



untangle work

7 steps to connect and empower
your frontline workers

 workplace

from FACEBOOK



When the pandemic hit, connecting frontline workers to HQ became top of mind for organizations. **Our research** shows that while the pandemic accelerated better engagement between frontline teams, frontline managers are still struggling to be heard by their HQ peers.

For these managers, texting and calling on personal devices, along with WhatsApp, were the most reliable methods of communicating internally during the crisis. Only 27% relied on email, compared to 90% of head office leaders.

The key difference seems to be that frontline managers are a lot less concerned with using more 'formal' means of communication. They value speed and responsiveness above all. Not to mention that their teams may not even have access to an email address.

Why does this all matter?

Frontline managers are a critical link between the frontline and HQ, and also between the customer and the organization. They are the ones that possess the skills and insights that will enable businesses to respond faster to rapidly evolving customer expectations and behaviors. Choosing a secure solution that connects your frontline will be one of the most important decisions you'll make.



**Learn how you can
simplify the way you
*connect and empower
your frontline*
with these 7 steps.**



1

Think mobile-first

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 promptly. The smart move is to meet frontline employees where they're most comfortable: on mobile. For higher adoption rates, you should look at solutions that don't require email addresses and that are easy for your frontline to pick up and use without too much training.



2

Create direct channels of communication with your frontline

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 result is a more agile and innovative organization.



How do you do it? Start by giving them better access to information. Create a direct channel to senior leadership so that information gets to them quickly. And help frontline managers communicate with each other so they can circulate knowledge, reinforce best practices and build community. At Workplace, we enable this through our easy 'chat' feature which is just as simple to use on a mobile as it is on a desktop.

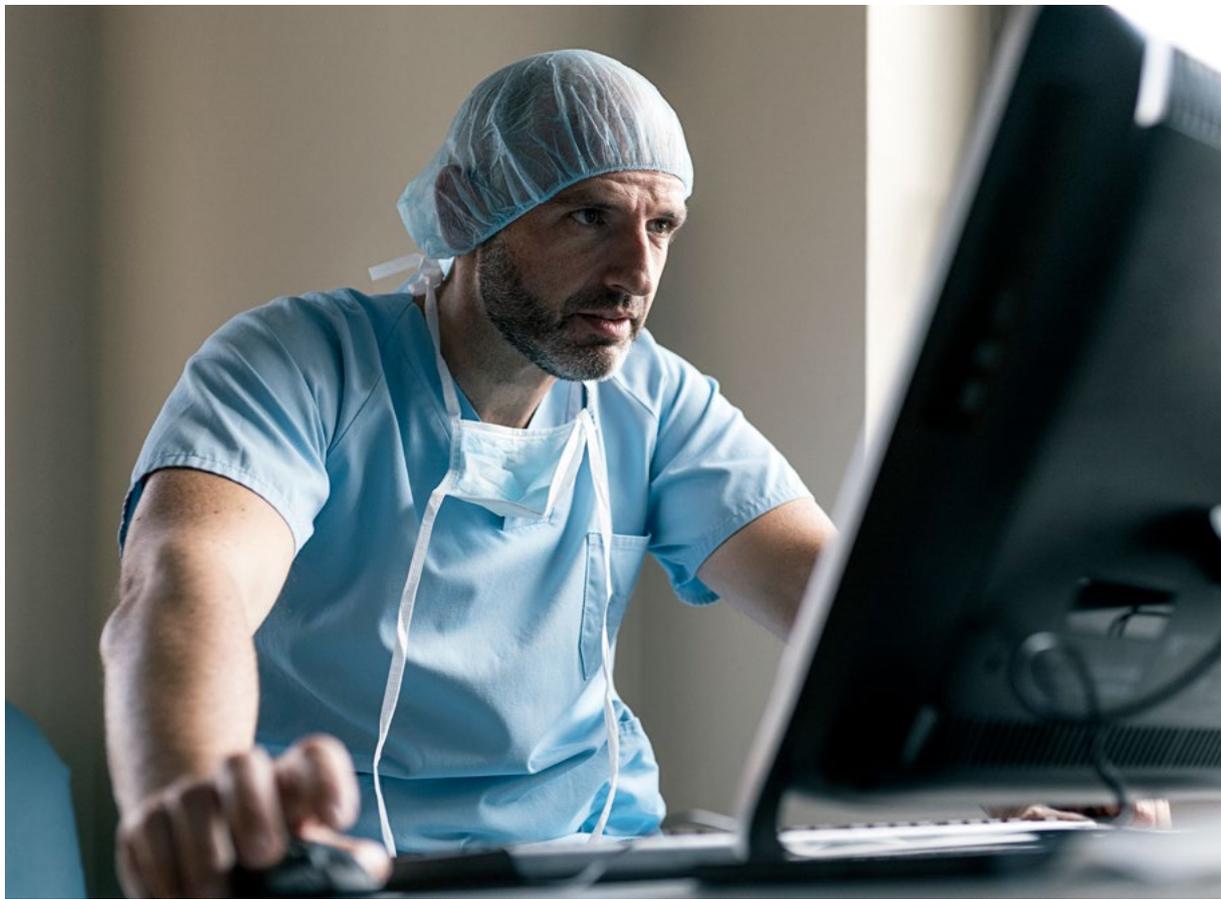


3

Immerse 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 strategy. It takes regular, transparent communication from leaders who believe in

purpose and authenticity. Mix up the way you present them with content using a variety of formats. Things like live Q&A broadcasts, 'Ask Me Anything' sessions and even video diaries from top executives can help get frontline employees more engaged and excited.





4

Encourage diverse perspectives

The ability to hear what your frontline is saying is just as important as getting your messages out to them. When ideas and insights can travel quickly from the frontline to HQ, companies can solve problems in new - and often surprising - ways. But because they're not communicating on platforms frontline workers tend to use, companies



are losing out on valuable perspectives, and potentially making less informed decisions. When looking for your comms platform, make sure it's a simple 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 recognized 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. Email isn't great at this - it's too siloed and too formal - so look for a platform that enables more open dialogue.

At Workplace, we have a number of easy to use features such as 'badges' or 'achievement posts' that help you show recognition.

For career development, traditional classroom learning doesn't always suit frontline staff. They might not have the time and are more likely to be casually employed. Think about using video instead. Bitesize 'how-to' videos 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 - often suck up their time and attention.



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 that’s often not simple to do on a company intranet.



7

Simplify your tech

Since the pandemic started, simplicity and tracking ROI has been an accelerated concern for CIOs. Tools must integrate easily together on the frontline, where employees often have to switch apps when they switch tasks. In addition to the complexity of learning multiple tools, switching apps is also a waste of time and energy. Instead, look for technology that consolidates jobs and integrates with the tools you already use. Simplicity is the key driver of adoption for the frontline.

You can find out more about Frontline workers in our [Deskless not Voiceless Global Frontline Research Report 2020](#)

Get Started Today

These are just some examples of how a secure platform that's easy to use and adopt can connect and empower your frontline workers. [Learn more.](#)

Workplace

Workplace is a communication tool that connects everybody in a company, wherever they're working. It uses many of the same features as Facebook (like News Feed, Groups and Chat), so it's instantly familiar, engaging and works brilliantly on mobile. It also means Workplace benefits from Facebook's rapid innovation and deep understanding of how to build technology that people love to use.

Want to find out more?

Find out why Workplace was awarded the [Best Practices Customer Value Leadership Award](#) by Frost & Sullivan

workplace.com