

Letsignit

Email signature manager.

Tips and tricks for an engaging internal communication

From the need to inform to the commitment of employees, internal communication is reinventing itself to serve a new employee experience.





For communication and marketing professionals, this means client acquisition and retention have been clearly identified. These goals are often achieved through funnel marketing and to accompany clients throughout their lifecycle.

But what about company employees to whom internal communications are addressed?

The employee experience should be studied and fine-tuned the same as the client experience, et **and internal communications should be considered the gateway to employee engagement with clients.**

The goal is not only to make employees happy but also proud to be ambassadors of the company. A difficult grail to reach. Achieving it requires a **number of steps - conversing, communicating with them and training them on an ongoing basis - which we will detail in this e-book.**

Employee engagement has many advantages. By ensuring the well-being of employees, it improves the company's productivity.

But it's not just a goal to be achieved:
it is an ideal towards which the company must strive.

Find out in this e-book the success factors of an engaging internal communication, the best touchpoints to consider as well as how the email signature can accompany you in each step.

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Digital Workplace :

A Program for Employee Engagement



The Digital Workplace creates a unified digital work environment that is accessible anywhere, anytime. By improving the employee experience, it also fosters team engagement.

A single space to manage everything. In a Digital Workplace, employees find all the tools they need to do their work. Internal social networks, creator and note taking tools, calendar, email software, documents... everything!

But the proliferation of tools poses a problem: organizations today use an average of 16 SaaS tools versus just eight in 2015¹. This is why the Digital Workplace doesn't simply compile the tools; rather it integrates them and facilitates their interactions.

For example:

when you send an email, **an email signature with a link to switch from your emails to Teams can** be added automatically to facilitate interactions with both internal and external audiences.

That's integration.

Benefits of the Digital Workplace

It is estimated that employees with access to easily accessible applications waste 17% less time on manual processes². **And employees who use their time more efficiently on tasks with higher added value are naturally more engaged.** The large majority of DSI's believe moreover that digital empowerment could lead to at least a 5% increase in revenue over three years³. And yet fewer than half of all companies have a form of Digital Workplace today, and often only a part of it⁴: intranet, company social network, Office 365 suite, etc.



17% less lost time
on manual processes when
applications are easily accessible



5% revenue increase
from digital empowerment.
And yet...



Only half of all companies
have a form of Digital Workplace today.
(intranet, company social
network, Office 365 suite)

A major disruption

Despite its usefulness, the Digital Workplace remains underdeveloped due to the significant effort required to implement it. **Because this digital space concerns every member of a company, each member must be involved.** The top management's role is to **drive change**, and it is within employees' best interest to refer their problems up the corporate ladder so they can be taken into account in the selection of a customized solution.

Hence the usefulness of communicating the Digital Workplace program to all participants through a massive internal communication campaign. A campaign that will, notably, take place through the email signature: **a widespread and effective touchpoint that can be managed centrally.**

Digitalization of the physical office

In fact, **the email signature is itself part of the Digital Workplace.** It is both your office's business card and promotion brochure. **It is also an entirely separate channel from the Digital Workplace, as it can be used to disseminate information to internal or external audiences.** **A centralized email signature management solution like Letsignit** can create a distinction between signatures for internal communications and for external ones.

As such, the Digital Workplace expands as we digitize our daily processes. A simple inventory of your physical office will make this clear... the magazines, newspapers, and reading material will be found under the "News" tab. What about coffee? You can pour yourself some during a virtual coffee break. And the Lunch & Learn session will simultaneously replace both the cafeteria table and the bulletin board. A wide variety of tools that improve the employee experience, and thus, their engagement.

As a relatively new concept, the Digital Workplace has not yet revealed its full potential.

In addition to being a digital platform, it is a virtual environment that overlaps the physical office – without necessarily replacing it.

An environment that facilitates collaboration within the context of work digitization. A program that harnesses the full power and energy of an organization towards a common goal is the key to a successful transformation.

What Touchpoints Should be Used for Internal Communications?



Internal communication touchpoints are the channels used for delivering messages to associates. These can take many forms, including emails, newsletters, meetings, email signatures, and more.

Effective internal communication allows for the easy transmission of information and encourages employee engagement. **It's an essential tool (even more so in the current period) for uniting team members around common projects and values.** While internal communication is almost constant for obvious reasons, it does require some coordination to remain consistent across all channels.

In addition to the often-blurry distinction between online/offline, these channels or touchpoints can be categorized into two groups. First, there are **"synchronous" touchpoints, which facilitate real-time interaction.** There are also **"asynchronous" touchpoints, which do not require a direct response.** Team members tend to consider the former as a damper on productivity, while the latter allows everyone to **maintain control over their schedule.**

1-to-1 email

This is often the key touchpoint for internal communication. **In one day, team members receive an average of 121 emails and send 40.** Because their opening rate hovers right around 100%, professional email remains a particularly effective touchpoint. What's more, it's asynchronous: even if a reply is required, it rarely has to be instantaneous.

Pro: Asynchronous and informal
Con: Can get lost in the fray



Newsletters



Still an email, but a bit more formal. Newsletters are sent on a regular basis and have the benefit of presenting curated content **on a reliable schedule**. They are anticipated and keep a predictable line of communication. Nevertheless, this is a totally one-sided touchpoint with no back-and-forth interaction.

Pro: Keep to a schedule

Con: Top-down communication

Email signatures



Here, we're talking about a particular section of professional emails—the signature. **An email signature that contains the sender's contact information, but also—more and more often—a CTA in the form of a banner.** An advantage is that this banner is present on all emails sent internally, not just those sent by executives. [This approach for internal communication campaigns remains subtle and effective.](#)

Pro: Present in every internal email

Con: Not personalized (without a mail signature automation and centralisation tool such as Letsignit)

Meetings



Meetings offer lots of opportunity for interaction. **But because they're synchronous and unpredictable by nature, they can be difficult to optimize.** Whether they take place in person or virtually, this degree of interaction is irreplaceable, but more difficult to integrate into a communication plan.

Pro: Optimal interactivity

Con: Synchronous and time-consuming

Instant messaging



Internal instant messaging software has seen a lot of growth among companies. Exchanges are becoming increasingly digitized, and messages often replace in-person conversation. **However, they're not well suited to coherent communication, and their synchronous nature can become stressful or lead to a decline in productivity.**

Pro: Replaces conversation

Con: Can generate stress

We should also mention social networks (more suitable for external communication), signage (which excludes teleworkers), the **le Digital Workplace**, and many others. Each presents advantages and disadvantages, and a well-balanced approach to internal communication is designed to leverage the benefits each channel offers. **The trick is finding.**

Strike the Right Balance with Your Internal Communications



Internal communications is a balancing act. The challenge is to stay connected with your team members without overwhelming them with information. Review good content mix.

Content mix is a content marketing concept—a strategy that relies on the creation and distribution of content to increase visibility. The content mix defines the format and themes that will be broadcast at regular intervals to achieve this goal. For example, a company may decide to broadcast one video per month, one infographic every two weeks, and one article per week to maximize visibility without diluting their message. Just like baking, the trick lies in carefully measuring each ingredient.

In internal communications, content is well-balanced when each touchpoint is wisely used. But of course, there's no magic recipe. Each company has their own communication strategy and content format tailored to their target. Nevertheless, there are some best practices to highlight.

Use the rule of three

The secret recipe:

one-third company updates, one-third industry news, and one-third current events.

The first concerns company updates: projects, campaigns, recruitment, and offices.



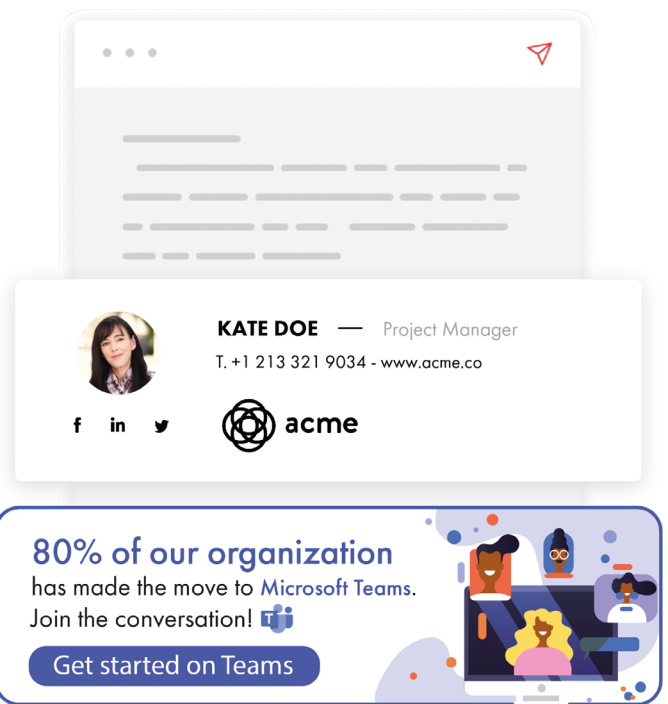
This is a way to increase visibility for services and keep associates informed of the company's progress. Industry updates, on the other hand, help communicate market trends and the status of competitors. Finally, the "current events" section provides an opportunity to develop more direct communication and to address various topics that have an impact on the company—a must-have in recent months.

Shake things up

As with external communications, **a variety of formats keeps the audience's attention.**

What's more, this variety can help you address employees in different ways: **top-down with a newsletter, interactive using a quiz or survey, entertaining with images or gifs...** **Again, there's no "one size fits all," but each company can find the mix that serves them best.**

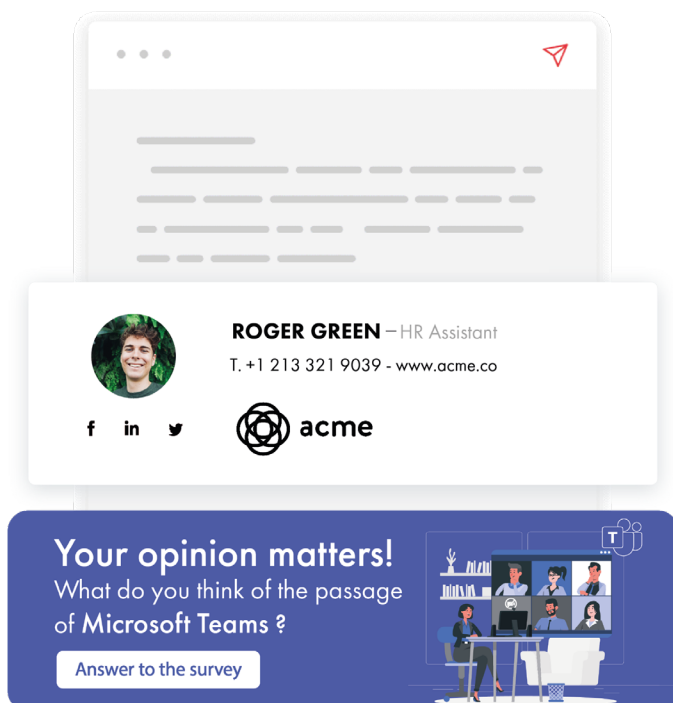
Email signatures figure prominently among formats that lend themselves well to internal communications: **a banner at the end of every email sent to each associate facilitates smooth and efficient communication.**



Respect expertise

There's no question of only hearing from the CEO. Each business unit has the opportunity to speak on their sector, their projects, and their successes. **Internal communications can give voice to a company's different departments in such a way that everyone feels included and involved.** Why not prioritize employee engagement and give associates the opportunity to contribute? **It's important for the internal communications content mix to specify who's speaking, when, on what subject, and in what format.**

Internal communications has grown even more important with the recent increase in remote work. It helps team members stay in touch with one another, and—to a certain extent—compensate for the decrease in personal exchanges. **But to achieve its goal, this communication must be well-balanced. The solution: a coordinated content mix that varies topics, formats, and transmitters.**



How can you cultivate employee engagement?

Five ideas to promote through internal email signatures.



How can you sustainably engage employees?

This is one of the questions companies must resolve in order to maintain strong ties with their teams. Ties which need to be regularly strengthened through a variety of initiatives.

Go beyond well-being at work

We've gone from well-being at work to employee engagement. Well-being at work encompasses employees' physical and mental health, with an underlying idea: battling psycho-social risks. Employee engagement goes even further. It is a dynamic and positive concept which seeks to create a strong emotional bond between the employee and the company – an engaged employee thrives and is efficient.

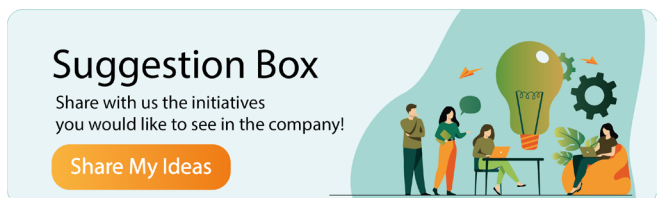
Different challenges, different solutions. It's no longer enough to simply implement tools for well-being at work – customized work station, company psychologist, empowerment, etc. To attain the holy grail of engagement, companies must take a proactive role. They must implement tools that are a vector of involvement. Tools that can be easily and automatically inserted into employees' daily routines.

Without a doubt, the best way to share these tools is through email signatures, **a touchpoint that is both omnipresent and discreet.**

Let's take a look at several employee engagement campaigns that are easily integrated into email signatures.

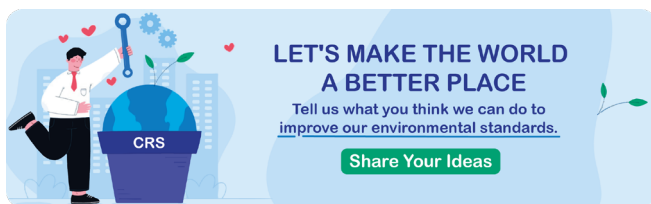
1. Create an idea box

The best way to get employees more involved is to listen to their ideas. **An idea box provides a virtual space where anyone can submit their ideas to improve company life.** One way of creating ascending communication and taking an ethical approach is to establish fruit baskets or an internal or enterprise social network, launch an application, reduce supply expenses, etc.



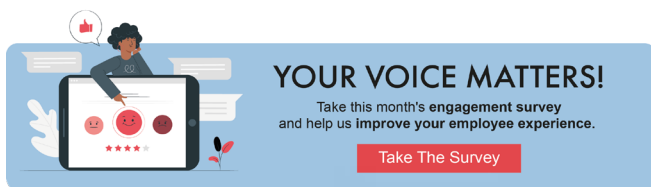
2. Announce a call for projects

More than just an idea, **a call for projects offers employees the chance to formalize a concrete project.** A specific theme can even be highlighted, **such as social & environmental responsibility projects.** By clicking on the banner, employees are taken to a form where they can fill in all of their project's features. In a subsequent banner, employees will be asked to vote for their favorite project. The elected projects will be launched after a call for contribution has been put out to mobilize volunteers.



3. Conduct a survey

Voting for a project is not the only way to solicit employees' opinions. **A survey can shed light on their satisfaction levels and expectations.** Results are clear and easily intelligible to managers. **A short infographic can then be used to communicate the results during the next campaign.**



4. Entertaining with quizzes

An equally interactive but more entertaining option: a quiz can also be easily added to banners. It could be about current events, the company's history, a new project, sports, culture, etc. Obviously, the theme doesn't necessarily have to be tied to the

company. The answer key can **contain some sort of reward and provide valuable information about employees' interests.**



5. Establishing a mentorship program

It's not always easy to envision the next steps in one's professional career or to anticipate them through training. **By connecting more experienced employees with younger ones, mentorship helps guide the latter in their career.** Mentors are not managers, and do not necessarily have to be company employees. Mentees can speak their minds and openly discuss their concerns and expectations in order to plan out their own careers. By associating it with a name or even a logo, a mentorship program can be efficiently promoted in email signatures.



This list is far from exhaustive. Any actions that promote employee engagement should be considered. What matters is customizing each action to the company's specificities, values, and needs. These actions should provide an opportunity to reintroduce dialogue that has often fallen to the wayside due to telecommuting. By promoting interactivity, cooperation and productivity are equally strengthened.

Measuring Employee Engagement



It isn't always easy to measure employee engagement in a concrete and quantified way. Nevertheless, there are a few performance indicators that can offer reliable measurements beyond impressions and estimates.

It's a fact: employee engagement is a source of fulfillment for associates and company performance. Yet this engagement is rarely measured precisely using the right tools. KPIs can give an idea of processes to be optimized and important factors to monitor.

The Net Promoter Score (NPS)

While the NPS was originally created to measure customer satisfaction, it also has great internal applications.



The idea is simple: ask employees if they "would recommend a position at the company to a friend," on a scale of 1 (not at all) to 10 (absolutely).

Those who give a score between 1 and 6 are considered "detractors," those who give a 7 or 8 are considered "passive," and those who give 9 or 10 are considered "promoters." To obtain the NPS, simply subtract the number of detractors from promoters, and divide the sum by the number of respondents. **The goal is to have a positive NPS, but also to observe its evolution over time.**

The Employee Satisfaction Index (ESI)

This indicator is **slightly more precise** than the NPS, because it's based on three questions:

- How satisfied are you with your current workplace?
- How well does your current workplace meet your expectations?
- How close is your current workplace to your ideal?

Here, responses are also given on a scale of 1 to 10. The ESI is calculated by dividing the average score by three and multiplying the result by 100. A high score indicates quality employee engagement.

Beyond these standardized indicators, the best option is to create a tailor-made questionnaire adapted to the company and its industry.

Turnover Rate

This is another interesting KPI. An employee turnover rate measures a company's ability to retain their employees. **This is an indicator that must be weighted according to its sector.** Turnover rate should be calculated often, and can be done using the following formula:

$$\frac{(\text{number of departures} + \text{number of arrivals within one year}) / 2}{\text{Total workforce on January 1st.}} \times 100$$

You can also look at the number of employees who stay after their probationary period—an indicator of the quality of company onboarding.

Digital KPIs

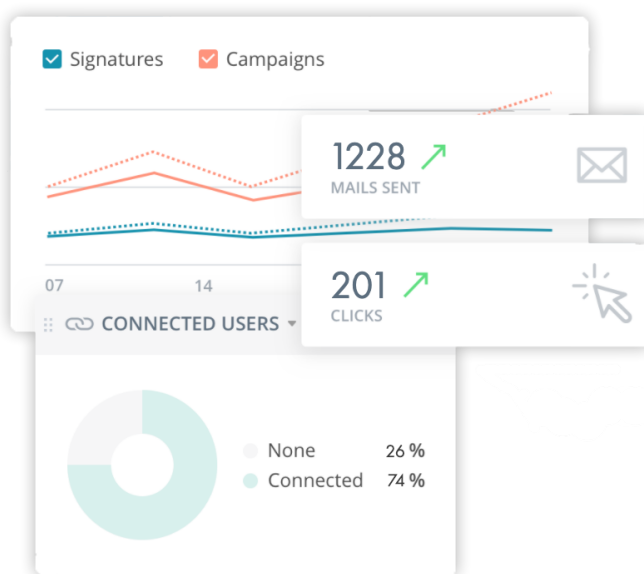
To the extent that the company communicates via social networks, **it may be useful to evaluate employee engagement on these platforms, as well: comments on posts, number of shares, or number of likes.** In addition, internal communication campaigns launched by email can be used to measure performance—by observing the open rate, click-through rate, and reactivity rate.

Open Rate = (number of emails opened/total emails sent) X 100

Click-through Rate = (number of clicks on an email link/total emails sent) X 100

Reactivity rate = (number of clicks on an email link/number of emails opened) X 100

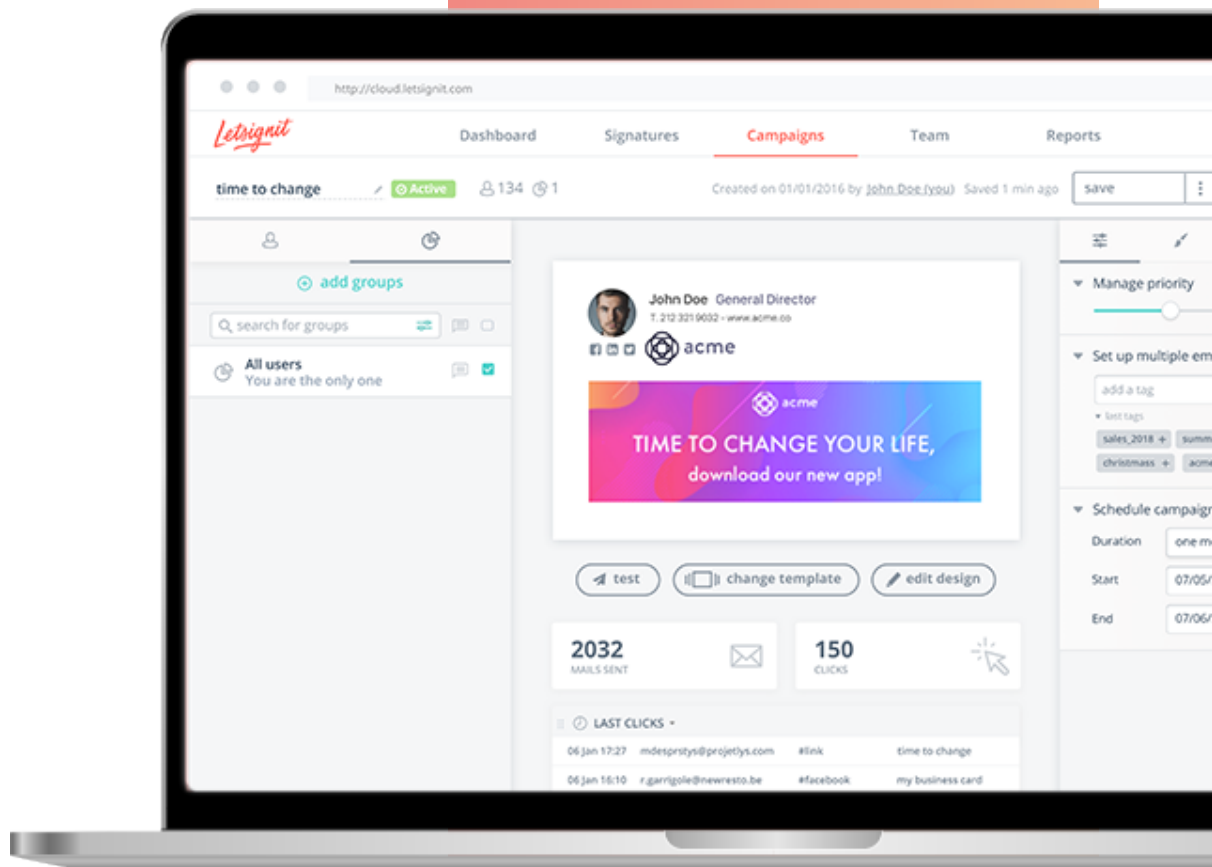
And finally, there's no reason not to **conduct an employee engagement campaign using email signature banners. This banner, visible on all internal emails, makes it possible to reach all employees effectively.** And a centralized tool designed to manage these signatures facilitates gathering information on click-through rates.



Measuring employee satisfaction and engagement is a critical step for any permanent improvement strategy. In addition to instant reporting, these KPIs allow you **to compare various communication campaigns, detect declining motivations, and act accordingly.**

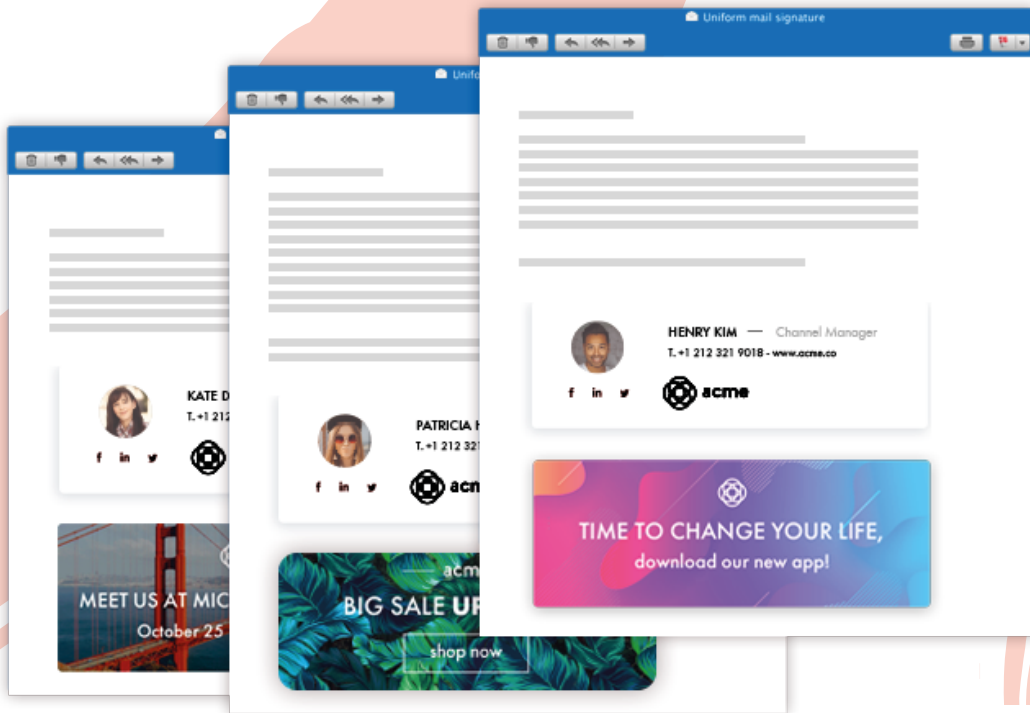
If you are not already equipped with a solution that turns your email into the ultimate channel for connecting with your employees, boosting traffic to your website or improving campaign visibility, Letsignit is here for you.

Discover more information about Letsignit on the next page.



Do more with your signature.

Letsignit



What is Letsignit?

Letsignit is the go-to solution to **create, attribute and manage all your co-workers' email signatures** and **marketing banners**.

How does it work?

- A centralized interface to create signatures and schedule campaigns.
- The signatures are pre-filled thanks to synchronization with your internal directory.
- All employees automatically have signatures thanks to the Letsignit Desktop App for Outlook and native Office 365 (OWA) and G Suite (Gmail) connectors.
- Compatibilities:

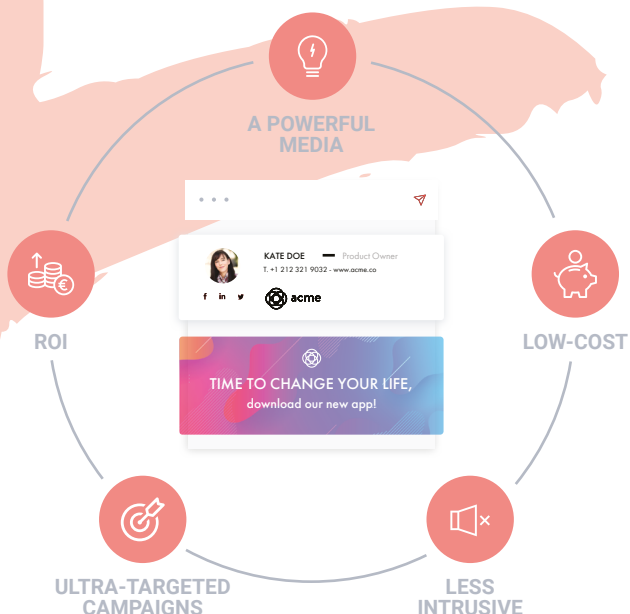
Gold
Microsoft Partner

Why a tool for that?

- The IT Department is constantly called upon to manage signatures.
- The Communication wishes to harmonize signatures and no longer degrade their brand image.
- Marketers want to engage with their audience and be able to provide value-added information & services with email banners.

What are the advantages?

- Your signatures are **harmonized**, and **your brand image is controlled**.
- You take advantage of a **new free communication channel** to boost your website, your events, your offers, and more.
- **The +:** Letsignit is available for **all mobile devices**.
- **More efficient communication** with our "Switch to Teams" **widget** to initiate a chat instantly within Microsoft Teams from emails.



The email, the pillar of your communication strategy. 💎

With **121 emails received** and **40 sent** per day per coworker, the email signatures represent a real gold mine.

Choose the offer that works best for you:

| STARTER |

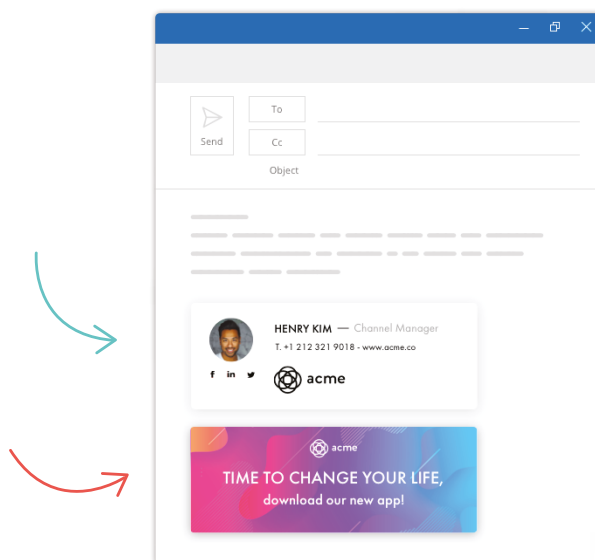
Manage and harmonize signatures

- Create signatures with the help of templates
- Synchronize user data & groups (Azure AD/G Suite)
- Create workstations to manage multiple

| BUSINESS |

Starter + Campaign promotion

- Advanced design thanks to the Drag & Drop Designer
- Insert and program targeted banners into the signatures
- Analyze signature and banner performance



More than 300,000 users already love Letsignit.



Your signature. Your move.

www.letsignit.io





« It is a tool that is both simple and powerful for standardizing employee email signatures and allows the signature to be treated as a newmedium. »

MICROSOFT

« Letsignit is elegant, simple & powerful! I can design very professional signatures even if I am not a designer. »

ALLIED GLOBAL MARKETING

« For us the email signature is a channel in its own right, just like our social networks for example. Letsignit's scheduling feature allows us to orchestrate it in a fine and productive way. »

BRAINSONIC

« With nearly 25,000 employees at Eurovia, managing email signatures was one of the projects that needed to be opened to ensure consistent, high-performance digital communication. »

EUROVIA

« We chose Letsignit for its simple implementation. One of the main advantages of the solution is its user-friendly interface that allows communication departments to manage it without the help of the IT department. »

PERNOD RICARD

If you also wish to capitalize on your premier communication channel, try Letsignit for a free 14-day, no-risk trial.

Discover more

contact@letsignit.com

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