




# 7 Must-Do's to Connect and Empower Frontline Workers



Frontline workers (whether they're selling goods, driving trucks, treating patients, flying planes, operating machinery or doing any other role that doesn't involve sitting behind a desk) are **often closer to customers than their own leadership.**



That means they're perfectly positioned to deliver great customer experiences - but only if they're able to align with HQ, inspire better decisions and act on their insights.

In this guide, we'll explore the steps you can take to connect the dots across your company. We believe there are seven things that every organization must do to improve communication and tap into the potential of frontline employees to drive better business outcomes.





# 1

## Connect everyone in your company

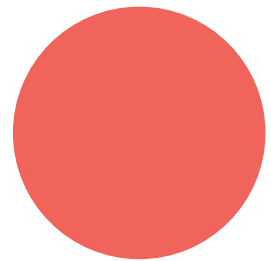
Frontline workers often go unconnected simply because they don't have an email address or laptop. That makes it virtually impossible to communicate with them in a timely manner. The smart move is to meet frontline employees where they're most comfortable: On mobile.





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Look for a mobile solution that doesn't require email to get started. Make sure it's simple to pick up (training is a major barrier for time-poor frontline staff) and brings together core features like messaging, document sharing and video calls. That will drive higher adoption rates and lead to improved communication across your business.

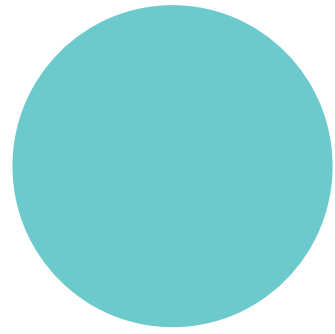




# 2

## Get people on the same page

Companies are more aligned when everybody has access to critical information. This is especially true for frontline managers, who play a crucial role in executing your strategy on the ground. Get managers up to speed on that strategy and they'll spend less time asking questions and more time making it happen. The end result is a more agile and innovative organization.



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How do you do it? Start by giving them better access to information. Create a direct channel to senior leadership so information gets to them quickly. And help frontline managers communicate with each other so they can circulate knowledge, reinforce best practices and build community.



# 3



## Engage frontline employees in your mission

Frontline employees aren't just the face of your business - they also represent its values and beliefs to the customers they interact with every day. Making sure they're fully engaged with those values should be a critical part of your internal comms strategy.



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This requires more than the occasional memo. It takes regular, transparent communication from leaders who believe in purpose and authenticity. Formats like live video Q&A, 'Ask Me Anything' sessions and even video diaries from top executives can all help to get frontline employees more engaged and excited.





# 4

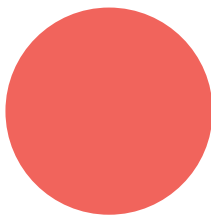
## Encourage diverse perspectives

Getting the message out to frontline workers is only half the story. Equally important is the ability to listen to diverse voices. Because companies can solve problems and respond to customer needs faster when ideas and insights are able to travel quickly from the frontline to HQ.



This is difficult to do over email. As we've seen, many frontline workers don't have an email address, which means companies are losing out on valuable perspectives - and potentially making less informed decisions.

To truly empower your frontline employees, you need a solution that can bring everybody together in a single place to create open, company-wide conversations.



# 5

## Build a culture of learning and recognition

Seeing frontline staff highlighted by corporate leadership is great for morale. And when people feel better at work, they do better at work. Recognition doesn't have to be too formal. A simple word of thanks in public is always appreciated, and can support existing recognition programs. Once again, email isn't great at this (too siloed, too formal) so look for a platform that enables more open dialogue.



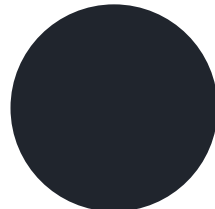
When it comes to career development, traditional classroom learning doesn't always suit frontline staff, who don't have the time and might be more casually employed. Think about using video instead. Bitesize how-to's are a regular feature in our personal lives - why not bring them to work as well?

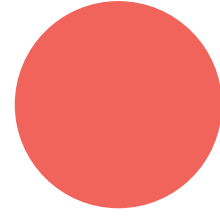


# 6

## Make work easier

Every minute frontline employees spend on admin, troubleshooting or searching for information is time they're not spending looking after customers or focusing on the job at hand. And yet simple tasks - like finding a policy on the corporate intranet or requesting a help ticket from IT - too often suck up their time and attention.





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Companies are increasingly turning to technology to automate everyday tasks like booking time off, signing documents or reporting issues. Beyond that, consider how you can make important documents more easily discoverable on mobile - something old-school intranets aren't very good at.

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# 7

## Simplify everything

Global IT budget cuts in the wake of the pandemic have made simplicity and ROI the focus for CIOs.

It's especially important that tools work seamlessly together on the frontline, where employees are often forced to switch apps when they switch tasks. Never mind the complexity of learning multiple tools, it's also a waste of time and energy. Look for technology that consolidates jobs and integrates with the tools you already use. Simplicity is the key driver of adoption for the frontline.

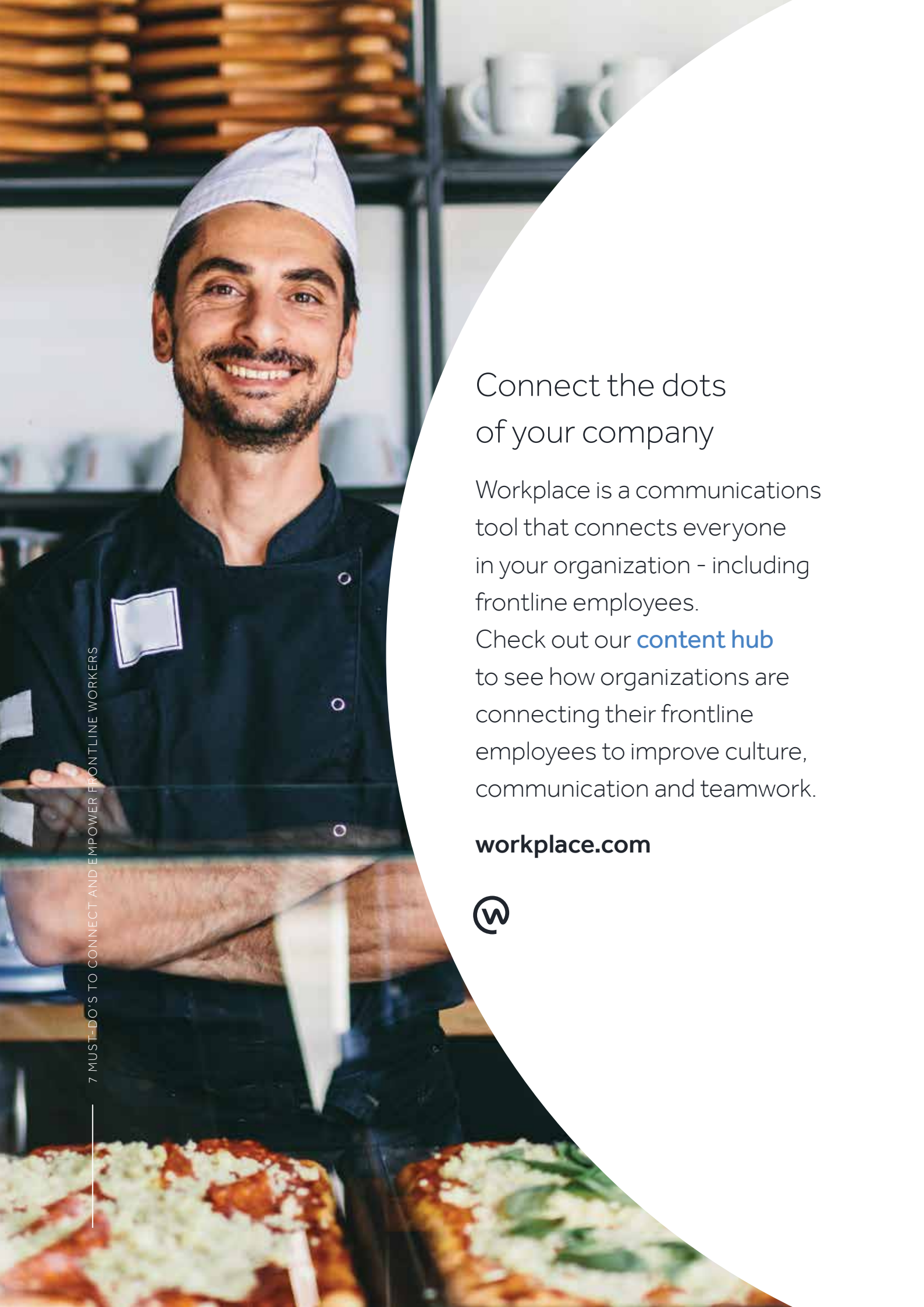




# Your Checklist to Connect and Empower Frontline Workers

Unlocking the potential of your frontline employees leads to improved customer experiences and better business outcomes. Follow these steps to make it happen.

- ✓ Connect everyone with simple mobile tools to improve communication
- ✓ Get frontline managers on the same page to drive engagement with company strategy
- ✓ Engage frontline employees in your mission so they can embody it for customers
- ✓ Give frontline employees a voice so you hear more diverse perspectives
- ✓ Build a culture of learning and recognition to increase morale
- ✓ Lower the admin burden by making mundane tasks quicker and easier
- ✓ Focus on consolidation and integration to drive adoption



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## Connect the dots of your company

Workplace is a communications tool that connects everyone in your organization - including frontline employees.

Check out our [content hub](#) to see how organizations are connecting their frontline employees to improve culture, communication and teamwork.

**workplace.com**

