

The Impact of Internal Communication Applications on Employees Productivity in Organisations

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Abstract:- Effective internal communication is crucial for enhancing employee productivity within organizations. This essay explores various internal communication applications, their functionalities, and their impact on employee productivity. By examining case studies and existing literature, this paper highlights the importance of adopting appropriate communication tools to foster collaboration, streamline processes, and improve overall organizational performance.

I. INTRODUCTION

In today's fast-paced business environment, effective internal communication is essential for organisational success. Internal communication applications facilitate the exchange of information among employees, promoting collaboration and enhancing productivity. This paper discusses the various types of internal communication applications, their benefits, and their impact on employee's productivity.

➤ *Types of Internal Communication Applications:*

Internal communication applications can be categorised into several types, including instant messaging platforms, project management tools, and intranet systems. Each type serves a unique purpose in enhancing communication within organisations.

- *Instant Messaging Platforms*

Instant messaging applications, such as *Slack* and *Microsoft Teams*, allow employees to communicate in real-time. These platforms enable quick exchanges of information, reducing the time spent on emails and meetings. According to a study by Karpinski (2018), organisations that implemented instant messaging tools reported a 25% increase in employee responsiveness and a 20% reduction in email volume.

- *Project Management Tools*

Tools like *Asana*, *Trello*, and *Monday.com* facilitate collaboration on projects by providing a centralised platform for task management, file sharing, and progress tracking. A study by Kahn (2019) found that teams using project management applications experienced a 30% increase in project completion rates and improved clarity in roles and responsibilities.

- *Intranet Systems*

Intranet systems serve as a centralized hub for company information, policies, and resources. They promote transparency and accessibility, allowing employees to find information quickly. According to a report by the Society for Human Resource Management (SHRM, 2020), organizations with effective intranet systems reported a 15% increase in employee engagement and productivity.

➤ *Benefits of Internal Communication Applications*

The implementation of internal communication applications offers several benefits that contribute to enhanced employee productivity.

- *Improved Collaboration*

Internal communication applications foster collaboration among employees by breaking down silos and encouraging teamwork. A study by Gallup (2017) found that organizations with high levels of collaboration experienced a 21% increase in profitability and a 17% increase in productivity.

- *Enhanced Information Sharing*

These applications facilitate the rapid sharing of information, ensuring that employees have access to the resources they need to perform their tasks effectively. According to a study by McKinsey Global Institute (2012), improved information sharing can increase productivity by up to 25%.

- *Increased Employee Engagement*

Effective internal communication applications promote employee engagement by providing platforms for feedback and recognition. A report by Towers Watson (2014) indicated that organizations with high employee engagement levels saw a 19% increase in operating income and a 28% increase in earnings per share.

➤ *Challenges of Implementing Internal Communication Applications*

While the benefits of internal communication applications are significant, organizations may face challenges during implementation.

- *Resistance to Change*

Employees may resist adopting new communication tools due to familiarity with existing processes. Change management strategies, such as training and support, are essential to facilitate a smooth transition (Kotter, 1996).

- *Information Overload*

The ease of communication can lead to information overload, where employees feel overwhelmed by the volume of messages and notifications. Organizations must establish guidelines for effective communication to mitigate this issue (Bawden & Robinson, 2009).

- *Integration with Existing Systems*

Integrating new communication applications with existing systems can be challenging. Organizations must ensure that the chosen tools are compatible with their current infrastructure to maximize efficiency (Davenport, 2013).

II. CASE STUDIES

Several organisations have successfully implemented internal communication applications, resulting in increased employee productivity.

- *Zappos*

Zappos, an online shoe and clothing retailer, utilizes *Slack* for internal communication. The company reported a 30% increase in employee collaboration and a significant reduction in email volume after adopting the platform (Zappos Insights, 2020).

- *Trello*

Trello, a project management tool, has been adopted by numerous organisations to enhance team collaboration. A case study by Atlassian (2019) revealed that teams using *Trello* experienced a 25% increase in project completion rates and improved communication among team members.

- *IBM*

IBM implemented its internal social networking platform, *IBM Connections*, to foster collaboration among its global workforce. The platform allows employees to share knowledge, collaborate on projects, and communicate effectively across departments.

IBM encouraged employees to use *Connections* for project management, sharing documents, and engaging in discussions. Training sessions were held to familiarize employees with the platform's features.

A study conducted by *IBM* (2015) found that teams using *Connections* reported a 20% increase in productivity due to improved collaboration and reduced email overload. Employees felt more connected and engaged, leading to higher job satisfaction.

- *Accenture*

Accenture implemented *Microsoft Teams* to enhance collaboration among its consultants and project teams, especially during remote work periods. The company utilized *Teams* for video conferencing, file sharing, and real-time collaboration on documents. They also created dedicated channels for different projects and teams to keep discussions organized.

Accenture reported a 40% increase in team collaboration efficiency and a significant improvement in project turnaround times. Employee feedback indicated that *Teams* made it easier to connect with colleagues and share information quickly.

III. CONCLUSION

In conclusion, organisations that leverage internal communication applications are not only enhancing their operational efficiency but also fostering a more engaged and productive workforce. These tools facilitate seamless information sharing, promote collaboration across departments, and empower employees to connect in real-time, regardless of their physical location. By breaking down silos and encouraging open dialogue, companies can cultivate a culture of transparency and inclusivity, which is essential for innovation and employee satisfaction.

Furthermore, the ability to quickly disseminate information and gather feedback allows organisations to respond more agilely to challenges and opportunities in the marketplace. As we move further into an increasingly digital world, the strategic implementation of internal communication applications will undoubtedly play a pivotal role in driving productivity and ensuring that employees feel valued and connected. Ultimately, organisations that prioritise effective internal communication are not just investing in technology; they are investing in their most valuable asset—their people.

Internal communication applications play a vital role in enhancing employee productivity within organizations. By improving collaboration, facilitating information sharing, and increasing employee engagement, these tools contribute to overall organizational success. However, organisations must address challenges such as resistance to change and information overload to maximize the benefits of these applications. As businesses continue to evolve, the adoption of effective internal communication tools will be essential for maintaining a competitive edge.

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