

Self service Human Resources

The right information, to the right people, at the right time

Human resources (HR) has evolved into a key differentiator for well run businesses. People are organisations greatest assets and ensuring the smooth running of the HR process is an important aspect of operations.

Why is communication important for HR?

Effective communication is at the heart of best practice HR management. From the induction process, through formal career development, training and ultimately severance, the need for effective, audited communications is of vital importance. Also, there are many documents which represent legal and audited requirements which need to have guaranteed, high impact delivery.

What are the issues with existing communication channels?

Email is overburdened, ineffective and non-prioritised. With over 91% of emails sent being SPAM (Source: Postini Oct 2006), getting important information through to employees is proving increasingly difficult. Telephone calls are expensive and time consuming and HR staff often spend valuable time chasing people to acknowledge receipt of important documentation. With increasing numbers of staff working flexible hours in multiple locations, effective communication becomes even more challenging.

How does Skinkers dramatically improve the HR process?

Skinkers Live Notification Platform™ provides a mechanism to deliver important and time critical information to your employees, whether it is to their computer, handheld and mobile phone, which ensures that critical HR related information is delivered and acknowledged. Surveys can also be initiated and this ability to gauge and measure the relevance of a communication at the time of delivery is an important component in any HR process.

Skinkers self service HR application

Most organisations will perform an annual data gathering process, where each employee will be sent, usually by physical mail, their complete HR records for review. Recently a large organisation with over 50,000 employees was only getting a 50% return rate on their data gathering process. The rest of the employees had to be chased manually, which was time consuming and costly. With the Skinkers application, the employee information would be "pushed" directly to the desktop of that individual, and after three opportunities to defer, the employee would be driven to acknowledge that the data was correct, or directly perform necessary changes. This process dramatically improves response rates, ensures higher data quality and reduces the cost and time of acquiring the information.

Key benefits

- **Improved employee satisfaction:** Keep employees informed and engaged with automated communications – directly to their computers, handhelds and mobile phones.

"In the 'attention economy' the value of e-mails is rapidly approaching zero."

Financial Times

"Skinkers has proved to be 369% more effective than emails at delivering critical business information."

Vodafone



- **Improved HR data:** Ensure your central HR systems have the latest employee information without costly paper based data gathering exercises.
- **Secure:** Opted in and secure communications.
- **Visible:** Skinkers messages take priority on computers, handhelds and mobile phones, whether the user is on or offline.
- **Fast:** Faster than email for HR alerts.
- **Effective:** More effective than email at reaching employees.
- **Lower Cost:** More cost effective than HR staff calling individuals.
- **Measurable:** No estimates or guess work – you will know precisely if your employee saw your communication and when and how they responded to it.
- **Targeted:** Skinkers has a tightly controlled targeting which means the right person receives the right notification and that only authorised people have the rights to send to wide audiences.

*Skinkers named
'CRM Marketing and
Analytics Cool
Vendor' by Gartner
Group 2006.*

An example of a data gathering exercise with Skinkers HR application

ACME COMPANY
Accessibility

Steve Mack: Staff number 03914542 01 October 2007

Dear Steve Mack,

It is necessary for ACME Ltd to hold up-to-date and accurate information on all staff. Please take the time to check that the details below are complete and correct. When you have done so, please click 'Update my record' to complete your submission.

If you do not have time to check your data now, click 'Later' to minimise this window. The security locked announcement will remain on your screen to enable you to input your login to re-open this form.

If you have any questions, call Employee Services on 8484.

Thank you

Employee Services

Name:	<input type="text" value="Steve"/>	<input type="text" value="Mack"/>
Home Address:	<input type="text" value="11 Hackney Road"/>	<input type="text" value="IP17 2HS"/>
Home Phone:	<input type="text" value="01728"/>	<input type="text" value="660428"/>
Work Address:	<input type="text" value="43 Brook Street"/>	<input type="text" value="W1K 4HJ"/>
Work Phone:	<input type="text" value="0207"/>	<input type="text" value="579 8366"/>
Work Email:	<input type="text" value="steve.mack@acme.com"/>	
Emergency Contact Name:	<input type="text" value="Joanna"/>	<input type="text" value="Mack"/>
Emergency Contact Number:	<input type="text" value="0208"/>	<input type="text" value="365 4951"/>

< Later
Help ?
View your full record on the intranet
Update my record >

*"55 - 60% of
complaints are due
to the fact that we
don't communicate
in an effective
manner."*

*Multinational
Telco organisation.*

Find out how Skinkers can benefit your business

For further information about our products and services, visit our website - www.skinkers.com.

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