



How to use content to drive employee engagement

Are you struggling to lift employee engagement in order to improve customer service, and ultimately impact the bottom line? If so, you're not alone. **Today, only 30% of the US workforce is engaged and it's estimated that this lack of engagement costs companies between \$450 and \$550 billion annually.** You need to create better experiences to realize engaged employees. And delivering better employee service helps you do that.

Here are four ways you can increase employee experiences by managing content through an HR knowledgebase.

1

Organize your content

Organization is the process of building a manageable content structure. It also ensures that the caretakers have a framework that will support their content—like benefits information—throughout the knowledge life cycle, from content creation through retirement. Most knowledgebase efforts start out strong, but fail when the information becomes outdated and the answers are no longer trustworthy as an authoritative source. **If employees can't find reliable answers themselves, they will give up and call HR.** To be effective, you should start with a defined architecture in which to classify your company knowledge. It must be extendable to support new modules, growth to global regions, and expanding business needs—and ultimately structure reliable information.

2

Contextualize user information

Contextualization is the process of connecting users to a broad range of information by leveraging robust search. It's based on the real-life, everyday usage by employees who may use completely different search terms to define the same issue. An effective contextualization strategy helps users find answers regardless of how the question is structured. Your contextualization should start with value-added guidance and instruction to help orient a user. It should then add an HR-optimized search strategy to produce relevant targeted answers, and provide cross-referenced links to both detailed information and self-services transactions.

3

Personalize data relevance

Personalization takes contextualization to the next level. It maximizes value by providing users with only the documents, links, and search results that are personally relevant. It ensures users get to the right information in the right language based on their HR profile without having to wade through irrelevant content. While many company portals and document management systems have some limited role-based access controls, your HR knowledgebase should account for hundreds of different personalization options based on the complex business rules derived directly from your HR system.



4

Collaborate beyond self-service

Collaboration provides a systematic approach to helping users when they get stuck or have a problem that goes beyond self-service. New technologies provide the infrastructure to connect an employee with HR shared service personnel that can address the need, or escalate to someone who can. It extends the knowledgebase value by adding a cost-effective layer to address issues before they reach highly compensated HR talent. Your collaborative approach should emphasize one-on-one contact over group participation. It should also differ from traditional call center systems by making support a natural extension of a self-service knowledgebase.

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