

Abstract

Internal communication is essential for any company, an informed employee with a sense of integrity, i.e. being an integral part of the company - equals a satisfied employee who is productive and loyal, which brings results to the organization not only in terms of performance but also in spreading the reputation of its brand, whether as a vendor or as an employer. The present thesis deals with the issue of internal communication in a specific retail company operating on the Czech market towards its employees working in sales branches, who represent almost 90% of all its employees. The main problem is that these employees do not have a company phone or computer at their disposal and thus there is an absence of an effective online channel of internal communication. An employee application that employees could install on their personal phones, which the company plans to implement in the near future, could provide a solution. The main objective of this thesis is to find out whether employees are in favour of this application, what it should inform them about and what features it should have so that they actually use it. The other objectives of the thesis were then to evaluate the satisfaction with the existing channels of internal communication with a focus on the internal magazine. Using a questionnaire survey with a sample of 313 store employees it was found that 76% of them would welcome an employee app, in their opinion it should inform most about benefits and personnel issues, operational information related to the daily operations of the stores and should include an attendance system for shift scheduling and access to payroll.