

## INVESTING IN YOUR HUMAN RESOURCE THROUGH DEEPER EMPLOYEE ENGAGEMENT



When asked what the core essentials for any business organization are, one may list a viable product or service, financial resources to fund the business, and the ability to sell and market the product or service are critical. But the one area that is the most critical to making all of the above possible is having the right backing in terms of human resources to support and deliver on all accounts.

Doug Conant, the CEO of Campbell's Soup, is renowned in the business world for a dramatic turnaround of an organization deemed down and out by all. When asked in 2011 about how he achieved the impossible, the answer he had was, "To win in the marketplace, you must first win in the workplace."

When organizations are evaluated, there is a monetary value that can be assigned to every physical asset, brand properties, patents, and proprietary knowledge. In an age of information, the holders of this information have to be treated as human capital and require an organized and planned investment towards them to yield results.

While compensation, benefits, skill development, performance recognition, and rewards are the most commonly practiced direct impact areas, engaging with employees at every level and making every interaction an experience to cherish. The Human Resource department is expected to be the human manifestation of an organization and the primary touchpoint for every employee. It is thereby the best place to invest in building an experience for employees.

### Building an Engaging Experience:

As a representative of the organization and its management, what is it that employees seek from the Human Resource team? As per a recent research article from the Business news Daily titled, 'What Employees really need from the HR?' (Business News Daily: 22nd May 2020), some of the key impact areas for HR are:

**Approachability:** being friendly and assertive to employees.

**Responsiveness:** providing a solution to a given scenario with a faster turnaround.

**Accountability:** assuming the responsibility to answer to employees on behalf of the organization.

**Transparency:** complete accessibility to HR policies and documents.

**Clarity in Communication:** implications of any change in business or policy conveyed in simple and clear communication.

All these areas can be transformed into opportunities for HR to deliver on the requirements and build an engagement with the employees that signifies they are an essential and vital asset to the organization.

If an organization were to invest in a system that can become an extension of the HR department rather than turning into one more system they need to manage, it can live up to the employee expectations and also take away some of the load of the HR into its wings.

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## How Artificial Intelligence is making a difference:

We have long been using AI-based systems to take over human routine human tasks and overcome some of the time and availability limitations of humans. They have been employed to work in automated response systems like ChatBOTs or Remote Support Agents for troubleshooting for routine technical issues.

The same principles can now be applied to the Human Resource department in the form of an HR Help Desk. AI systems can be enhancing the HR experience by acting as an extended arm to be accessible to one and all from anywhere and at any time. This is designed to reach out to employees who may be out on the field, at remote office locations, or anyone who may need HR assistance at any particular moment.

The HR Helpdesk in most cases works in the same manner as a ChatBOT in terms of the interface and responsiveness. When trained using the right AI tools, the ChatBOT can also be useful in responding to employee queries regarding HR policies, Leave or Payroll and respond on the fly with the desired information. The information could be as a text response, a link to the desired system, or a document that can be downloaded.

Where part, where the systems are designed to deliver an engaging experience, is in the quality of response, and the outright focus aimed to help every employee in their desired way. There are always areas where an automated system has limitations to respond when the requirement or query is beyond its assigned scope of the system is not able to gauge the exact requirement. In such a case, their system has a Ticketing system integrated to record such instances and provide the employees with a ticket number that they can track. This builds accountability in the system which is most desired.

AI technology certainly has a lot in its capability to both reduce the effort for the HR team as well as aid the employees as well. As always, at a point where the Help Desk can fall short in terms of its response or understanding, there is always the option to shift to the human intervention. When combined with surveys, opinion polls, and a two-way communication channel over chat, it has a lot to offer in terms of engaging with the employees. It has thereby been termed as the next level of technology-aided systems that will be lapped up for employee-centric organizations.

## Market Scenario:

The HR Helpdesk systems have been on the development focus for organizations that specialize in HR systems and also the ones which work on AI-based systems alike. MobiTrail also offers an off-the-shelf and refined HR Helpdesk experience.

Organizations can use our pre-trained HR Helpdesk Solution to create cloud-based or On-Premise solutions. Major AI cloud services vendors provide a language-processing catalogue as part of their portfolio. This includes tools for developing and maintaining conversational and chatbot solutions, as would be used by simpler Q&A applications or by more-sophisticated conversational virtual assistants. Additional language services include transcription, translation, speech-to-text, and text-to-speech.



### Did you know:

Companies with employee engagement programs achieve 26% greater year-over-year increase in annual company revenue, compared those who do not have formal programs.

Aberdeen Research, October 2015

Illustration of a man thinking, with a lightbulb and question marks above his head.

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# GRAMMARLY

## MAKING SURE OF THE RIGHT COMMUNICATION.

"I can walk English, I can talk English..." – call it our colonial hang-over, but we as Indians do love to gauge the language proficiency for English on a remarkably high scale in any interview. While Indians rank as the 2nd largest population in the world that can communicate in English, we should be aware that it is not the first language for most and we often tend to use literal translation in a lot of our communication. In most cases, we also ignore these lapses and just choose to move on as long as one can decipher the idea.

So, does it matter to be able to aptly communicate in English? Maybe not in a casual conversation. But misspellings and grammatical errors can affect your credibility in a world where we have accepted English as a preferred language to communicate. This is more so specific when the communication originates from the desk of higher management and is an important part of an announcement, business confirmation, or laying down of terms of business association.

Grammarly is not something to act as a language tutor, but rather as digital writing assistance for anyone and any place where written communication is of key importance. Equipped with some of the best AI-Tool and Natural Language Processing (NLP) algorithms, Grammarly is designed to refine any probable errors while writing and suggest changes. In its own words, it acts like a proof-reader with that extra eye for details and suggestions to ensure nothing leaves your desk without a second consideration.

We have been exposed to typical auto-correct, language suggestions, or grammatical tips from document editors like MS Word. In recent times, we have also seen how using NLP, Google does offer tips and suggestions in terms of finishing your sentences in an email. Above the earlier mentioned actions, Grammarly has the potential to further enhance how technology can help improve written language skills. Even when your writing may be grammatically perfect, it can go the extra step to add brevity to your sentences.

So, while 'we need to look out for and identify performing individuals among our employees' is still correct in all terms, 'we need to identify performers among our employees' conveys the same meaning concisely. Another smart feature is how it can identify plagiarism through cross-checks over ProQuest databases and web pages.



### What's Hot

The software is really easy to use and how the suggestions and corrections are offered is supportive. The app is available in Android or iOS for your devices as a keyboard option and as a web or desktop editor for document or text editors. It is also a browser extension for Chrome, Safari, Firefox, and Edge. The assessment and output are fast and responds with accurate suggestions. It has the potential to enhance yourself and your company's image through effective writing. The software is available to individuals and also have Grammarly Business for corporate accounts with multiple user access.

### What's Not

At a base minimum of USD 11/month for a premium license, it is certainly not cheap. Some of the features in the free access may not be dazzling in terms of delivery but do perform. Compatibility with Google Docs has been delayed for some time now due to Google's data security terms which are being addressed.

### "To Have" or "Not to Have"

If your profession demands you to have a lot of written communication and you also do set high standards of quality in your words; this is a must-have. As a beginner, please do be gentle with yourself with all the corrections it might throw up; it is a process towards excellence and will take time. This writeup too started with its ratings at 73 and moved up to 84 on a basic package.



# IMPORTANCE OF SECURING ANDROID IOS APPLICATIONS



## Building Security into Android and iOS Applications

Unlike any other personal device, appliance or tools available to us today, the mobile phone tends to be much more personal for us. We tend to keep a lot of our personal data and credentials, security information, banking information and details, and a plethora of other things on it. Thus, keeping it well-protected and secure becomes a primary responsibility for us to avoid any misuse of our data and assets.

Although we all know the importance of application security, people still choose to ignore it at times. Due to this reason, the number of incidents of smart phone hacking has been increasing quite massively worldwide. It is thereby imperative that we take our discussion on security across a broader base and talk about the significance of securing Android and iOS applications here we use on our phone and other devices. So, let's get started!

### 1.Mitigating the Risk of Future Attacks

The number of cyber-attacks is growing almost daily, and a hefty number of them is deployed on smart phones. The most common way hackers can succeed is when they get to access your phone through an app which is vulnerable and can open doors to your data. These can cause massive data loss for most users and put them in compromising situations. Many people tend to lose a lot of their money, social dignity, or both.

However, there is a way that can help you to mitigate such risk. While we can be careful in ensuring we install certified apps, we can also ensure that the apps we develop are secure to such attacks as well. Yes, we are, indeed, talking about penetration testing.

In penetration testing, the testers use a sophisticated tool and try to penetrate your phone's in-built security system through

our installed apps. If they succeed in this task, then your mobile is tagged as vulnerable. Such testing can indicate vulnerable section and applications on your phone and help you strengthen its security correctly. This can help you update your security measures and resist any attacks for the immediate future.

### 2.The Worry About Losing Data

Most smartphone applications, especially Android or iPhone, tend to ask for a small amount of personal data to get you started. Moreover, it also asks for access to some of your folders, such as a camera, gallery, location, contacts or messages, to work properly.

Now, if someone were to hack your phone through an app, then they can check all of your data from there as well. In some cases, they might steal your personal information and make money from it as well.

Hence, if you do not want to lose the data, securing your apps will be the best option. At the same time, limiting the access only to details which are necessary can restrict the data vulnerability through such apps.

### 3.Avoid Malicious Applications

If you have implemented a decent security system on your phone, it will notify you when you download a malicious application. Thus, it will be more manageable for you to avoid installing any untrusted apps and passively prevent the hackers from getting access to your phone.

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# HOW TO BOOST THE SECURITY OF MOBILE APPLICATIONS?

As App Developers and Owners, there are several ways in which we can boost the strength of our mobile applications' security.

## Encrypt Data:

We tend to keep a lot of our personal data on our mobile phones. Thus, it becomes easier for hackers to access them through the applications on your device. However, if you keep them encrypted or password protected, it will be difficult for them to get through it. Moreover, you will also get notified if someone tries to access it.

## Be Cautious While Using the Library:

There are various third-party libraries available and used in app development, which will require your personal data to provide you with its access. However, they are not secure at all. Restricting the use of third-party libraries in the development process is the most effective way of preventing this.

## Avoid Unauthorized APIs:

While using the internet connection, you should always use an authorized API. If you are using an unauthorized one, you offer the hackers the chance to hack you. Moreover, unauthorized APIs can also bring about various malware systems that might affect your device massively.

## Go For Authenticated App:

While installing something from the Playstore on Android, be sure to check if it comes with the "Play Protect" tag or not. If there is nothing available on the app page, then be sure to avoid it at any cost.

## In Conclusion

We hope you have understood the sole importance of securing all of the applications you have installed on your phone. Make sure to follow all the aforementioned tips as well to ensure a safer environment for your device. We sincerely hope none of us becomes another victim of the hackers waiting on the other side of the web.