

## Increased Employee Engagement:

## Success with Linking Thousands of Employees to an Online HR Portal



### The Case Study

Large Transit organization deployed two-way texting to provide a new era of agency-wide, employee, and organizational communication.



"We achieved and fulfilled our communication directives by introducing the Dialog Health two-way texting platform. We are now able to communicate, inform, and roll-out messaging involving our employee benefit offerings, employment engagement activities, emergency notifications, changes involving transit scheduling, and most recently, information with respect to COVID-19, across the organization."

**-Director of Human Resources**

### The Summary

#### → DH Texting Solution

The Dialog Health two-way text messaging platform allowed the HR department to communicate quickly and efficiently to nearly 4,000 employees.

#### → Increased Engagement

A link to the new HR portal shared via text message was clicked more than 4,500 times during the open enrollment period.

#### → Reduced Staff Workload

In a single month, over 20,000 texts were sent that informed employees of their benefit options, open enrollment dates, and links to easily select their benefit plans.

## The Problem

When a transportation enterprise decided to begin using a new human resources (HR) portal during benefits enrollment, the company realized that getting their long-haul trucker employees to use the portal during the narrow enrollment period would be a challenge given the majority did not use email and were on the road most of the time.

## The Solution

In cooperation with its insurance brokers, the company decided to deploy two-way texting so all employees could receive text messages with the link to the new HR portal on their phones. The two-way texting platform could also remind employees when open enrollment was starting and ending and provide additional updates, as needed.

**HEALTH HR:** Hi Fred! Benefits Open Enrollment begins [TODAY](#). Benefits Open Enrollment allows you to elect or make changes to your employee benefits. Let our HR portal help you choose the best plans: <https://bit.ly/MYBenefits>. Make your final decisions through your standard benefit enrollment method on or before [October 31](#). If you have questions, please call HR.

**HEALTH HR:** Fred, don't delay! Enroll before [Oct 31](#) for benefits. Review your benefits options here: <https://bit.ly/MYBenefits> and then make your final decisions [TODAY](#) through your standard benefit enrollment method.

**HEALTH HR:** [Tomorrow](#) is the LAST DAY to enroll or make changes to your benefits. Review your benefits options here: <https://bit.ly/MYBenefits>. Use your standard benefit enrollment method to make benefits decisions today!

**Case Study**  
**Over 100% Utilization of**  
**HR Web Portal Link**

## The Results

Dialog Health two-way mobile messaging platform is an efficient and cost-effective way to communicate to all staff with a mobile phone and who elect to remain opted in for texting. Considering that 97% of mobile phones can access the internet, including a link made it simple for the enterprise to engage with its employees and direct them to the HR portal.

**+100%**

**UTILIZATION OF  
TEXTED LINK**

**4,500+**

**CLICKS ON THE LINK TO  
NEW HR PORTAL**

**20,000**

**TEXTS SENT**

Dialog Health's HIPAA-compliant texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity.

Powerful mobile solutions, better engagement for today's world.

**Contact Us To Learn More**

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