



Seven Questions Your Employees Are Asking Through a Pandemic Crisis

Globally, over 84.2 million confirmed cases of COVID-19 have been reported to the World Health Organization.¹ Multiple vaccines have been approved, with more than 13 million doses in 33 countries administered.² Governments, organizations, businesses, families and individuals continue to adapt to an ever-changing situation with wide-ranging impact.

In a recent Gallup poll, nearly half of U.S. workers said they're worried about losing their jobs, having hours cut back, and/or having wages or benefits reduced.³ The pandemic continues to present immense difficulties for employers and employees alike.



Why is Employee Communication During a Pandemic so Important?

Recent survey data from Forrester shows employees trust their employers as an information source more than governments and social media about the pandemic. Forrester concludes infrequent messaging from companies can leave employees anxious and more susceptible to disinformation campaigns.⁴

In contrast, annual survey data by a leading payroll firm suggests employees are thirteen times more likely to be engaged when they sense they are well-informed about matters relevant to them.⁵

Ultimately, leaders communicate and support their employee's health because they care for them as human beings. Their health is the organization's health. The organization's health ensures it will thrive beyond this present crisis.

Seven Questions Your Employees Are Asking

To help leaders support their organization's greatest asset, their people, here are seven key questions your employees are asking during a pandemic.

01

What Are You Doing to Protect Me?

Some employees are worried about catching the virus themselves. Others perceive themselves in good health, but worry about bringing the virus home to loved ones who are elderly or have immune challenges. Communication with your employees about the steps you are taking to protect them, will help reduce employee anxiety

Other areas of protection to examine: job security, finances, childcare, hours of work, and benefits. Consider places where your employees are feeling exposed and address them in your messaging.

02

What Are You Doing to Protect the Business?

Workers may be worried about the exposure of the organization to a downturn in revenue. If there are activities taking place to protect the business, share these actions with your company as appropriate.

03

What Policy Changes Should I Have on My Radar?

Policy changes are occurring weekly and even daily. Lend a hand to your employees by clarifying these policy updates, what these changes mean to them, and what actions — if any — they should take. Seek out policy notices impacting them at a national, state and local level.

04

What Resources Are Available to Me?

There are growing resources to assist those impacted by COVID-19. These include information such as best practices, health tips, emotional support and financial guidance. Physical, tangible resources are available as well. Share these helpful, beneficial resources. Your employees will be grateful.

05

What Is Leadership's Perspective on What's Happening?

Company and departmental leadership play a critical role in the mood, energy and morale of its employees. What should the messaging of your administration be at this time? How can management speak to these areas of concern above?

06

How Can I Direct Questions for Clarification and Answers?

Messaging is a two-way street. How can you support your workforce through the concerns they have? If one person has a question on a topic, likely others have the same question. Consider how to gather and answer pandemic related questions.

07

What Is the Communication Plan for the Company?

With change occurring daily, developing a consistent cadence around communication can be of great impact. How can you assist your employees with regular, reliable updates and messaging? Examine what is appropriate for pushing information out. What information should post on a website and pulled for those who need it? Define which team members should have responsibility for the crisis communication plan, and communicate this plan to your people.

Every organization is different with the challenges they are experiencing currently. Strategically considering these communication areas for your employees, provides unspoken benefits to their physical and emotional support throughout the pandemic.



How OnSolve Can Support Your Crisis Communication Plan

OnSolve products are designed to deliver your messages to any number of your people at once. Giving your people the ability to respond, no matter where they are and what kind of communication device they have at hand. Delivering information in critical situations where seconds can mean the difference between safety and disaster.

Here are six ways OnSolve solutions support the crisis questions your employees are asking.

01

Reach Your Team Across the Globe

A geographically dispersed workforce creates unique communication challenges. OnSolve provides leadership teams with fast delivery of geo-targeted multi-language information via phone, email, SMS, mobile app push notifications, desktop alerts, voice and more. Meaning, you can reach wherever your people locate, on any device, and in the native language they understand.

02

Activate Emergency On-Demand Conference Bridging

When situations escalate, it's crucial to connect with your team to collaborate and design a plan of action instantly. With OnSolve's conference bridge, connect your organization with up to 200 participants on a conference call without the hassle of passcodes and dial-in numbers. Instant collaboration means you make decisions faster, supporting your workforce.

03

Engage in Two-Way Communication

With two-way communication, send messages to your employees with yes/no polling responses to record and track the impact of a pandemic. By regularly sending alerts with response options, employers document the total number of employees healthy, affected and requiring assistance. Employers help their teams plan actionable steps. This data provides crucial post-pandemic information to review and build future crisis plans.

04

Maintain Correct Employee Contact Information with Self Registration

Employees who are asked not to report to the office may be on the move. They may seek support from family members. They may leave more densely populated areas. Using the self registration features within OnSolve, managers can keep track of contact information for personal devices, such as mobile phones, not typically captured in human resource databases.

05

Use Voice Communications

Text or text-to-speech-based notifications are appropriate for many situations. Utilize the voice recording feature for a more human touch.

06

Provide One Central Location for Information

Making an inbound message board is an excellent way to allow employees access to additional incident details and status updates at any time. By dialing a dedicated local or toll-free number, create a 24x7 "hotline." Leadership can update the messages as often as needed, so employees receive the most current information.

1. "WHO Coronavirus Disease (COVID-19) Dashboard" World Health Organization, 5 Jan. 2021, <https://covid19.who.int/>.
2. "More Than 13 Million Shots Given: COVID-19 Vaccine Tracker" Bloomberg, 4 Jan. 2021, <https://www.bloomberg.com/graphics/covid-vaccine-tracker-global-distribution/>.
3. Reinhart, RJ. "U.S. Workers' Worries Spike Amid COVID's Economic Impact" Gallup, 1 Sept. 2020, <https://news.gallup.com/poll/312503/workers-worries-spike-amid-covid-economic-impact.aspx>.
4. Pollard Jeff. "Employers Are A Trusted Source Of Information About Coronavirus But Face Competition From Disinformation Campaigns." Forrester, 11 Mar. 2020, <https://go.forrester.com/blogs/employers-are-a-trusted-source-of-information-about-coronavirus-but-face-competition-from-disinformation-campaigns/>.
5. "2018 Workforce Mindset" Study." Alight, Accessed 27 Mar. 2020, <https://alight.com/getmedia/17843cf7-303e-4712-a047-30686a07e5f7/2018-workforcemindset-study.pdf?ext=.pdf>.



Learn Why OnSolve Should Be a Part of Your Communication Plan.

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OnSolve delivers critical event management solutions designed to help enterprises, organizations and agencies of all sizes create the most successful outcomes when critical events occur.

The OnSolve Platform for Critical Event Management™ combines leading risk intelligence, critical communications and incident management into one SaaS-based global portfolio.

Our AI-powered platform is purpose-built to deliver fast, relevant and actionable intelligence, enable vital communications and allow response teams to react calmly and confidently.

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