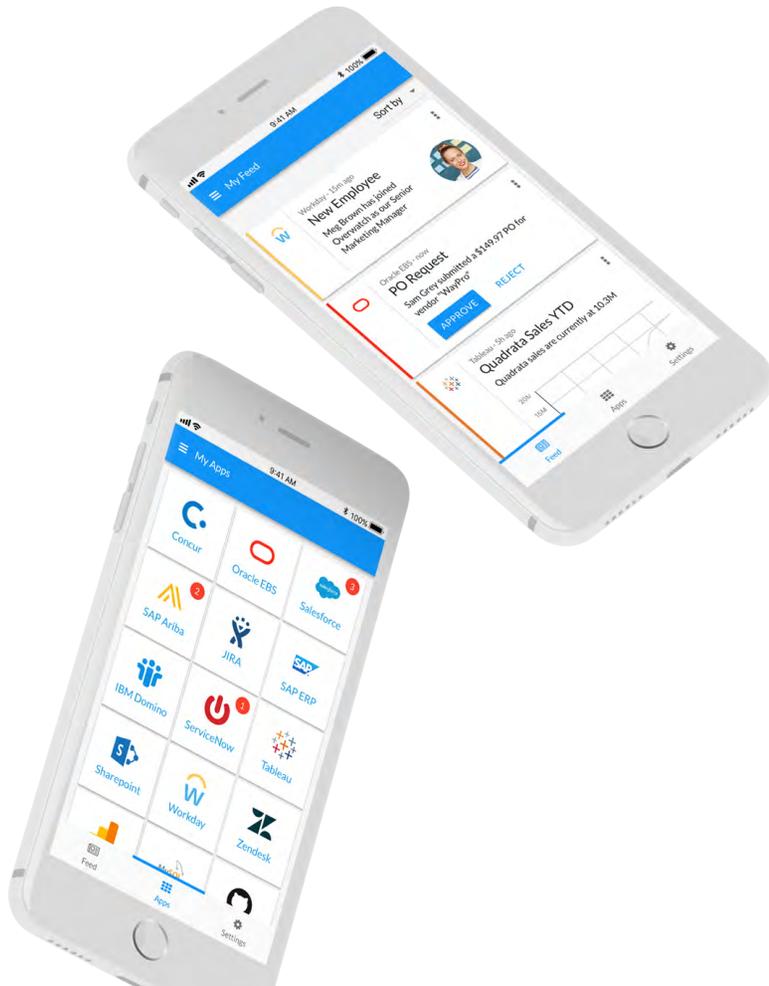


Three ways to use Sapho to create habit-forming workflows



Habits govern our lives more than most people think. We make 45 percent¹ of our daily decisions out of habit rather than conscious thought. And that can be a good thing—habits help us conserve mental energy, freeing up our minds to focus on more important things.

A modern portal can help enterprises harness the power of habit to make employees' jobs easier and more engaging. Teams that use Sapho Modern Portal have been able to triple employee productivity by building micro apps that deliver habit-forming workflows through a cycle of hooks designed to keep employees engaged.

“Habit-forming products are not made by chance; they are designed to be engaging,” says entrepreneur Nir Eyal, author of *Hooked: How to Build Habit-Forming Products*. “Hooks start with a trigger, then an action, then a reward, and finally an investment. Through successive cycles through these hooks, user habits are formed.”²

Sapho micro apps help break down complex business processes into simple single-purpose workflows that can be delivered to the various device and application channels where employees are working. These workflows are structured around a three-step habit-forming process: a trigger, an action, and a reward.

By combining the psychology of habit with Sapho Modern Portal, businesses can create habit-forming workflows that encourage and enable teams to get more work done.

Here’s how you can do this:



1

Identify pain points — or triggers — that connect to real employee problems

A habit-forming workflow draws employees in by offering solutions to their biggest pain points. When designing a habit-forming workflow, focus on slow or frustrating business processes that can be connected to a simpler solution with enough frequency to form a habit.



TIME-CONSUMING INFORMATION SEARCHES

Knowledge workers spend **2.5 hours a day**, or roughly 30%, searching for information.³

19.8% of business time—the equivalent of one day a working week—is wasted on searching for information.³



UNNECESSARY NOTIFICATIONS

Companies lose about **480 hours per employee a year** to interruptions.⁴

The average worker gets **interrupted at work every 11 minutes**.⁵



DATA OVERLOAD

On average, workers receive about **350 messages a week**. Executives up to 300 a day.⁶

Information overload costs the U.S. economy **\$900 billion a year**.⁷

2

Leverage the power of easy action and personalization

Making it easy for employees to take action is the next key step after identifying a trigger. Employees often get bogged down logging into multiple systems to complete basic tasks or get lost trying to keep track of deadlines and project statuses. A habit-forming workflow must include a user-friendly way for an employee to take action and stay up-to-date. Sapho provides:



A MODERN PORTAL IN ANY CHANNEL.

Sapho brings together all your **business systems in a portal** that can be accessed from any device, intranet, or messenger. This means employees can work effectively from anywhere, and 77% report an increase in productivity.⁸



UPDATES IN A PERSONALIZED WORKFEED.

Sapho draws upon the ubiquity of social media and the power of machine learning to deliver relevant updates in an engaging and familiar format. Using personalized apps at work can **increase employee productivity by 45 percent.**⁹



ONE-CLICK ACTION.

When an update requires action, employees can view details from multiple business apps and **complete the task right from the app** in a single click.

3

Help employees succeed to keep them coming back

The most important part of a habit loop is the reward. Without positive end results, there's no motivation for an employee to continue utilizing a workflow. Rewards can come in the form of peer recognition, but it can also be based on personal achievement and satisfaction. For example, when an employee can spend less time completing an action, this is a type of reward. Other benefits include:



INCREASED PRODUCTIVITY.

When employees are able to accomplish tasks faster and use their energy where it matters most, the more engaged and productive they'll become. In fact, when enterprise apps are made available, **operational efficiency rises as much as 44 percent.**⁹



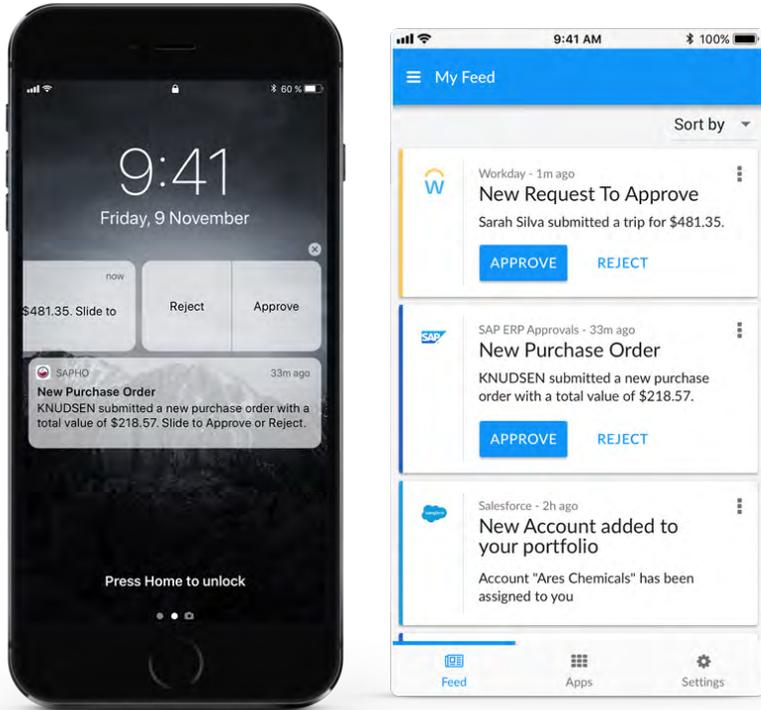
BETTER DECISION MAKING.

Easy access to information and having the latest data at their fingertips empowers employees and helps them make smarter decisions. Companies that use data-driven decision making are, on average, **5 percent more productive and 6 percent more profitable than their competitors.**¹⁰



HAPPINESS AT WORK.

Apps that deliver personalized experiences help employees become more effective and ultimately gives them more time to relax and unplug. Real time personalization means a **73 percent increase in user engagement.**¹¹



When getting work done becomes a habit, employees can triple their productivity. By following these guidelines, enterprises can create habit-forming workflows that engage employees while making them more effective at work.

SOURCES

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