

Texting Employees to Increase Efficiencies & Improve Morale

Ritsema Associates first started using Team Engine to streamline their recruiting efforts and deepen their applicant pool, but quickly saw an improvement in morale and engagement after uploading their employee directory to communicate via text instead of email.



TWO-WAY COMMUNICATIONS WITH HR

Opening the door for two-way communication via text message turned previously quiet and unresponsive employees into some of the HR hotline's biggest users. Employees who had previously been uncomfortable speaking up in meetings now feel empowered to voice concerns, share opinions, and ask questions.



PRE-SCHEDULED TEXT MESSAGES

Whenever Ritsema's HR Director has a block of time, she schedules out company reminders for the weeks and months ahead—things like welcome messages to new team members, surveys for what they can do to improve their orientation and onboarding process, benefits eligibility notices, and performance review reminders.



SINGLE-QUESTION TEXT MESSAGE SURVEYS

Ritsema was already sending out employee surveys to collect feedback and ideas, but they saw the **response rate jump by over 50%** since implementing Team Engine. They credit the increased engagement to the simplicity of receiving and completing the surveys, which all happens over text now, instead of email.



CELEBRATING BIRTHDAYS & WORK ANNIVERSARIES

Team Engine automatically sends birthday and work anniversary text messages directly to workers' phones, so Ritsema never misses a chance to celebrate with their employees. Ritsema has also setup notifications for the employees' managers so they can keep the excitement up all day at work.



A SIMPLIFIED & EFFECTIVE EMPLOYEE REFERRAL PROCESS

Before Team Engine, Ritsema's employee referral program was manually tracked and not yielding great results—despite the lucrative payout available to referers. Now, with just the click of a button, HR reminds employees via text when they have open positions, which makes it fast and easy for employees to submit their referral's contact information right away. All of those submissions are then stored and tracked in the Team Engine software, making it a breeze for HR to initiate contact with referrals via text message.