belonging among employees without being tethered to a desk.

The benefits of mobile tools in the workplace

Enterprise mobility management technology is evolving. Smartphones have become a part of everyday life and the number of connected devices is astounding. Employees are becoming more comfortable using mobile devices for work-related tasks. In fact, Microsoft recently released several new mobile apps that help workers with everyday tasks and commitments so they can meet their business goals outside the workplace.¹

While many organizations have been quick to provide their customers with mobile-based tools, many still lag behind in providing the same for their employees. Developing and providing simple-to-use, employee-centric mobile tools should be a top consideration for any organization looking to boost employee engagement and productivity.

¹[Can Employees Get the Job Done on Their Mobile Devices? And Should They? Reworked, 2021.](#)



Mobile tools provide employees with workday flexibility. Mobile technology allows employees to easily work on the go or work outside of normal business hours if needed.

Mobile technology can improve business process efficiency. The creation of mobile tools often involves a look at processes from beginning to end with the employee experience front and center. The result is streamlined business processes that eliminate pain points, save time and increase productivity.

Introducing mobile technology in the workforce increases the hiring pool. Younger workers, especially millennials and Generation Z, are tech savvy. They've grown up with smartphones and mobile apps and expect to have the same technologies at work as in their personal lives. And they may be less likely to work for a company if those expectations are not met. Mobile technology also helps businesses extend their recruitment pool to include candidates like busy parents and remote workers.

Companies that provide mobile tools to their employees can gain an edge in attracting and retaining talent. Younger generations often perceive midsize to large organizations as uninspiring and slow to embrace change. However, companies that embrace mobile tools and continue to innovate will have an advantage over the competition.

The adoption of mobile technology can lead to happier and more engaged employees. Mobile technology has a positive impact not only on workplace productivity but also on how well team members work, collaborate and communicate with each other.

With a handful of mobile apps and tools, individuals can easily manage just about every aspect of their day. As a result, many workers expect to have workplace tools at their fingertips. And why shouldn't they?

According to a global study by the Economist Intelligence Unit (EIU), prior to the pandemic, organizations that were considered pioneers in mobile enablement "saw a 16 percent boost in productivity, as well as increases in creativity (18 percent), satisfaction (23 percent) and loyalty (21 percent) when compared to companies that ranked poorly with respect to supporting mobile technology."²

Assuming a 40-hour workweek a 16 percent increase in productivity translates to an additional 6.4 hours per week – or 41 working days per year – that can be allotted to additional work. "That's effectively eight weeks of increased productivity from every employee."²

More organizations should look more closely at the end-to-end employee experience and the link between mobility and employee engagement. Organizations that employ a mobile-first strategy when creating mobile tools for their employees have seen meaningful gains in employee engagement and productivity.

The COVID-19 pandemic has proven that working remotely does not lead to a decrease in productivity. In fact, several studies point to the opposite. "On average, those who work from home spend 10 minutes less a day being unproductive, work one more day a week, and are 47 percent more productive."³

As the workplace shifts to its new normal, many employees will likely continue to work from home making now the time to embrace a mobile first strategy. The importance of providing tools that fit the way today's workers like to use technology can't be underscored. It's a win-win-win. Employees and customers benefit from better tools and user experiences. The business benefits from happier employees and customers while realizing greater efficiencies that help boost their bottom line.

16% increase in productivity

X

40 hour work week

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²A mobile-first strategy improves employee productivity, study finds, NETWORKWORLD, 2016.

³Surprising working from home productivity statistics (2021), Apollo Technical, 2020.

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