Nudge

COMPARISON CHART

Deskless employee communication tools

Use this chart to compare the communication tools and technology options to consider when building a strategy. Download the [Ultimate Guide to Deskless Employee Communication](#) for more on building an effective strategy!

Type of tool	Use	Pros	Cons
Email	Used for sharing updates and announcements and has a wide reach for HQ to pass along information.	Easy-to-use communication tool that everyone has already adopted.	Organizations don't always have updated email databases for their full frontline and deskless workforce.
Intranet	Meant to provide employees across the organization with information in different content formats; typically accessible on all devices (primarily used through desktop).	Centralized hub for information and communications.	Frontline and deskless workers aren't often able to access an intranet site during work hours, when they need the info the most; also, traditionally mostly one-way communication.
Internal Newsletter	Digital or print newsletter sharing company news, wins, updates on a weekly, monthly, or quarterly basis.	A traditional communication channel that is familiar to most workforces and doesn't require a lot of technology.	Organizations aren't able to share info in real time; also, it can be difficult to disseminate the newsletter to every employee.
Social Communities	A social network platform paired with secure hosting and data encryption for internal use.	Most employees are already engaged on social media, so you're reaching them where they already are; also, it's great for employee community building and upward feedback.	Not all employees are on social media regularly; also, a BYOD policy is required to ensure employees are accessing information in real time.
Signage/posters	Bulletin board signage and posters placed in high-traffic areas.	It's a low-tech option that is simple and easy to implement.	Effectiveness is limited by language and proximity barriers; also, you're not able to leverage workforce analytics to track the effectiveness of your communication strategy.
Employee surveys	Annual surveys or pulse checks sent to employees by email or through an intranet site.	Surveys foster upward feedback, which harvests great ideas and ensures workers feel heard.	Surveys sent in traditional formats have become white noise to employees, with most not even filling them out and others not giving meaningful answers.
Instant messaging	Platform for one-on-one and group chat and sometimes also video conferencing.	Allows for quick ad-hoc communication and connections across organizations.	IM platforms aren't well-suited to frontline and deskless workers who aren't at a computer all day.
LMS/Training tool	Used for the delivery of e-learning courses, training programs, and/or development programs; typically distributed through longer-form modules and are highly compliance driven.	Ongoing development is a great way to keep employees engaged and loyal.	Focused solely on training and development; lacks the functionality of a full communication platform.
Digital communication platform	Interactive platform with communication, social features, chat functionality, survey and quiz features, and forums.	Engaging, gamified, all-in-one platform to keep workers engaged with the brand on a daily basis; a smartphone app ensures workers can access information in real time.	An app-based platform requires organizations to adopt a BYOD policy to allow devices at work.

Need help navigating the communication tool options? Nudge can help!