speakap

HOW TO USE AI TO POWER UP YOUR INTERNAL COMMUNICATIONS

Unlocking the Power of AI in Internal Communications

"Businesses that don't deploy AI and data to help them innovate in everything they do will be at a disadvantage."

Paul Daugherty, Chief Technology and Innovation Officer, Accenture

AI can provide significant value to internal communications in a variety of ways, and businesses are taking note.

72% of decision-makers agree that AI can enable humans to focus on more meaningful work.

83% of companies consider using AI in their strategy to be a high priority.

More than **80% of employees** say AI improves their productivity.

Gartner Predicts Chatbots Will Become a Primary Customer Service Channel Within Five Years.

Internal communicators have been riding the AI wave for years, using fancy technologies like email distribution, template creation, and employee apps. The latest buzz is all about AI tools, like ChatGPT, to signal the start of the era of automated content creation.

There is an overwhelming amount of information to digest, and it can take time to figure out where to start and how to apply it to internal communications. Read on to explore actionable ways and tips on how to use AI to get the most out of your internal communications.

HOW TO USE AI TO REVOLUTIONIZE CONTENT CREATION AND COMMUNICATION OUTREACH

In today's rapidly evolving digital landscape, internal communicators face the exciting challenge of engaging diverse employee groups through effective content creation and communication outreach. The emergence of Artificial Intelligence (AI) has proven to be a game-changer in this endeavor, providing invaluable support and opening up new avenues for success.

Internal communicators have been leveraging automation to streamline their processes and focus on more creative, human-centered tasks for some time. Automation typically handles menial and repetitive tasks, such as tracking and analytics, campaign workflows, and content delivery.

This is where AI comes into play as the underlying technology that powers automation. Formulas and rules power automation, whereas AI focuses on creating hyper-intelligent tools, like its subset machine learning.

AI helps internal communicators in various ways:

✅ Improve Communication Outreach

AI analyzes large volumes of data from surveys, communication platforms, and social media to identify engaging topics and craft captivating messages. Internal communicators can create targeted and effective content by gaining insights into employee preferences and engagement levels.

✅ Data Analysis

AI can analyze communication patterns and provide insights that can help improve team collaboration and productivity. For instance, it might identify times of day when communication flow is most effective, or flag when communication breakdowns are causing issues in project management.

Are you interested in the most popular login times and the best-performing content on your platform? You can check workforce analytics related to adoption, engagement and content performance across your company. Spot trends and improve.

✅ Training and Onboarding

AI can be used to create interactive training programs for new employees, guiding them through the basics of using the communications app and other essential tools. This can help new hires get up to speed more quickly and effectively.

✅ Employee Engagement and Feedback

AI can be used to conduct regular employee surveys and polls, analyze the results, and provide insights on employee morale and engagement. It can also make the feedback process easier and more efficient, with AI-based systems that can analyze and sort feedback by relevance and urgency.

✅ Content Generation

AI-powered tools automate routine tasks and provide content suggestions based on the analysis of existing content. While human input and creativity are still essential, AI saves time and provides a starting point for communicators to refine and personalize their content.

✅ Translation and Localization

For multinational organizations, AI language translation tools break down language barriers and facilitate effective communication across regions. Real-time translation capabilities enable employees to access information in their preferred language. AI can also assist with content localization, adapting it to specific cultural contexts for relevance and resonance.

In a world of digital workspaces, an automatic translation feature can seriously improve your bottom line. Speakap is an employee communication app that includes a feature helping employees instantly translate your content. Break language barriers in the workplace, and reach everyone in their own language.
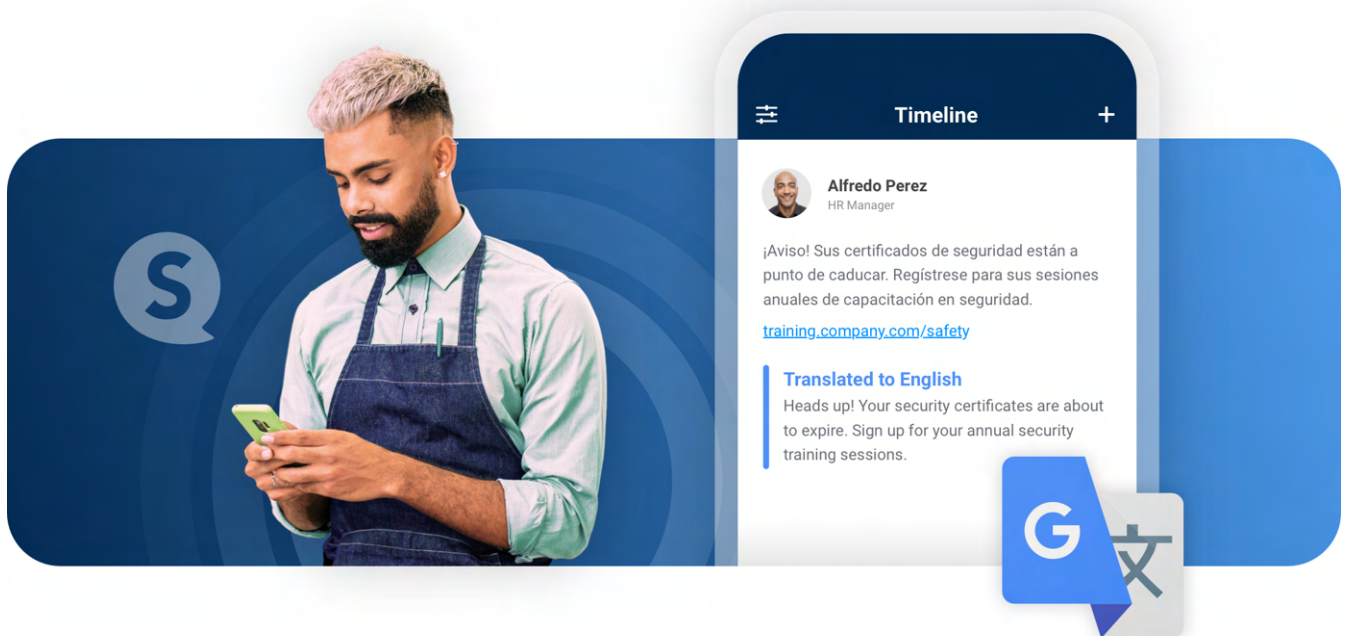
While AI can structure content and suggest messaging, it's important to maintain genuine human communication to meet employees' need for authenticity. It's the perfect blend of human touch and AI's superpowers that creates truly impactful and authentic communication experiences.

Communication by leaders should have a unique voice and emotion that AI cannot recreate. Remember to focus on the human touch.

AI aids internal communicators rather than replacing them, enabling them to enhance their content creation and communication outreach efforts and supporting them in crafting their internal communications strategy.

HOW TO USE AI TO ENHANCE INTERNAL COMMS STRATEGIES FOR ENGAGING DIVERSE EMPLOYEE GROUPS

AI is enhancing internal comms strategies, enabling communicators to create tailored and impactful content that captivates and connects with employees from different backgrounds, roles, and interests.

Here is how:

✅ Personalization and segmentation

AI algorithms analyze employee data and behaviors, allowing you to segment the workforce based on various factors, such as job roles, interests, and location, and craft messages that hit the bullseye for each specific group, ensuring relevant and personalized messaging. AI can also help recommend the most effective communication channels for different segments, optimizing the reach and impact of the content.

✅ Chatbots and virtual assistants

AI-powered chatbots and virtual assistants are increasingly used to enhance internal communication. They're the sidekicks you've always dreamed of, providing instant responses to frequently asked questions, offering guidance on company policies or processes, and delivering timely employee updates.

Chatbots can also collect feedback and sentiment analysis, allowing internal communicators to gauge employee satisfaction and make data-driven improvements.

✅ Sentiment analysis and reputation management

AI keeps a watchful eye on social media, internal communication channels, and even external news sources to gauge employee sentiment and identify potential reputational risks.

By detecting negative trends or sentiments early on, internal communicators can proactively address issues, make necessary adjustments to their content strategies, and take appropriate actions to mitigate any adverse impacts.

With AI as a valuable ally, internal communicators have a powerful toolkit at their disposal to elevate their strategies and create meaningful connections with employees.

AI can also assist internal communicators with other common challenges, such as convincing the leaders in the organization about the importance of employee engagement and communication and getting them to invest in new technologies, such as an employee app based on the benefits.

How? By making it easy to create a powerful business case.

TRANSFORMING BUSINESS CASES WITH AI-POWERED WEB SCRAPING

Crafting a compelling business case that grabs attention and secures the necessary investment can be quite a challenge.

With the superpowers of AI-powered web scraping, internal communicators can level up their game in creating and implementing awesome marketing campaigns, turbocharging social media efforts, and boosting brand awareness and user experience.

At its core, AI encompasses a range of applications, including deep learning, that mimic human intelligence. It has already proven successful in various domains, such as medical diagnostics, remote sensing, and, notably, web scraping.

By harnessing AI for web scraping, organizations can collect and analyze vast amounts of data with remarkable accuracy and fewer errors.

Unlike traditional web scraping techniques relying on proxies, AI has the ability to learn, adapt, and scale itself to handle millions of web pages and navigate any potential changes seamlessly.

When AI merges with web scraping, AI swiftly identifies the intricate patterns specific to web data extraction, mastering the art of gathering structured data from the vast web universe.

This game-changing collaboration streamlines your data-building process, saving precious time and resources compared to other approaches. It's like having a tireless assistant who never fails to deliver.

To further augment the impact of a business plan, incorporating infographics becomes a game-changer. Infographics offer a visually engaging and creative way to illustrate the research, pitch ideas, and showcase the business structure, capturing attention and presenting complex information in a digestible and memorable manner.

It's the secret ingredient that makes your business case sparkle.

As internal communicators, we all know that employees are the lifeblood of any organization, and understanding their unique experiences and needs is paramount. Organizations gain a dynamic window into their workforce's intricate tapestry by harnessing AI to gather and analyze employee data.

HOW TO USE AI FOR DEEPER INSIGHTS INTO EMPLOYEES AND EMPOWERING DEI PROGRAMS

In the wake of the transformative year 2020, the world witnessed an intensified focus on diversity, equity, and inclusion (DEI) in workplaces and society at large. But how can we truly understand and address the gaps that exist?

In the quest for building inclusive organizations and driving meaningful diversity, equity, and inclusion (DEI) initiatives, data is the key that unlocks hidden doors. Artificial intelligence (AI) has emerged as a powerful tool to use data to identify and address equality gaps, bringing them to the forefront of our consciousness.

AI algorithms meticulously sift through mountains of data, capturing the diverse nuances of employees' backgrounds, perspectives, and aspirations. With this wealth of information, organizations can design and implement DEI programs that hit the mark, tailored to their employees' specific needs and aspirations.

When it comes to implementing DEI programs, AI becomes a guiding light. It shines a spotlight on potential barriers, biases, and areas for improvement.

Diversity encompasses an array of colorful threads, from race and gender to socioeconomic status and cultural backgrounds. Equity steps up to the plate, ensuring fairness and justice for all while acknowledging the structural barriers that some face. And then there's inclusion, the vibrant heart of the matter, where everyone feels valued, respected, and empowered to shine.

Harnessing the potential of data and advanced analytical techniques allows us to delve deeper into social and workplace dynamics. By understanding the true patterns and trends within DEI, we can challenge false perceptions and make informed decisions. Through real-time feedback and micro-trend analysis, we can uncover hidden insights and make timely course corrections.

By examining data through an unbiased lens, organizations can identify gaps in representation, disparities in opportunities, and unconscious biases that may hinder progress.

It's like having your very own guardian angel watching out for your organization's inclusivity. Armed with this knowledge, they can then take purposeful action to foster a more inclusive and equitable workplace.

But let's not forget the human touch. AI serves as a powerful tool in the DEI journey, but it works hand in hand with the collective wisdom and empathy of human leaders and teams. Knowing how to use AI in perfect balance with the human touch is key.

It's a collaboration between AI's incredible potential and human connection's power.

Together, they pave the way for organizations to create environments where every individual feels valued, respected, and empowered to bring their authentic selves to work.

By knowing how to use AI, internal communicators can unlock new possibilities, streamline processes, and create more engaging and impactful communication experiences.

WRAP-UP

In today's fast-paced digital landscape, embracing AI technologies in your internal communication process is essential for empowering your organization to thrive.

By leveraging AI, you can adapt to the ever-changing digital landscape, enhance employee engagement, and foster effective collaboration across teams and departments.

To achieve effective communication, it's crucial to adopt the right communication technologies and tools.

One such tool is Speakap, an employee communication app that harnesses the power of AI-assisted insights and content to truly connect with your employees. With Speakap, you can customize your employee engagement tool to seamlessly integrate with the platforms your employees already use and love. This ensures maximum adoption and productivity, as it eliminates the need for your employees to learn and adapt to a new system.

Personalized internal communications are key to keeping your employees informed and engaged.

With Speakap, you can share specific updates tailored to each employee's team, department, or location, ensuring they have the information they need to succeed.

The app's 'acknowledgment' button also allows you to track when your team members are up to speed, guaranteeing an impressive 80% adoption rate within the first two weeks.

Speakap's branded and user-friendly employee app acts as an extension of your corporate identity, instantly recognizable and beloved by your employees. Through features like polls, quizzes, and surveys, you can gather direct feedback from your team and boost engagement by recognizing and celebrating achievements.

Language barriers in the workplace can hinder effective communication. However, with Speakap's instant translation feature, you can effortlessly break these barriers and ensure that every employee can receive and understand messages in their preferred language.

Don't let communication challenges hold your team back. Prioritize your people and elevate their experiences with Speakap.

Retain your staff, foster better employee engagement, and drive success by harnessing the power of AI in your internal communication strategy.
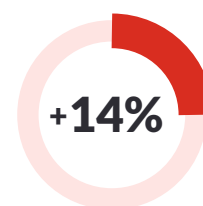
Contact us for a demo to learn more about how organizations are leveraging internal communications with Speakap to enhance:

+32% EMPLOYEE SATISFACTION
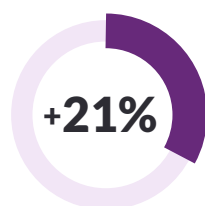
+21% EMPLOYEE PRODUCTIVITY

+14% EMPLOYEE RETENTION

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Using AI to Supercharge Communication in the Workplace

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