



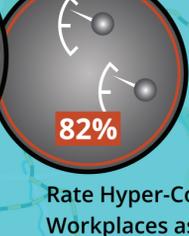
# The HCM Engagement Adoption Journey: A Roadmap



Global Internet Usage Driven by Mobile Devices\*



Employees Not Engaged or Actively Disengaged at Work\*



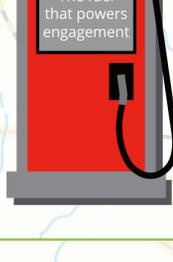
Rate Hyper-Connected Workplaces as Critical or Important\*

\*sources: "State of Global Workforce", Gallup, 2017; "The Rise of the Social Enterprise", Deloitte, 2018"

## Adoption is a Crucial Forerunner to Engagement.

**Strong engagement without adoption is not possible.**

Strong adoption, paired with the right information and tools drives real ROI and the ability to impact positive business outcomes.



### Mobile Adoption Barriers (HTML 5 & Native Apps)

- Required downloads / app updates
- Unsupported devices / OS
- Page refreshes
- Lack of functionality
- Inconsistent user experience
- Poor network conditions

### Progressive Web App (PWA)

PWA (Progressive Web Apps) are a website technology developed by Google that drives the optimal mobile experience.

What makes a PWA different from other mobile technologies is that it eliminates the need for app downloads / updates / refreshes, **removing barriers to adoption and creating more intuitive user experiences.**

## The PWA Super Highway - Points of Interest



## PWA Offers Top Performance for all Drivers on the Journey



### HR

“ We need simple technology that just works and delivers a consistent experience, using the devices employees already have, new or old. PWA delivers that and now rather than fielding questions about technology issues we have more time to spend implementing HR strategy and programs. We also love that we can send push notifications to remind employees to complete a survey, submit their PFE's or finish their open enrollment. ”



### IT

“ What I like about PWA is that I no longer have to manage the MDM (that's Mobile Device Management for n00bs) for anything HR/Payroll related which is a nice burden off my back. Users still feel like it's an app, but it's an "app" I no longer have to dedicate resources to support. The encryption built-in to PWA means I can rest easy knowing our employees' data is safe. ”



### EMPLOYEE

“ Regardless if I'm at my desk, home, the airport or waiting at the dentist's office I know that I can log in to our company gateway on my Android phone, my iPad or my computer. I have access to the same tools and content I need to do my job, learn about the company and build my network. It's great being able to work offline when you are instantly dropping wifi. Best of all, I don't need to deal with app installs or updates, even when I get a new phone! ”

## Engagement Destinations

- 1 Drive Culture
- 2 Promote Programs
- 3 Facilitate Connections
- 4 Enthusiasm/Empowerment
- 5 Reduced HR & IT Admin

Drive Adoption TODAY ON

