

“INNOVATIVE ENGAGEMENT” of the employees

MESSAGING FOR HUMAN RESOURCE

“Never before has Human Resources gained such importance as in today’s Information age”

Human Resources – The need to communicate!

As human resource is the most important asset any organization possesses, so in today’s information age it is important to continually motivate and communicate with the employees to help them excel in their tasks.

Often the entry level employees do not have 24 X 7 access to the internet due to high infrastructure costs. The sales force employees of the organization also do not have access to internet as they are travelling most of the times.

Mobile messaging assist HR functions in effective 2-way communication with the employees and facilitate their development.

Benefits of Mobile Messaging

- **Interactivity** – Empowers to engage the employee in a dialogue.
- **Anywhere/Anytime** – Mobile is always with in reach.
- **High reach** – Over 100 million mobile subscribers in India.
- **Personal** – Highly effective as communication to an individual.
- **Viral** – Fun factor allows for epidemic phenomenon.
- **Targeted** – Specific message can be conveyed based on the employee profile.
- **Cost** – Significantly economical than any other media.

Mobile messaging services empowers the Human Resources to open a personal, cost-effective and efficient communication channel with the employees.

ValueFirst’s Killer Application

- **Express** – Flash corporate wide HR communication to the remotely located sales office on a LED screen
- **Barcode Manager** – Bar-coded vouchers issued to employees based on their performance review

Bouquet of mobile messaging services

HR Communication

- Alerts to mobile sales force on change in incentive structure.
- Reminders to employees for appraisal review.
- Taking inputs from mobile employees for peer review.
- Employees can query holidays and leave status.
- Employees can apply for leave by sending the message in a specified format.

Employee motivation & development

- Reminders for training based on training calendar of employee.
- Reminders on employee objectives for the next year based on the appraisal.
- Tip of the day to employees.
- Sending birthday greetings to the employees.
- Intimating employees about an upcoming event and seek participation by registration through SMS.

Recruitment

- Intimating employees about the employee referral scheme.
- Inviting phone numbers of the prospective employees.
- Confirmation/Cancellation of the interview schedule to the candidates.

How our clients have engaged the employees innovatively?

Gillette

- Advertisement of vacancies by the HR department within the company.
- Internal HR communications.

Vertex

- Sending birthday greetings to the employees.
- Intimating employees about the upcoming event and seek participation by registration.

Lilly

- Sends reminders for performance reviews to the sales force.
- Communicates any change in incentive structure to sales force.

24 * 7 support

Least time to market – deployment typically is done in one day

The most scalable solution in the industry in terms of architecture

Highly configurable products - processes can be configured on-the-fly

Redundancy of servers with load balancing, failover mechanism and least cost routing

ValueFirst’s USP Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown

Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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