



5 Bots Every Business Needs in 2024

thebotplatform.com



Introduction

For years we've been **helping companies around the world build better ways to work** using bots and digital assistants on communication channels like **Microsoft Teams, Slack** and **Workplace from Meta**.

From better ways to onboard staff, send or receive company news, or even create contactless ways to pick up a turkey (yep, you read that right) – we've seen countless examples of how bots are **increasing productivity**, improving **employee engagement** and **information delivery**, building **company culture**, **saving time** and **money**.

This document outlines **5 ways every business can benefit from this game-changing technology**.





Five must have bots for every business



**Onboarding
New Starters**



**Employee
Recognition
Programs**



**Feedback
& Ideas**



**Company
Benefits
& HR FAQs**



**Internal
Comms &
Compliance**



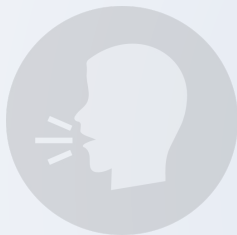
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The importance of quality Onboarding Programs

Onboarding serves as an employee's initial interaction with a company, and as the adage goes, *"You don't get a second chance to make a first impression."*






[Glassdoor](#) reports that **effective onboarding can improve employee retention by 82% and boost productivity and engagement by over 70%.** However, a significant gap exists between the potential benefits of onboarding and the reality many employees face.

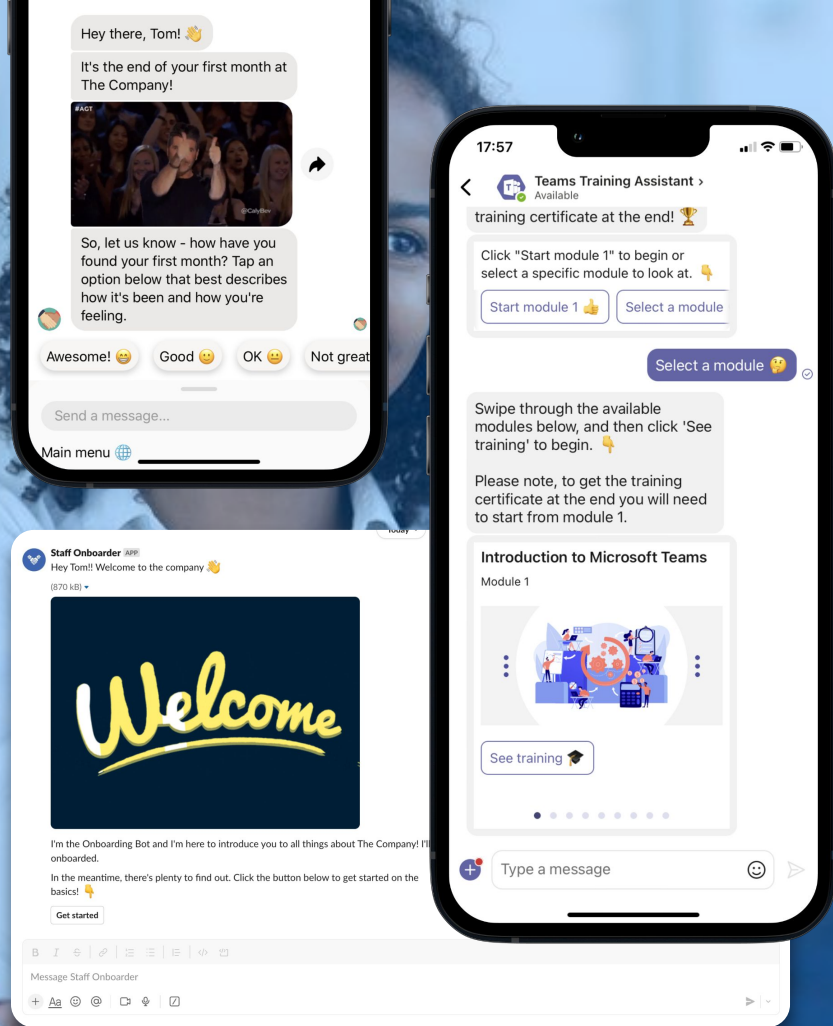
According to [The Human Capital Institute](#), **only 12% of employees feel their organization excels at onboarding.** Many programs are labeled as 'inconsistent, informal, or reactive,' and over half focusing primarily on processes and paperwork – both of which can easily be automated.



How bots help with Employee Onboarding

Using The Bot Platform you can easily build your own onboarding experiences and connect them to the channels and systems your new starters are using.

-  Automatically welcome new starters and get them introduced to their colleagues.
-  Automate onboarding checklists and consistently present company mission, values or goals.
-  Ensure their onboarding is going well, collect feedback and check-in with them over time.
-  Explain how key tools or channels work and direct staff to official training materials.
-  Send anniversary related messaging and employee tenure surveys.





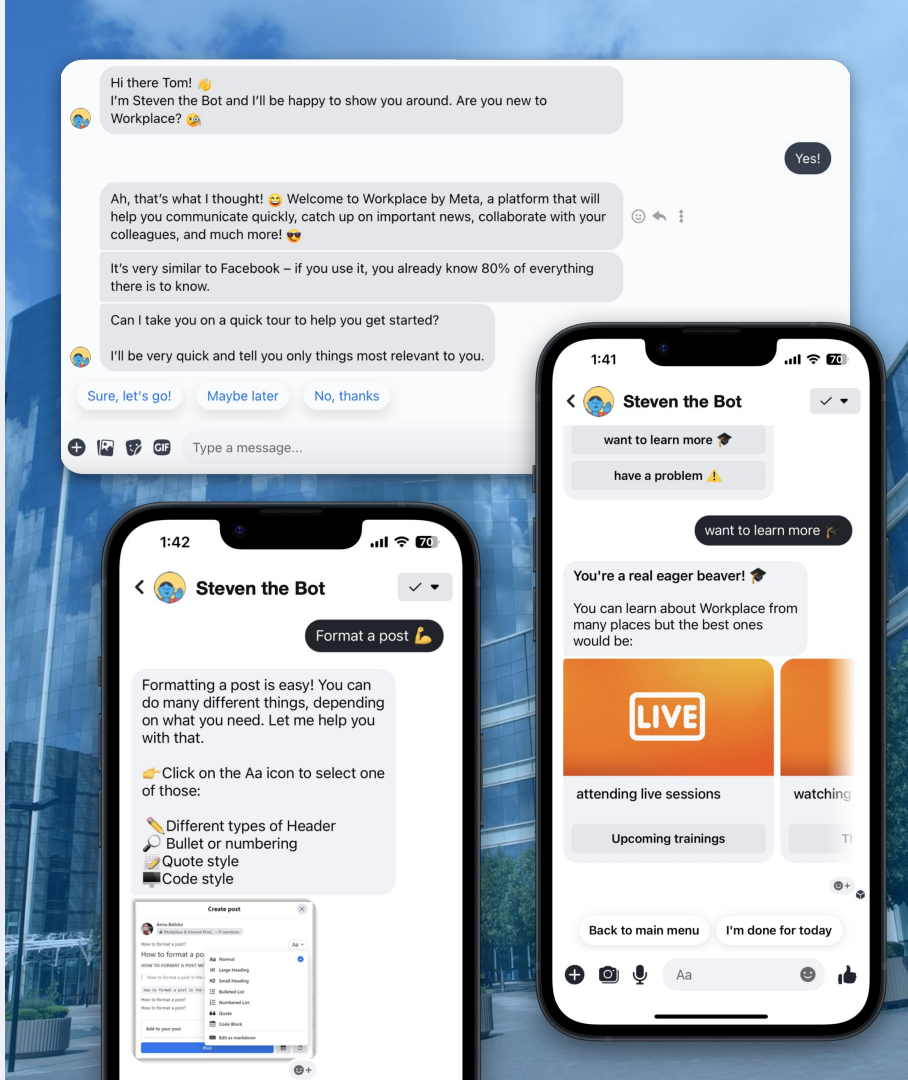
Customer Example

GSK

One of our customers, global biopharma company, GSK, built '**Steven the Onboarding Bot**' – a friendly, automated digital colleague who greets new starters and ensures a personalized and comprehensive introduction for each new employee. The bot offers detailed guidance, live training sessions, and visual aids accessible from any device, at any time.

Since launching, their Onboarding Assistant has engaged with 14,000 people. The bot has significantly benefited GSK in **saving time and resources by automating routine tasks**, ensured **consistency in the onboarding process**, and enhanced the overall experience for new starters with 24/7 support.

[See GSK's full case study, here](#) ➔





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Recognition Matters

[83.6% of employees](#) feel that recognition affects their **motivation to succeed** at work, 81.9% agree that recognition improves their **engagement** and 44% would switch jobs because of not getting adequate recognition.

This sentiment is echoed by employers, with 72% of businesses agreeing that recognition impacts employee engagement positively. [Deloitte](#) found that employee **productivity and performance** are 14% higher in organizations with recognition programs than in those without them. Furthermore, [83% of HR leaders](#) believe recognition programs benefit organizational values and 85% say they **positively affect organizational culture**.

From evergreen peer recognition programs through to company value or annual awards – **having a formalized recognition program can reap huge rewards** for all parties.

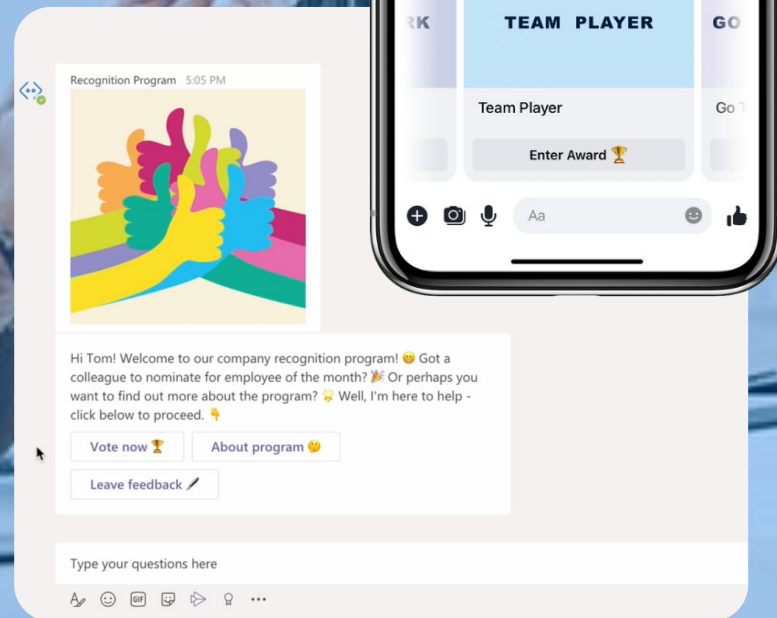
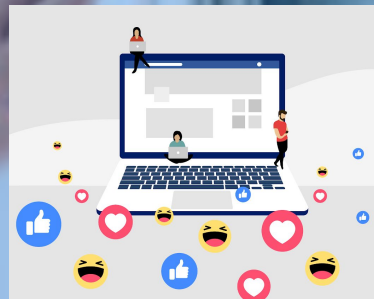




How bots supercharge employee recognition

Easily build bespoke recognition programs that perfectly suit your company culture and goals.

- 🌐 No need for separate recognition apps - integrate your program with the systems your staff are using.
- 👁️ Make recognition easy to use and accessible to all with a device agnostic experience.
- 😊 Tie nominations to company values, key behaviours or corporate objectives.
- 🏆 Create ongoing peer-recognition programs or moment in time awards with specific categories.
- 👏 Automate regular broadcasts and nudges to drive ongoing program awareness and usage.





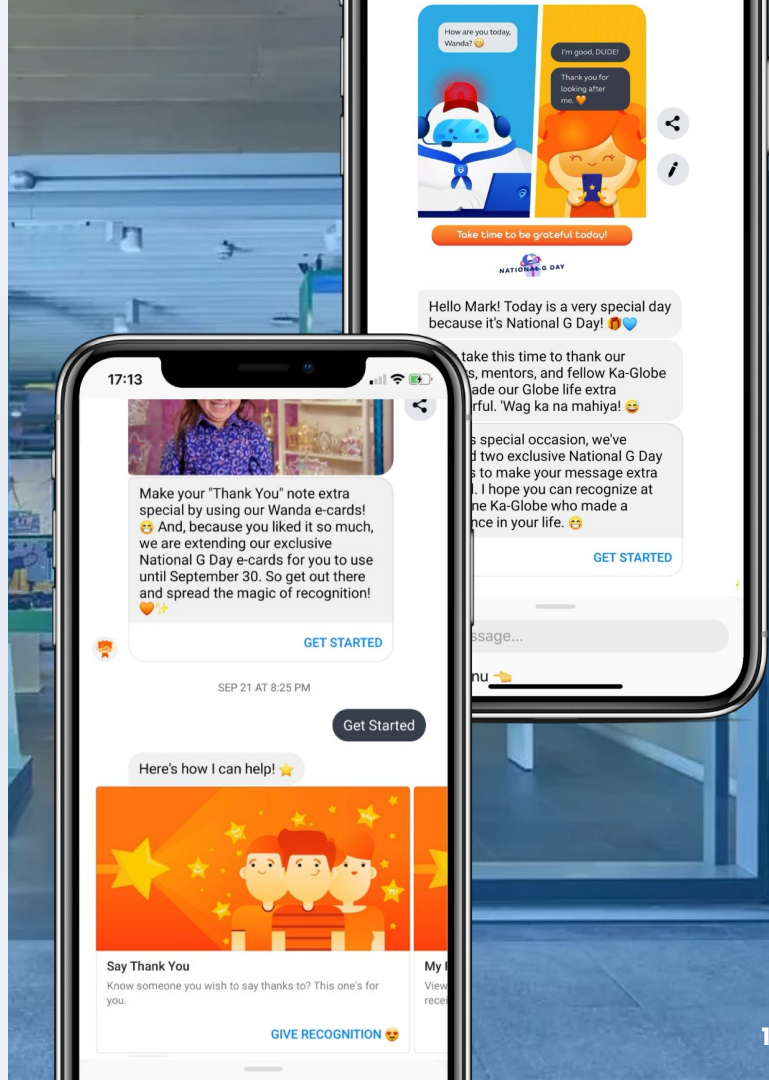
Customer Example

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Globe Telecom had been running a recognition program, but with it being on a separate app they hadn't seen the engagement they had wanted. Using The Bot Platform they **rebuilt WANDA and integrated directly** into their core internal communication channel of choice – **Workplace from Meta**.

WANDA generated a remarkable **900% increase in recognition nominations**, showcasing the transformative impact of a well-integrated recognition bot.

As well as capturing ongoing peer recognition, Globe Telecom used The Bot Platform's **broadcasting features to send recognition-based messages and prompts around key moments in the year**, such as their anniversary, end of the year and employee appreciation day.





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Give your staff the voice they want and deserve

Gathering feedback and encouraging staff to share their ideas is another critical part of a healthy workplace.

64% of HR leaders say an always-on feedback tool is essential to an engagement listening program, **but only 20% have this kind of tool in place.** Employees feel the same, with 58% of them wishing their company conducted employee engagement surveys more frequently.






The positive impact on productivity can be huge, both in terms of morale and output. Indeed, according to [Forbes](#), employees who feel their voice is heard are **4.6X more likely to feel empowered to perform their best work.**

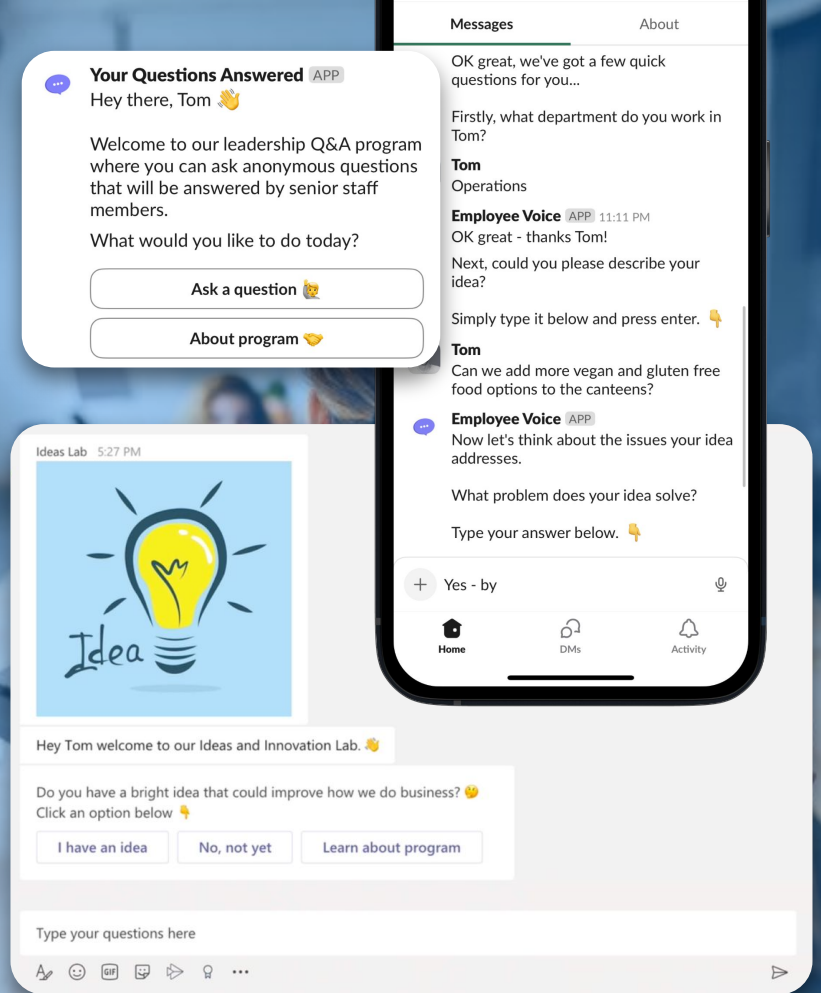
Similarly, **only 45% of frontline staff share their ideas** with senior team members, **25% of employees have had an idea but never told anyone** and a further **38% have shared their idea only for it to be ignored.**



Automatically collect staff feedback, ideas or questions

Using The Bot Platform, companies can easily formalize their employee voice programs and package them up into easy to find, intuitive applications that live on Workplace, Microsoft Teams or Slack.

-  Easily collect ideas or feedback from staff no matter who they are, where they work or the devices used.
-  Give employees a voice and allow them to submit questions for management or leadership teams.
-  Send broadcasts to all or specific groups of staff. Automate nudging to encourage responses.
-  Capture and save ideas or responses, send to spreadsheets or alert key personnel.
-  Choose whether user responses will be anonymous.





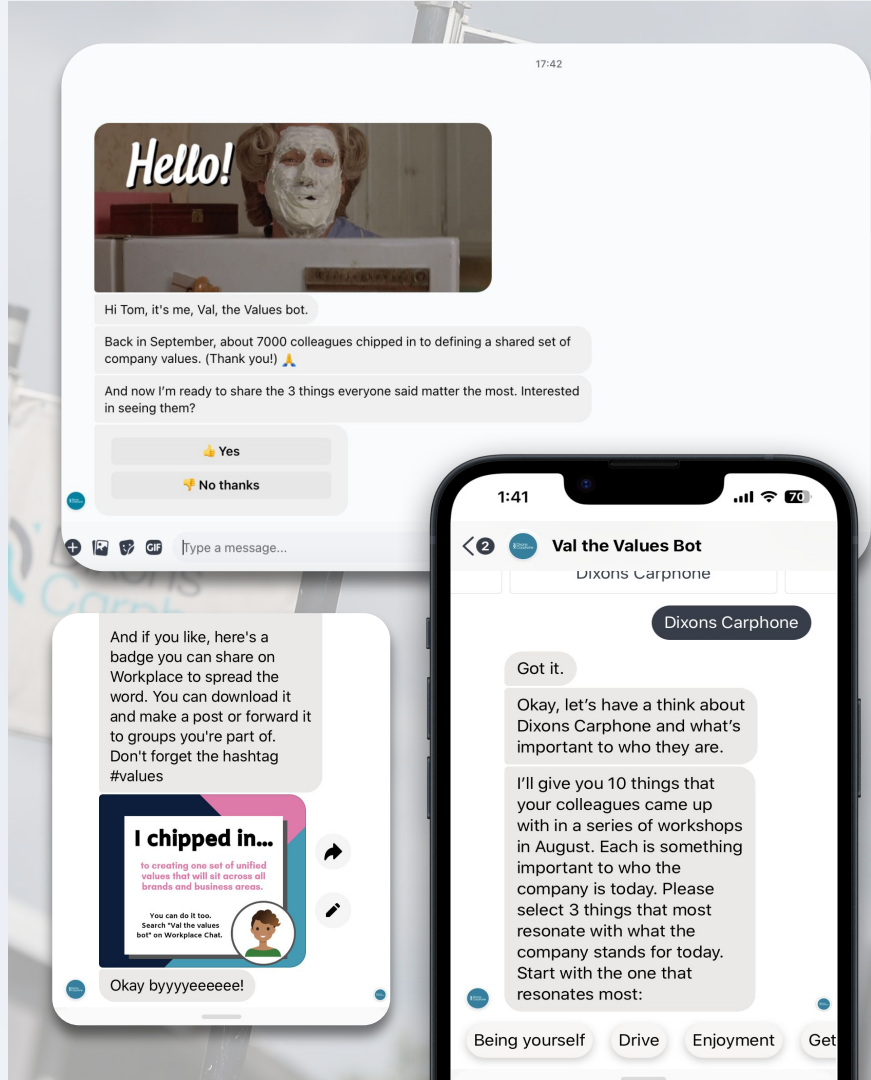
Customer Example

Dixons Carphone

With a retail and office based workforce of over 24,000 people spread across the UK, Dixons Carphone was finding that its core company values were becoming diluted and lost. The company wanted to **redefine their values** and find a way to **involve all employees in the process**; to gather their feedback, input and ideas.

They then wanted to effectively communicate their new company values and **promote employee awareness and understanding of these new behaviours**.

Val enabled the Dixons Carphone team to give all employees a voice and led to **over 7000 people from across the company providing their input** into defining a brand new set of company values.





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Give HR and benefit teams a much needed helping hand

HR teams spend a huge amount of time organizing benefits and answering questions about policies.

And for good reason.

A [recent survey](#) found that **49% of employees are likely to seek new opportunities** in a year because of confusion or **dissatisfaction about benefit schemes**. Getting benefits right can have a huge impact – **78% would stay** with a company **because they like the benefits** and 51% say they play a significant role in talent retention.






Are employers doing enough to promote the benefits they already spend time, money and resources on? According to a [study by The Hartford](#), **70% of employers believe they don't** – and their **employees underutilize the services, benefits and programs available**.

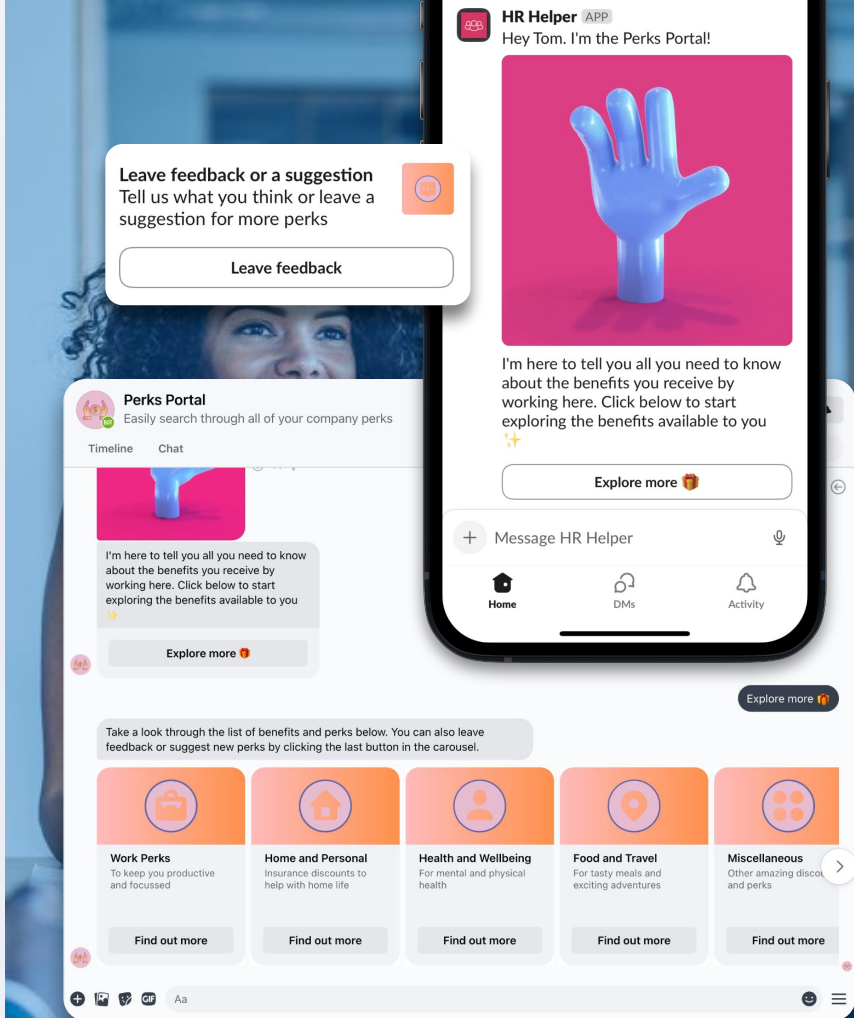




How bots are here to help HR

There's a huge opportunity for HR, Benefit and People teams to use bots to improve the employee experience – and Gartner agree, predicting that 75% of HR inquiries will be managed by bots or other conversational AI platforms.

-  Send broadcasts to all or select segments of staff with HR or benefit related news or announcements.
-  Automatically respond to HR related questions and triage any that can't be answered to relevant person.
-  Automate reminders around Open Enrollment season.
-  Link to HR policies and documentation and make company benefits easier for staff to discover.
-  Collect benefit feedback and requests from staff.





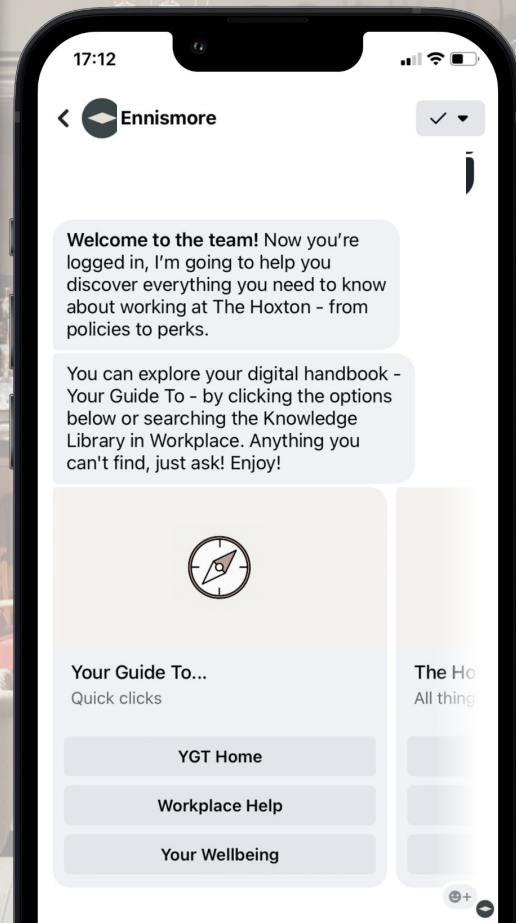
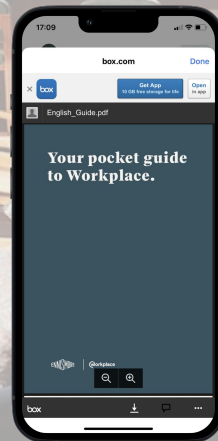
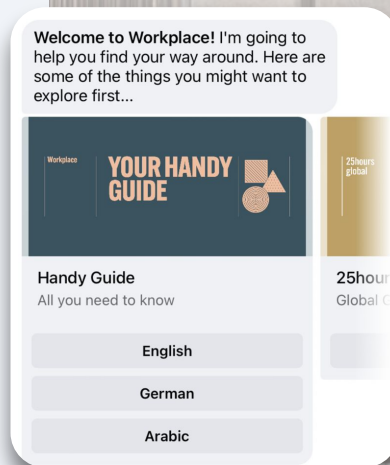
Customer Example

Ennismore

Hotels and Hospitality Group, and owner of The Hoxton and Gleneagles, Ennismore built a bot called “Your Guide to...”, which acts as a **digital handbook for HR information, employee benefits, company values and information, FAQs and more.**

The bot acts as a digital signposting tool that directs staff to more in-depth posts on Workplace, helping ensure quality control, reduces their paper/carbon footprint and eliminates printing costs.

By creating a **digitally managed and easy-to-update central source of truth**, Ennismore can ensure their staff can access everything they need to know from whichever device suits them best.





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Effective communication and compliance is essential

Every business needs an effective flow of information between their HQ, departments and colleagues. It's vital for employee engagement, productivity, morale and, sometimes, safety. And the best are two-way, not one.

Staff themselves know this and are calling out for better ways to stay informed. According to [Gallup](#), **74% of employees feel they are missing out on company news** and 85% of employees said they're most motivated when management offers regular updates on company news.





Additionally, it's imperative to have **effective ways to send urgent security announcements** – from pandemics to cyber security threats and natural disasters – the need to send comms at a time of crisis has become more important, and unfortunately common, than ever.

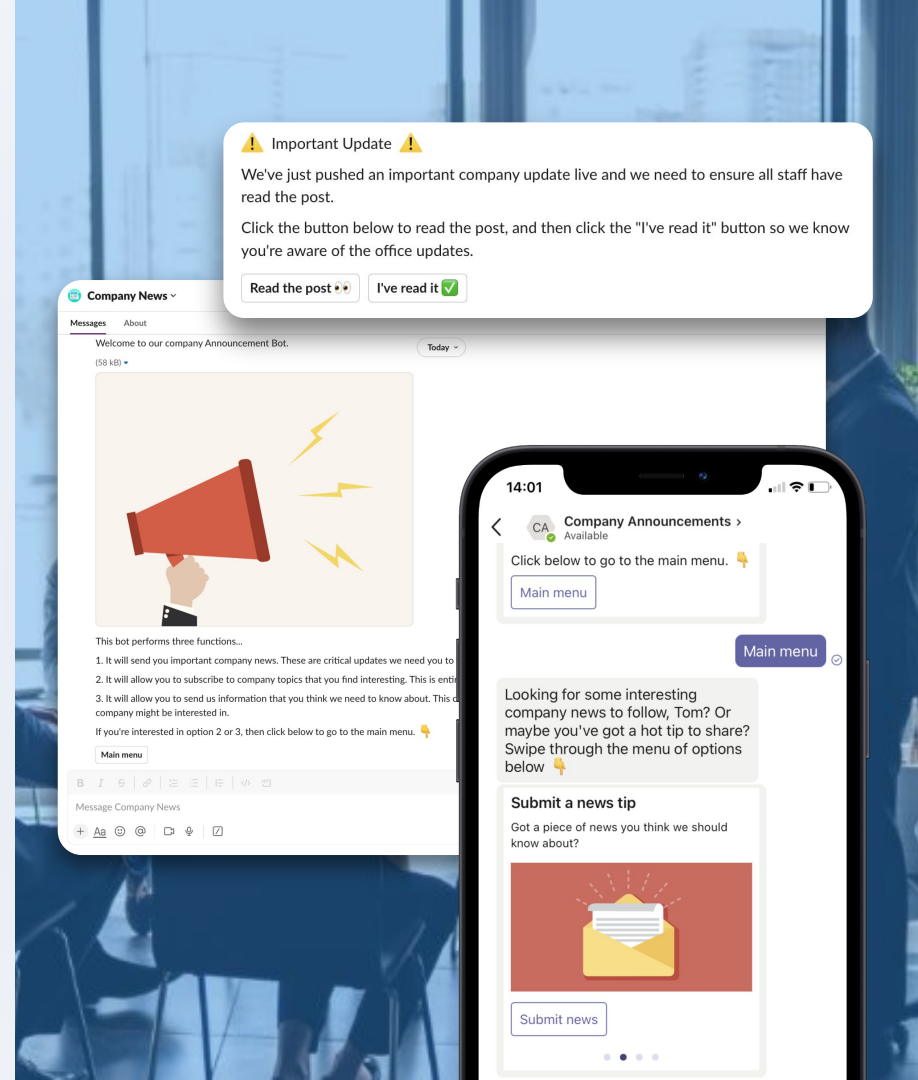




The benefits of using bots for Comms and Compliance

If you use Workplace from Meta, Microsoft Teams or Slack – bots can be used in a breadth of ways to improve how staff send, receive or submit news.

-  Send important news to all or certain staff.
-  Track which staff have read the post and automatically send nudges or reminders.
-  Allow staff to submit news tips of their own and direct submissions to relevant people/teams.
-  Improve news delivery speed, awareness and general post engagement levels.





Customer Example

Brunswick Group

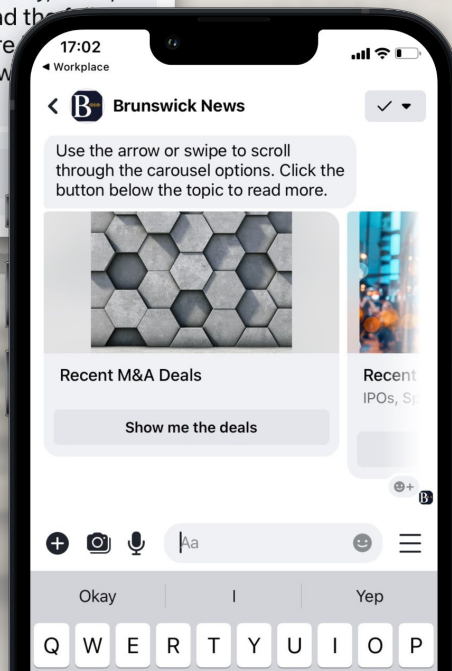
Brunswick Group created a **tailor-made internal news system** to share news of their client work, almost as it happens. As well as making it easier to connect dots within the firm, it also keeps colleagues up to date in a concise, relevant and timely manner.

The News bot has enabled Brunswick to create a dedicated team, with a streamlined and consistent process to collecting and sharing #bestofbrunswick news. **Used by 58% of staff on a daily basis**, it's helping employees cut through the noise and provide their clients with informative, up-to-date insights.

In addition, it has also become **a handy assistant during the onboarding process**, when a new starter wants to learn more about the firm's work and clients.

Fresh off the press - The latest **Brunswick Social Value Review** is now online, with print copies arriving in offices soon (if they haven't already). This star-studded edition focuses on the **"S" in ESG**. Mark Carney talks to Neal Wolin, Paul Polman writes about "net positive" businesses, and former **Mastercard** CEO Ajay Banga speaks with former **PepsiCo** CEO Indra Nooyi. Plus articles on mental health, modern slavery, inequality, biodiversity, DE&I, and purpose. You can read the full issue by clicking read more. Please share the content with your clients and contacts.

Read more





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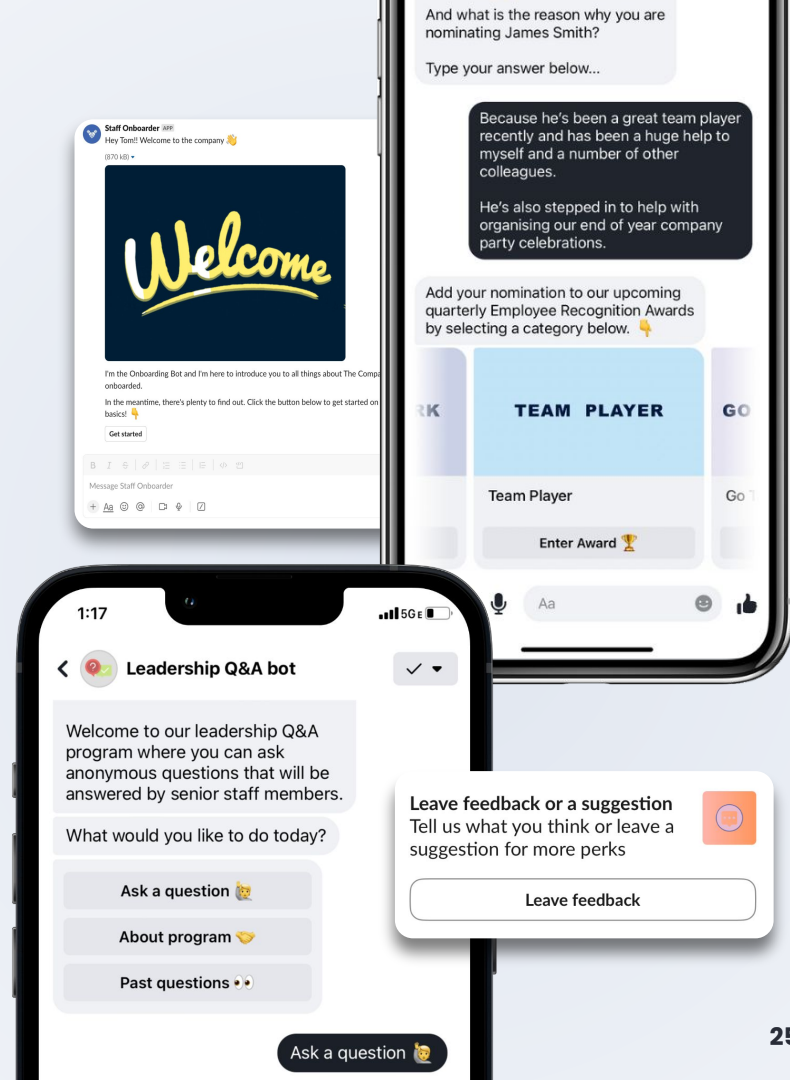
Do you want to benefit from bots in 2024? We want to help!

Interested in seeing how bots can help your business in 2024, and beyond?

Pop us an email to hello@thebotplatform.com

We'll happily give you a **free consultation** on how bots could work with your company and technology set ups, and give you **access to our platform so you can see the magic for yourself.** 🤖

[See more popular bot solutions, here](#) ➡



Let's build something great together



hello@thebotplatform.com



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