Sociabble

From Disconnected to Unified:
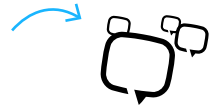
Empowering Your Frontline Workforce

Sociabble

It's an uncomfortable fact:

Sometimes the most critical members of your **workforce** are also the least **connected to corporate** news and company life. But it doesn't have to be that way. In this white paper, you'll discover crucial tips for ensuring your frontline workers are never left out of the loop when it comes to **internal comms**.

Table of contents

Frontline workers are the **backbone** of your organization.

But even backbones can use a little extra support.

It's undeniable: in today's fast-paced business environment, **frontline workers** are critical to the success of any organization. These employees, who are often the first point of contact with customers and clients, play a vital role in delivering high-quality products and services that meet customer expectations. But keeping these same frontline workers engaged, informed, and motivated when they're so often physically removed from corporate HQ? That's another matter entirely, and many companies struggle with it.

Over 2.7 billion employees fall into the category of frontline workers. They may be healthcare professionals, customer service representatives, retail workers, factory workers, or anyone else who is directly involved in the production or delivery of products and services. Without them, things simply wouldn't get done. But despite their importance, many organizations fail to keep them informed and engaged with company life. Without professional email addresses or workstations, many are operating on different channels than their peers back in the corporate office. And this is often because these crucial workers are not given the right kinds of tools and strategies to stay connected to the constant flow of company information. In short: they're not given the support they need.

80%

of the global workforce **does not sit behind a desk** to do their jobs

Frontline Employee Communication:

Staying informed is just as important on the frontlines as it is in the corner office.

A body can't function without a nervous system, and a company can't function without a steady and seamless flow of information between all of its various parts. Internal communication is what empowers this, and it is an essential component of any organization's success. It helps to ensure that everyone is on the same page, and that every individual understands the company's goals and objectives. And effective internal **communication** is particularly important for frontline workers, who are often the face of the company and play an integral role in its success. Being connected to company news and updates is even more essential for them, not less.

But this is just the tip of the iceberg when it comes to the obstacles that **frontline workers** face. Over the past few years, frontline workers have experienced more changes, upheavals, and disruptions than ever before. Despite ongoing challenges such as economic uncertainty, inflation, understaffing, and burnout, this segment of the workforce remains critical to the proper functioning of most organizations.

Rather than investing in and enhancing frontline communications, however, many companies have gone in the opposite direction, to save money or cut staff. This has led to a lack of engagement, reduced knowledge sharing, and poor collaboration.

So what's the answer? Well, to overcome these **challenges**, companies need a dedicated solution for internal communication that is tailored to the needs of their frontline workers. Something that works for them—not against them.

There are two types of communication: corporate and operational. And trust us. Your workforce needs both.

Before perfecting **communication** with frontline workers, it's crucial to understand what modern business communication actually consists of. And essentially, there are two basic components.

Corporate Communication aligns everyone with the organization's values, strategies, and other corporate information. By distributing **targeted messages** to the right audiences in the right language, employees are well-informed, and customer service is improved, resulting in better **business efficiency** and increased engagement. It also includes a two-way communication system that allows employees to share their thoughts and ideas through comments, likes, and mentions.

Decentralized Operational Communication, on the other hand, can help overcome communication challenges related to daily business operations, such as distributing messages and documents to the right employees easily. It includes a simple repository where important documents, such as new product promotions, can be pushed to employees. It also assists with risk management, safety, and compliance by **reaching all employees** instantly with alerts and must-reads, and collecting safety best practices through photo and video user-generated content.

We'll explain how both can be enhanced and used to your advantage.

What will you get out of this white paper?

Hopefully, a frontline workforce
that's just as connected as you are.

Maybe even more so.

So why did we create this white paper in the first place? Good question. And here's what to expect. First, we will explore the critical role of internal communication in engaging frontline workers, driving business performance, and gaining a competitive advantage. We will examine the challenges organizations face when communicating with **frontline workers** and provide practical tips for developing an effective internal communication **strategy** that meets the unique needs of this important employee group. And by the end of this white paper, you will understand the importance of internal communication for frontline workers and be equipped with the knowledge and tools you need to implement an effective internal communication strategy in your organization. Sounds pretty straightforward, right?

But theory is one thing. Real world applications are another. Which is why after the challenges, we will present actual client case studies of companies that have successfully implemented Sociabble's **strategies and**

technology to improve communication with their frontline workers. The case studies will highlight the obstacles faced prior to implementing these solutions, and how they were able to overcome them.

And if they can do it, so can you!

Now, let's look at some of the most common communication challenges companies face regarding their frontline workforce— and how to overcome them.

Challenge #1:

Creating a centralized, targeted, and measurable communication hub

Let's start with a basic question. Why do so many companies struggle with keeping **frontline workers** connected to company news? Well, with many frontline workers traveling or in the field, and with a large portion doing their jobs without a company-issued device or even a professional email, there are obvious general barriers to smooth, seamless **communication**.

This situation can result in a number of more **specific obstacles**, which can include:

Scattered comms channels

Because there's no easy access to a company computer or emails, frontline information is shared across multiple **communication channels**, such as paperwork, intranets, bulletin boards, WhatsApp groups, walkie-talkies, etc.

In short, there's no centralized or consolidated information stream, and no single tool to provide an access point. In fact, according to a study conducted by Lighthouse Data, **frontline staff are 1900%** more likely to say their employer is not open and transparent if they don't have access to the right technologies to do their work. So having the **right tool** matters!

Difficulty reaching a specific audience

Despite the widespread use of **digital communication** tools, reaching and engaging specific populations in global teams remains a significant challenge for many companies.

For example, in the retail industry, the merchandising team may need updates on new product arrivals and display guidelines, while the customer service team may

require updates on new promotions and customer feedback. **Targeting** one segment of the frontline workforce is almost impossible in these scenarios, and employees end up getting overwhelmed by information they simply do not need. Which brings us to the next point.

The risk of information overload

While it's important to keep employees informed, bombarding them with too much information can be overwhelming and counterproductive. This can make it difficult for **employees to**

focus on the most important information and take appropriate actions.

If there is no filtering mechanism, frontline workers, for whom not all office information is relevant, can easily become overwhelmed with a flood of irrelevant updates. Which means they might stop paying attention to updates in general. Even the ones that matter.

Language barriers

Among global teams, one message to all won't be effective. A language not understood properly by the frontliner can result in it being overlooked or ignored.

For example, if safety protocols are only available in one language, workers who don't speak that language may not be able to **understand or follow** them properly. They'll just shrug their shoulders and do the best they can, potentially creating a dangerous situation.

companies with dispersed employees and scattered production centers. Without some form of translation, a large percentage of the company is going to be left out.

Unmeasurable results

Using multiple and unconnected channels, it's often unclear whether messages have been read or reached the intended **audience**.

There's no way to monitor open rates or receive receipts, and no mechanism by which to test knowledge retention or awareness. The **effectiveness** of communication, in this scenario, remains an unknown., which makes it difficult to tweak or **optimize**.
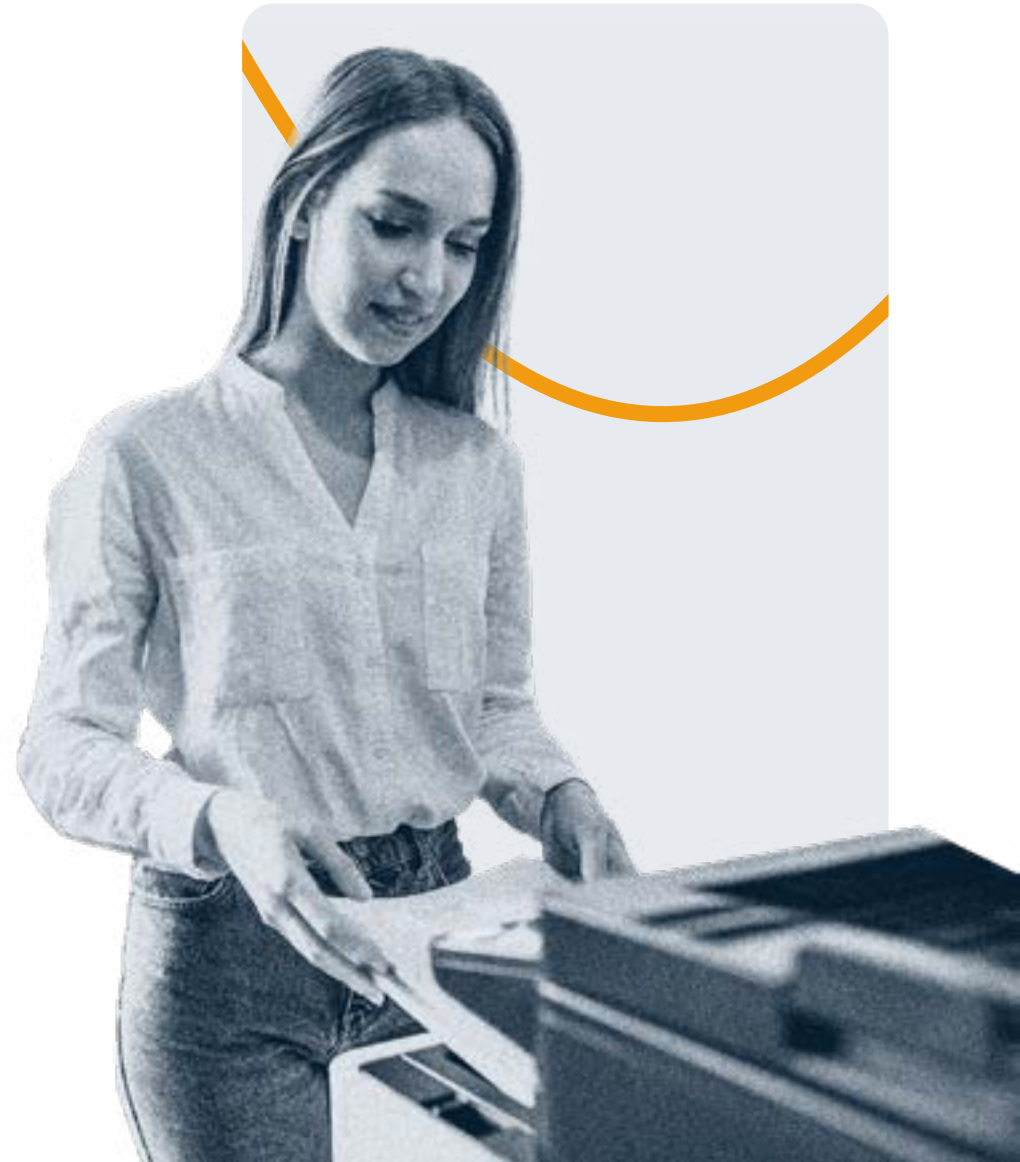
But it's time to say goodbye to communication chaos.

And it starts by **sending the right messages**, to the right people, at the right time.

S o what's the answer, then? Well, what it comes down to is sending the right message, to the right people, at the right time. Relevant messages to the proper audience at the ideal moment, essentially. And this can be accomplished with the right centralized digital communication hub—which is precisely the function of the Sociabble **platform**.

Sociabble is a total **employee communication** solution through which **frontline workers** stay connected and engaged with crucial company information no matter where they are, enabling them to feel like they're part of the team.

This is possible thanks to a number of Sociabble features designed specifically to accomplish what was described above: the right message, to the right people, at the right time.

These features include:

An easy-to-use branded mobile app for everyone

Thanks to Sociabble's intuitive mobile-native app, **frontline workers** can access company information just as easily as their colleagues with desk stations. There's no need for the additional WhatsApp groups, or Facebook chats. They have the solution right in their pocket, keeping them directly connected to official channels of communication.

Use of the platform and **onboarding** are simple too, meaning that employees can start using it right away, and dispose of the old communication tools immediately. There is no transition period or lengthy setup required.

Targeting and segmentation

Sociabble allows companies to distribute **targeted messages** that can be tailored for a specific audience and their needs, along virtually any criteria.

If the retail workers of all the stores in a specific country need to receive an update about new work regulations, they can be easily targeted, with **pinnable content** and read receipt options to ensure that the content is being read. They get the updates they need, without bogging down other employees who wouldn't find it useful.

Automatic and scheduled notifications & alerts

With this feature, companies can send targeted messages at the right time, regarding important subjects like changes in shift schedules, or new safety protocols.

By scheduling **notifications** and alerts, companies can ensure that everyone is informed and prepared, regardless of time zone differences or holiday schedules.

Built-in translation

Sociabble allows instant, real-time translation in more than 70 languages, of any kind of content, **empowering employees** to translate posts and comments into their preferred language.

For example, new HR procedures can be translated into **multiple languages** so that workers who don't speak the primary language can still understand them and adhere to the new practices. Nobody feels excluded, and everyone can contribute.

Analytics for measuring the impact of your internal comms

Sociabble provides robust analytics and reporting tools that offer insight into the reach and impact of internal communications. Additionally, push notifications and read receipts ensure that important messages are read, with the **platform** measuring the impact by topic and audience.

Admins can analyze and fine-tune their communication **strategy** to ensure that **frontline workers** are engaging with the medium and message. If a strategy isn't working, you'll have the data on hand to tweak your strategy and get a better result.

Activities

- Deep reads - **589**
- Likes - **346**
- Comments - **27**
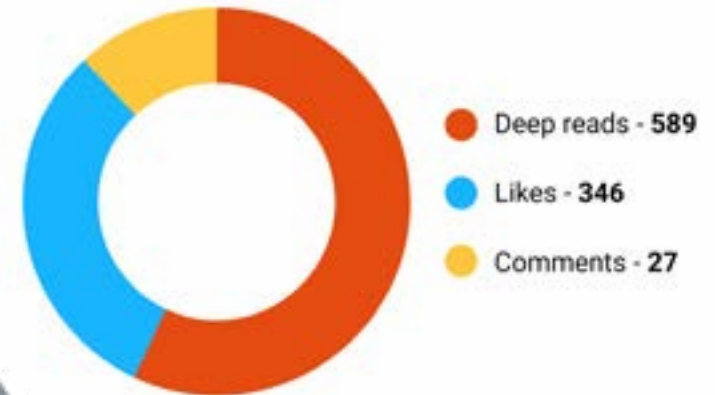
New document to read!

Sign up for our new challenge!

Challenge #2:

Ensuring effective risk management, compliance, and safety protocols

Frontline workers are usually at the very vanguard of new procedures, products, and regulations. These are variables that affect them directly, not in a theoretical way, but concretely, with tangible real-world **results**. It changes how they work, how they sell, and how they interact with potential clients. So they, more than anyone, need to be kept appraised of any updates—something a large percentage of companies with limited frontline **internal comms** capabilities fail to address.

Which can result in some potentially serious problems, such as:

Risk of security and compliance failures

Many organizations face risks of security and compliance due to fragmented and insecure communication practices. Often, **sensitive information** is shared through unsecured channels such as WhatsApp or Messenger, or on **unsecured** bulletin boards or random sheets, creating potential legal and security risks. A **lack of centralized** communication tools can make it difficult for organizations to maintain compliance and protect sensitive data.

Inconsistent messaging

Ensuring that all employees receive **consistent** and accurate information from reliable sources can be a challenge, especially if different teams or departments are responsible for **communicating** with their own employees. This can create confusion and panic during a crisis.

Lack of timely and accurate communication

In the event of a **crisis or emergency situatio**n, it is essential to communicate critical information to all employees in a timely and accurate manner. This can be challenging, especially for large organizations with geographically dispersed teams.

Two-way communication

Effective communication requires not only delivering **information to employees** but also providing a way for them to ask questions, share concerns, and provide feedback. This can pose problems, especially if employees are dispersed or have limited access to **communication channels**.

Inadequate safety protocols

Frontline workers who are not adequately **informed** about updated safety procedures and protocols may be at higher risk of accidents and injuries. These workers may also have limited opportunities for training, making it difficult to ensure that they understand and **follow safety** protocols and compliance procedures.

Crisis or emergency comms

During a crisis or emergency situation, time is of the essence and it is **critical** for companies to be able to connect with their employees quickly and effectively. However, without a **centralized communication** system in place, it can be difficult to reach everyone at once, especially those who are on the frontlines or in remote locations.

This can lead to delays in providing important information, which can cause panic and confusion among employees. In some cases, false information may even spread through external sources, further exacerbating the situation.

There are about 2.6 million nonfatal workplace accidents and injuries in private industry in the United States each year.*

Who knows how many of these accidents could be avoided with better frontline communication?

*According to the US Bureau of Labor Statistics.

Clear, timely, and easily accessible communication is critical to ensuring effective risk management, compliance, and safety.

Here's how the right platform can make sure that happens.

W e've established the importance of a **centralized hub** capable of sending timely messages to a targeted audience. But the ability to ensure that critical information is received in a secure fashion, and is actually read by your audience, is paramount as well. This is what you should look for in an **employee communication platform** to accomplish this:

Secure and compliant

Privacy and security matter. And with Sociabble, you can replace all insecure and unreliable **communication channels** with an engaging, manageable, and data privacy-compliant chat that can bring more business value than other apps. This provides a centralized spot for communication, ensuring that **sensitive information** is kept secure and compliant.

Quick access to critical information and resources

Safety protocols and information need to be easy to access for reference. For example, the Sociabble **platform** can provide a central repository for all safety-related information, making it simple for workers to access and reference when needed. This ensures that all **employees are informed** and prepared to respond to potential risks.

Pin must–read content and send real–time alerts

The right **platform** will allow you to guarantee that important content is received and absorbed. With Sociabble, must-read content can be pinned to ensure that important information is not missed. Real-time alerts can also be utilized to send key communication related to workday reminders, weather alerts for **frontline workers** working outdoors, safety reminders, and more.

Track mandated training and regulations

Provide employees with government-mandated training through easily **trackable** "must read and must watch content." Sociabble's assessment and quiz features allow for easy testing and evaluation of employee knowledge and understanding.

Rapid reporting and resolution with a chat feature

Collaboration and **feedback features** should allow for the rapid reporting and resolution of safety issues. With Sociabble, workers can report potential hazards, near-miss incidents, and safety concerns directly through the **platform**, while managers can respond with corrective actions. This streamlined communication can help prevent accidents and ensure that safety issues are addressed quickly and efficiently.

Push notifications

A strong **employee communication** platform will give employees a first and fast point of information in times of crisis. That's why Sociabble allows admins to send push notifications to all employees, ensuring that important information reaches everyone quickly and efficiently. With the platform, employees are just a click away from critical updates and can be reached within seconds, no matter where they are. This can be crucial in ensuring that everyone is well informed and stays **safe during a crisis** or emergency situation.

Challenge #3:

Fostering a culture of inclusion and diversity by giving everyone a voice

Frontline workers obviously need a safe, secure environment for them to thrive. But they also need to feel a sense of belonging, that their voice matters and is appreciated by the company. Organizations often consist of a diverse and **dispersed workforce**—but failing to recognize its diverse needs can have negative consequences. For example:

Disconnection from the rest of the company

The frontliner workforce may have strong connections with their local teams but may not feel aligned with the rest of the company, particularly office workers. **Frontline workers** may not have access to the same communication channels as office workers, such as company emails or newsletters, which can limit their ability to stay informed and provide feedback.

Feelings of voice not being heard and thus undervalued

This may be due to the hierarchical nature of their work environment, unconscious biases of managers and supervisors, and fear of retaliation. They may also **lack access to communication** channels and face challenges to expressing their opinions.

Fear of retaliation

Frontline workers may fear retaliation if they speak up about issues related to diversity and inclusion, such as discrimination or harassment. This fear can lead to a **culture of silence**, where issues are not addressed and resolved. When surveys or questionnaires are presented for feedback, some **frontline workers** may not feel comfortable answering honestly.

Lack of inclusion and diversity

Experiences of marginalized groups of frontline workers, such as women, people of color, and immigrants may lead to feelings of not being included fully in company life. This also pertains to offices where a language is spoken that is not represented by the **general communications** of the company.

Decreased morale

A result of all of the above can be **disengagement**, a lack of belonging, and a feeling that their voice is not heard. Morale directly affects engagement levels, and unengaged employees are not as productive or consistent as workers who feel good about their relationship to their company.

What can make the difference?

A communication strategy and toolkit that ensures every voice is heard, and every achievement celebrated.

When **frontline employees** are properly informed, and properly listened to, they feel properly valued. Morale is directly **connected** to engagement—and engaged workers are generally more productive, and loyal in the long run. These steps can help to foster exactly the kind of work environment where employees on the frontlines feel included and appreciated:

Encourage teamwork and shared goals through a branded mobile app that facilitates communication and collaboration between teams. With Sociabble, **frontline workers** can access the same **platform** as their office-based co-workers via their mobile devices, on an app that matches their company's colors and fonts.

Foster a culture of recognition and appreciation with easy-to-use features such as API, badges, and alerts to celebrate employee accomplishments. For example, Sociabble offers the ability to create custom badges to **celebrate and recognize** work-related achievements.

Enable peer-to-peer recognition at scale so employees can congratulate and thank one another for a job well done. Sociabble's "Praises" feature does precisely this, making **recognition** fair and more accessible to all employees.

Promote an engaging and collaborative environment where leadership, corporate employees, and field employees **can participate** in the same level of challenges and contests. Access to company life should be given to all employees, not just the ones who have desks in the main office. Town halls, for example, can be **broadcast live** with Sociabble, with the possibility for all employees to participate and respond with questions and comments.

Ensure that every employee's voice is heard by encouraging top-down and bottom-up communication. Sociabble's **2-way communication** channel accomplishes this by allowing user-generated content, comments, likes, and mentions. **Frontline workers** can post their own original content, sharing their voice and contributing to the dialog.
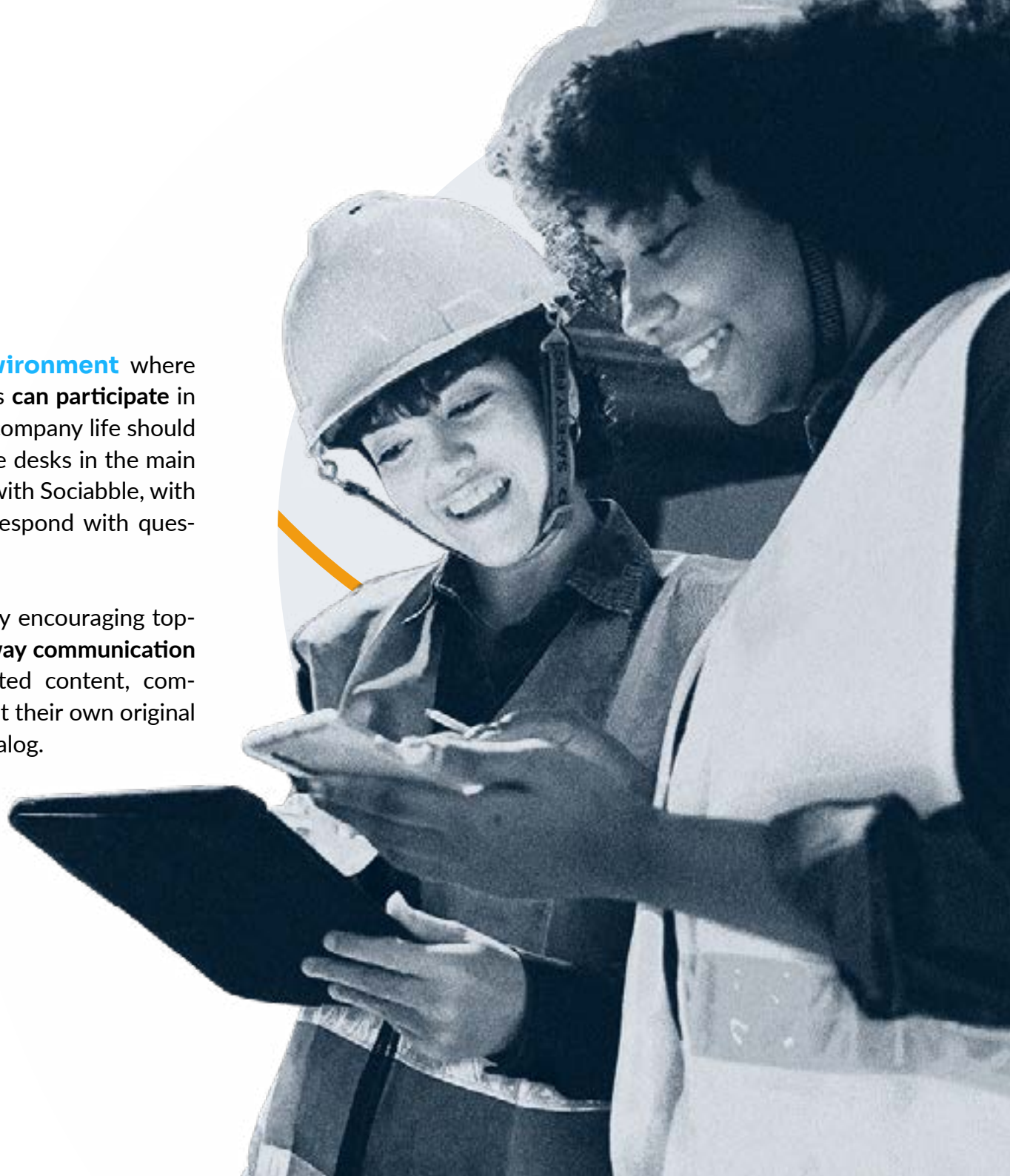
Challenge #4:

Attracting and retaining frontline talent

Another hurdle companies face is preventing turnaround when it comes to frontline positions. When **frontline workers** aren't valued for their full contribution, and kept connected to company life accordingly, it's not un-common for their role to be seen as temporary, or replaceable, when in fact, many frontline positions demand a **unique skill** set requiring years to master. These are the problems that can enable this to take place:

Low Frontline Employee Lifetime Value

The cost of replacing a frontline worker can be high, especially if the worker has been with the company for a long time and has developed a **deep understanding** of the company's operations and culture. **Turnover** can be a major drain on the budget if employees are constantly leaving and needing to be replaced.

Limited availability of skilled workers in certain industries or geographic locations:

Some industries, such as healthcare and technology, may face shortages of skilled workers in certain regions. Without the right recruitment strategy, filling these roles can become next to impossible, as locating the **right talent** is exceptionally difficult.

High turnover rates

Frontline workers often face difficult working conditions, such as long hours, low pay, and high stress, which can lead to high **turnover rates**. This can be costly for companies in terms of recruitment, training, and lost productivity.

Lack of meaning

Frontline workers may **feel disconnected** from the company's mission and purpose, leading to a lack of motivation and engagement. If workers don't understand the **company's mission** and how they fit into the bigger picture, they'll have no reason to perform at their best and do their part.

Lack of support from managers

Frontline workers may feel unsupported by management, leading to burnout and **disengagement**. This can especially be true if directives are coming from a distant corporate source, without direct knowledge of conditions on the ground or the realities **frontline workers** face on a daily basis.
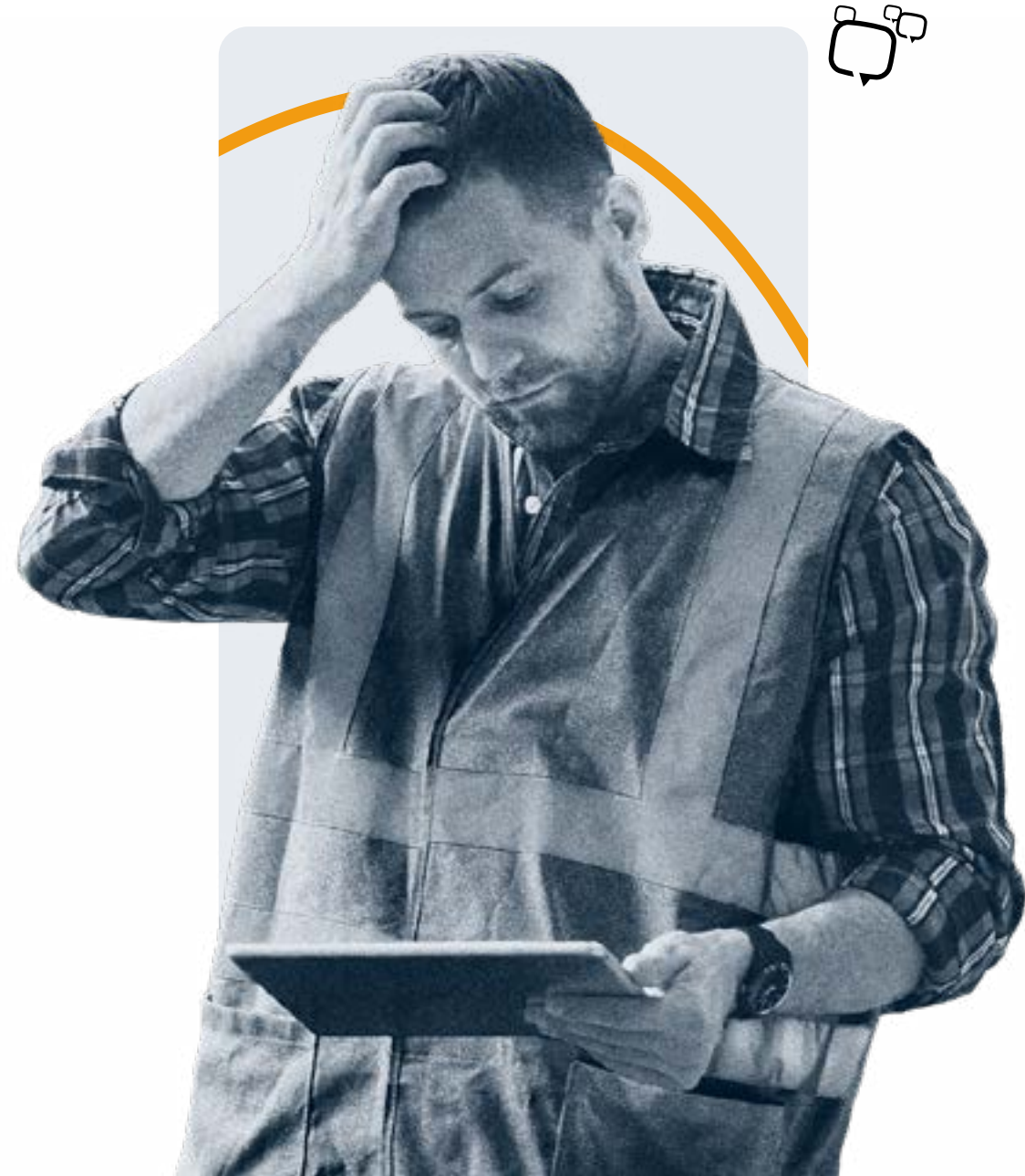
So how can a company keep and retain frontline talent?

Recognizing their efforts and acting on their feedback is a great start.

Employee loyalty is a two-way street. For **frontline workers** to be committed to their job and their company, they need to know that their work is appreciated, and that when they have **ideas or feedback** to give, it will be taken into consideration. Concrete strategies for accomplishing this include:

To attract new talent:

Promote referral programs through your **communication** platform with meaningful rewards to encourage existing employees to refer their friends and family.

Highlight the benefits of working for the company, such as opportunities for growth, work-life balance, and **employee development** programs.

Blend the energy of youth and experience by hiring a mix of both.

To retain loyal and reliable talent:

Create a sense of community and camaraderie by including frontline workers in CSR activities. Sociabble, for example, offers a CSR feature linked to **employee engagement** called "Sociabble Trees." Frontline workers can be rewarded for their engagement with trees planted in their name.

Establish a feedback loop through surveys and polls to gather feedback on job satisfaction, payroll, timing, flexibility, and other relevant topics. This can help companies address concerns and make improvements. Sociabble makes this easy, with the **ability to create polls** and surveys in just a few clicks, that can also be set so that answers are kept anonymous.

Offer peer-to-peer training and sharing for frontline managers, including the sharing of best practices and lessons learned from personal experiences. **Encourage interaction** between managers and frontline workers, with a two-way flow of communication and feedback.

Design and elevate the purpose of the work, highlighting how **frontline workers** contribute to the success of the company and the greater good. Explain their role in the larger mission of the company, and showcase how critical it is to **achieving business objectives**.

Create a "Wall of Fame" to showcase the achievements of frontline workers and recognize their contributions to the **company's success**. This can help boost morale and increase loyalty.

Challenge #5:

Leveraging frontline knowledge to enhance customer service and innovation

The real experts aren't always paid consultants or marketing gurus. Often times, the people who have the most **crucial insights** are the ones who are actually interacting with the customers and the products on a **daily basis**. They have first-hand knowledge of what works and what doesn't. But a number of factors stand in the way of companies receiving this kind of valuable input.

Siloed teams and limited communication channels can make it difficult for **frontline workers** to share their experiences and expertise with each other.

Limited resources and time constraints may make it difficult for companies to gather and **analyze** frontline insights on a regular basis.

Frontline workers may be hesitant to share their insights and ideas, especially if they feel that their **feedback** will not be heard or acted upon.

Limited access to training and development opportunities may make it challenging for frontline workers to build new skills and contribute to their own career growth.

Limited recognition and rewards may discourage frontline workers from exceling in **customer service** or contributing to the development of new products or services.

Limited opportunities for cross-functional collaboration may make it difficult for frontline workers to work together to solve problems and **improve** customer service and development.

"Customer satisfaction and employee happiness are closely linked!"

What is the best way, then, to capitalize on frontline experience and expertise?

Enable top-down, bottom-up, and peer-to-peer exchanges of information.

For knowledge to be transmitted, there has to be a free flow of information—and not just in one direction. Too many companies focus solely on top-down structures to give directives and offer instructions. But for **frontline workers** to be included in the conversation, **employee communication** needs to become much more dynamic. This can involve:

Peer-to-peer sharing: Empowering frontline workers to share their experiences and expertise with each other, leading to knowledge sharing and continuous learning. Sociabble's chat feature, for example, makes this easy, **facilitating conversations** between co-workers.

Encouraging frontline workers to provide feedback and suggestions for improvement, such as through surveys or suggestion boxes, in order to make **improvements** to customer service and development.

Using your communication platform to keep frontline workers informed about new products, services, or policies, and to provide them with the tools and resources they need to perform their jobs effectively. With Sociabble, you can **share content** across the platform and social networks, with a simple click.

Providing opportunities for frontline workers to participate in training and development programs, which can help them build new skills and contribute to their own **career growth** while improving customer service.

Recognizing and rewarding frontline workers who excel in customer service or contribute to the development of new products or services, in order to build morale and **motivation**.

Connecting frontline workers with colleagues in other departments, such as R&D or marketing, to help them better **understand** customer needs and develop new products or services that meet those needs.

Facilitating cross-functional collaboration among frontline workers, **encouraging** them to work together to solve problems and improve customer service and development.

Providing a platform for frontline workers to share success stories, best practices, and lessons learned, in order to promote continuous improvement and **enhance the services** that the company provides. UGC (user generated content), like that which Sociabble facilitates, plays a critical part in this.

Challenge #6:

Implementing regular and comprehensive training

Because of the specialized skills that most frontline roles require, proper training is critical. But a crucial component of **training is communication**. This can cause a number of challenges to crop up when it comes to ensuring **frontline workers** have the skillset they need to perform at their best.

These can involve:

Time constraints

Frontline workers often have a busy schedule and limited time for **training sessions**. It can be difficult to find the right time for training without negatively impacting productivity.

Skill variations

Frontline workers come from a diverse range of backgrounds and **skill sets**, making it challenging to provide training that is suitable for all employees.

Lack of motivation

Some frontline workers may not see the **value in training** or feel that it is not relevant to their day-to-day tasks.

High turnover

Frontline workers may have a high turnover rate, making it **challenging** to maintain a consistent level of training and build a high-performing team.

Limited resources

Organizations may have limited resources available to invest in training, making it challenging to develop and deliver effective training programs.

Will these sorts of challenges actually affect performance and productivity?

Absolutely. And here are examples of just how critical training can be.

Retail Industry

In the retail industry, frontline workers are often **responsible for sales** and customer service. Regular training is essential to ensure that employees are equipped with the necessary **skills to engage** with customers effectively and drive sales. For example, training on customer service, product knowledge, and sales techniques can be used to build a **high-performing** team.

Healthcare Industry

In the healthcare industry, **frontline workers** such as nurses and care assistants require regular training to ensure that they are up-to-date with the latest medical practices and procedures. This training can cover topics such as infection control, medication administration, and patient care. **Regular training** can help build an effective team and improve patient outcomes.

Manufacturing Industry

In the manufacturing industry, frontline workers are responsible for production and quality control. Regular training on equipment usage, safety procedures, and quality control can help to build an **expert team** that is focused on efficiency and product quality.

Will these sorts of challenges actually affect performance and productivity?

By incorporating it into your internal communication strategy.

Training doesn't have to be a separate component of **employee communication**. It can and should be incorporated into the **strategy** and tools at your disposal, becoming a regular part of a frontline employee's routine. That can be accomplished via the following:

Centralized training platform

A platform like Sociabble can provide a centralized digital space for training, making it easy for managers to **create and share** educational materials, and for team members to access them from anywhere.

Interactive training modules

Interactive training modules that keep team members engaged and motivated to learn should be utilized. This can include **gamification**, quizzes, and other interactive elements.

Personalized training programs

With Sociabble, it's easy to create personalized training programs for team members based on their **individual strengths** and weaknesses, ensuring that each team member receives the training they need to excel.

Real-time feedback

Provide **real-time feedbac**k to team members during training, allowing them to see their progress and adjust their approach as needed.

Analytics and reporting

With a platform like Sociabble, you can ensure analytics and reporting on training programs, allowing managers to track the **progress of individual** team members and identify areas for improvement in the overall training program.

Micro-learning opportunities

These tutorials can come from top-level management or from individuals working in the field, providing an effective way to **communicate essential skills** and knowledge.

Challenge #7:

Connecting C-suite & top executives with the frontlines

Corporate hierarchies exist for a reason, and companies can't function without proper leadership. But sometimes those same structures can get in the way of strong **employee communication**, creating an environment in which top executives in the corporate office are cut off from what's actually happening on the ground. Problems that can arise include:

Frontline workers are unaware of the hierarchy and top executives within the organization, resulting in **communication gaps**, misunderstandings, and inefficiencies in the organization.

Frontline workers may feel disconnected from the organization's mission and goals, leading to a **lack of motivation** and engagement.

Top executives may not have a clear understanding of the challenges faced by frontline workers, making it difficult to make **informed decisions** that positively impact their work.

Frontline workers may not feel comfortable speaking up or sharing their ideas with top executives, leading to a **lack of innovation** and missed opportunities for improvement.

Limited opportunities for top executives to interact with frontline workers can result in a lack of trust and a **perception** that their work is not valued or understood by the **organization's leadership**.

Bridging the gap takes work. And it starts by using your **communication hub** to break down barriers.

Accessibility and **transparency** are key components in a communication strategy that will bring top execs and frontline workers closer together. And that involves breaking down the boundaries that have traditionally separated those making decisions in the office, and those **taking action** on the frontlines. Steps to accomplish this include:

A common forum

The right **communication platform** can help break down communication barriers by providing a central forum for top executives and **frontline workers** to communicate openly and transparently. This can include sharing company updates, goals, and progress reports to keep everyone on the same page.

Encouraging engagement

Encouraging top executives to engage regularly with frontline workers through virtual town halls, **Q&A sessions**, and other communication channels can help them better understand the challenges faced by frontline workers and create a culture of collaboration and innovation. For example, Sociabble's live video feature is ideal for conducting **town halls and conferences**.

Providing a voice for frontline workers

Empowering frontline workers to create and share content, including success stories, ideas, and **feedback**, will create a link with leadership. This can help to increase **engagement** and motivation among frontline workers as well.

Recognition and rewards

Recognize and reward frontline workers who make significant contributions to the organization. This can include **highlighting success** stories and providing opportunities for professional development and growth. Make top execs aware of frontline success, and give them the chance to acknowledge it. Sociabble offers several **reward features**, including Sociabble Trees, which are specifically designed to give employees the public recognition and rewards they deserve.

Facilitating collaboration

Facilitate cross-functional collaboration between top executives and frontline workers, helping them better understand each other's roles and perspectives. This can lead to more **informed decision-making** and better outcomes for the organization as a whole.

Dedicated leadership communication channel

Creating a **dedicated channel** for leadership communication allows executives to share updates and insights with frontline workers in a focused and organized way. This can help to improve **communication** and ensure that everyone is informed and engaged. Thanks to the targeted channels that Sociabble offers, establishing this kind of direct link is simple and effective.

Challenge #8:

Streamlining administrative tasks

Dealing with **customers**, production lines, travel—the administrative components of frontline jobs can take up significant amounts of time, and stand in the way of efficiency and productivity. These are just a few of the ways that these kinds of tasks can keep **frontline workers** from performing at their best:

Heavy workload

Frontline workers in administrative roles often have a large volume of paperwork to complete, which can be **time-consuming** and challenging to manage.

Time management

With a high workload, managing time effectively becomes essential. **Frontline workers** must balance administrative tasks with their other responsibilities, such as serving customers or patients.

Limited access to information

Frontline workers may struggle to find necessary **information** quickly, which can slow down administrative processes.

Inconsistent and complex processes

Inconsistent processes can lead to errors and inefficiencies in administrative work. **Administrative tasks** may involve complex processes or require the use of multiple systems or tools. Frontline workers may need to learn and navigate these **processes** quickly, which can be challenging.

Communication barriers

Frontline workers may face communication barriers with other staff members, such as **language or cultural differences**, which can make it challenging to perform administrative tasks effectively.

Technical difficulties

Frontline workers may experience technical difficulties when using **software or systems**, which can result in delays or errors in completing administrative tasks.

What's the best
way to streamline
administrative tasks?

**Use your internal
comms tools to
manage the workflow.**

It's an often-overlooked fact that the same digital tools you use for internal and **employee communication** can also be effective for helping to manage frontline workflow. How so? Well, here are a few examples of how a platform like Sociabble can help:

Sociabble's mobile-first forms and workflow management features can streamline **administrative tasks** and reduce the burden on frontline workers.

A document repository allows for easy access to important documents and **information**, reducing the time and effort required to find necessary reference materials.

Sociabble can help companies deploy yearly channel-ready communications, such as benefit enrolments with HR for insurance benefits, organizing forms, insurance contacts, upcoming meetings with providers, and other **important documents**.

Real-time alerts can be utilized to send key communication related to workday reminders, HR reminders of timesheet submission, payday alerts, **upcoming events**, HR's yearly benefit enrolments, deadline reminder communications, etc.

Automated workflows can be set up to ensure that important administrative tasks, such as **onboarding**, background checks, and compliance training, are completed efficiently and effectively.

The platform can also provide analytics and reporting on **administrative processes**, allowing companies to identify areas for improvement and make data-driven decisions to streamline processes and reduce inefficiencies.

Challenge #9:

Turning frontline sales teams into social sellers

Social selling has become an integral component of modern-day sales strategies. What was once on the fringe of sales techniques has become commonplace, if not essential. However, turning **frontline sales teams** into social sellers can be a daunting task for many organizations due to various challenges:

Lack of social media expertise

Many frontline sales workers may not be familiar with **using social media** for sales purposes and may require training and guidance to become effective social sellers.

Resistance to change

Some frontline sales workers may be resistant to using social media as a **sales tool**, due to a lack of understanding or a preference for traditional sales methods.

Inconsistent messaging

Without proper guidance and oversight, frontline sales workers may create **inconsistent messaging** and branding on social media, which can lead to confusion and a loss of trust among customers.

Difficulty measuring impact

It can be challenging to **measure the impact** of social selling efforts, and to determine how much social selling is contributing to overall sales performance.

Difficulty identifying and leveraging top performers

Companies may struggle to identify and motivate their top-performing **frontline sales workers** and may not fully leverage their expertise.

Great sales professionals aren't born, they're made.

And strong communication coupled with the right training and motivation is what can take your sales team to the next level.

S o where does your **employee communication platform** fit into all this? Well, this is how a solution like Sociabble can give sellers the information, the tools, and the **proper motivation** to get them performing at their very best.

Providing a platform for training

Sociabble can provide a platform for training frontline sellers on how to leverage social media to improve sales. This includes training on how to create **engaging social media** posts, how to use social media analytics, and how to respond to customer inquiries on social media.

Encouraging social media use

Sociabble can encourage **frontline sellers** to use social media by highlighting the benefits of social selling, such as increased visibility, improved **customer engagement**, and higher sales.

Storing ready-to-use social media content

Content such as pre-approved product images and descriptions, social media posts, and other **marketing collateral** can all be created and stored for reference and use. This saves time for frontline sellers and ensures that all content is consistent with the company's **branding** and messaging.

Gamification

Sociabble can incorporate **gamification** elements into social selling, such as challenges and rewards for meeting sales targets, to encourage **frontline sellers** to engage with social selling and improve their performance.

Real-time analytics

Sociabble provides **real-time analytics** that can be used to track the impact of social selling efforts, monitor sales performance, and identify areas for improvement. This information can be used to **adjust sales** strategies and improve sales performance.

Lead gen tracking

Sociabble's lead gen **tracking capabilities** allow for unique discount codes and QR codes that can be used to track sales made by specific frontline sellers, which can then help identify top performers and incentivize sales.

Challenge #10:

Amplifying the voices and contributions of true ambassadors

Social media has opened a new frontier when it comes to sales. And frontline employees can be **powerful advocates** for a company's brand reputation online. For example, an employee who works at a store can share positive experiences they have had with customers or highlight new products or promotions, which can help build brand awareness and loyalty. On the other hand, if an employee shares negative experiences, it can potentially damage the company's **reputation**. It's important for companies to empower their frontline employees to be **positive brand ambassadors** while also providing guidance on what they should and should not share on social media.

But of course, with new technology comes **new responsibilities**. And these are some of the problems that may arise when it comes to frontline ambassadorship:

Lack of employee buy-in

Some employees may not be interested in **becoming ambassadors** or may not see the value in doing so, which can hinder advocacy efforts.

Difficulty in identifying and engaging potential ambassadors

It can be **challenging** to identify employees who have the potential to become strong advocates for the company, and even more difficult to **engage them and encourage** them to actively promote the organization.

Maintaining consistent messaging

With multiple employees representing the company on **social media**, it can be difficult to ensure that messaging is consistent and aligned with the organization's overall branding and **messaging strategy**.

The key to creating powerful frontline ambassadors?

Content management with a dash of friendly competition.

E ffective **ambassadors** need ready-made content to share, and they need a good reason to actually share it. Your communication **strategy** and tools should take both of these into account. More specifically:

Employee advocacy for frontline workers can take many forms, such as creating opportunities for them to share their stories and experiences, highlighting their **achievements** and contributions.

Your platform's advocacy features should help to incentivize employees to become ambassadors by **providing a platform** for recognition and rewards.

A built-in gamification system can create friendly competition among employees, encouraging them to become more active and **engaged ambassadors**.

A content management system should ensure that **messaging is consistent** and aligned with the organization's overall branding and messaging strategy.

"Effective ambassadors need ready-made content to share, and they need a good reason to actually share it."

But how do you know if your frontline **communication efforts** are actually working?

It's simple—if you know what numbers to actually look at.

As we now know, internal communication with **frontline workers** is critical for helping organizations to achieve their goals and objectives. Simply put, these workers are often the face of the organization and have a significant impact on **customer satisfaction**, productivity, and revenue. And putting forward your best face as a company is obviously important. However, measuring the **return on investment** (ROI) of internal communication initiatives involving frontline workers can be challenging. The tangible benefits aren't always instantly clear. In this part, we'll explore the importance of measuring ROI and provide guidance on how organizations can effectively measure the progress of **employee communication** initiatives. And don't worry—it's not as complicated as it sounds!

Metrics for measuring ROI:

Data won't tell you everything. But it's a pretty good place to start.

Is measuring ROI for **frontline communications** tricky? Not if you know where to look. In fact, there is a range of metrics that can be used to measure the ROI of **internal communication** with frontline workers, including engagement rates, message open rates, click-through rates, time spent on the **platform**, and the impact on business outcomes such as productivity, revenue, and customer satisfaction. So don't worry—it's all there!

Ok, so how do you go about measuring the ROI on internal communication initiatives with frontline workers?

So let's talk about the best place to start. Here, the following steps can be followed to **measure the ROI** of internal communication programs involving frontline workers:

Connect Business KPIs with Platform Metrics: Establish a clear connection between business key performance indicators and platform metrics. Begin by identifying specific business goals related to frontline worker **performance**, such as reducing injuries in factories, improving diversity and inclusion, increasing operational efficiency, increasing product or service quality, enhancing **customer satisfaction**, or boosting employee satisfaction and retention.

Define Measurable Actions: Once business goals are established, break them down into measurable actions that can be facilitated through Sociabble. For example, if the goal is to **reduce injuries in factories**, measurable actions may include running safety campaigns, sharing best practices, and promoting training programs. Each action should have a corresponding metric that can be tracked within the **Sociabble platform**.

Track Platform Engagement: Use Sociabble's **analytics** to monitor **platform** engagement related to the defined actions. Track metrics such as the number of users who opened safety campaign content, participated in surveys regarding safety practices, or contributed their own safety tips and experiences. By analyzing these metrics, you can measure the level of engagement and identify areas for improvement or targeted interventions. Here are some ways to track engagement on the Sociabble **platform**:

a. Content Consumption: Track the number of views, downloads, or shares of specific safety, productivity, quality, or compliance-related content.

b. Participation Rates: Measure the level of engagement through surveys, polls, or quizzes related to the targeted topics.

c. Tagging and Filtering: Leverage internal tagging systems to categorize content based on topics (i.e. training and safety protocols) and analyze **platform** stats using these filters to understand the impact on various audiences.

Assess Business Outcomes: Once internal communication initiatives have been implemented and **platform** engagement has been measured, it is crucial to assess the impact on the defined **business KPIs**. For example, evaluate the effectiveness of safety campaigns and knowledge sharing initiatives by tracking the new level of injuries in factories. Compare this data to the baseline level of injuries before the **internal communication** efforts were initiated. This analysis helps quantify the direct impact of internal communications on desired business outcomes.

Continuously Refine Strategies: Based on the insights gained from measuring ROI and **connecting platform** metrics to business KPIs, communication managers and CCOs should continually refine internal communication strategies. Identify **successful initiatives** and expand on them while addressing any gaps or areas of improvement. Use the data and feedback collected through Sociabble to adapt messaging, content, and platform features to **better engage frontline workers** and drive desired business outcomes.

But stakeholders like tangible results.

And these are the concrete examples you can use to measure ROI.

There are bound to be **stakeholders** in any **communication initiative** who want to see results—they want to know that their efforts are working, and that the investment in terms of time and resources is paying off. The following metrics can be used to measure the **ROI** of internal communication with frontline workers, to demonstrate positive, concrete results:

Employee Engagement: Measure the level of employee engagement before and after **implementing communication** initiatives. Engagement rates measure the level of participation and interaction with the **platform** by frontline workers, including actions such as message open rates, time spent on the **platform**, response rates, liking, commenting, sharing, and contributing content.

Productivity and Efficiency: Monitor changes in productivity and **efficiency metrics**, such as production output, customer service response time, or task completion rates. This can help determine if **effective communication** is positively impacting frontline workers' performance.

Safety and Compliance: Track the number of safety incidents, accidents, or non-compliance instances. **Effective communication** can contribute to improved adherence to safety protocols and regulatory requirements.

Knowledge Sharing and Training: Measure the effectiveness of internal communication in promoting **knowledge sharing** and training among frontline workers. This can be evaluated by assessing participation rates in training programs, completion rates, and knowledge retention.

Employee Satisfaction and Retention: Monitor employee satisfaction and retention rates to gauge the **impact of communication** initiatives on frontline workers' overall job satisfaction and their decision to stay with the organization. This can be assessed through surveys, feedback mechanisms, or pulse checks.

Cost Reduction: Evaluate the impact of internal communication on cost reduction measures, such as reducing errors, minimizing rework, or optimizing resource allocation. These metrics can help demonstrate the **financial benefits** of effective communication.

Employee Feedback and Idea Generation: Track the number and **quality of suggestions** or ideas generated by frontline workers as a result of effective **communication channels**. This can indicate the level of employee involvement and innovation.

Employee Advocacy: Measure the level of **employee advocacy** by tracking metrics like positive mentions on social media, participation in referral programs, or willingness to recommend the organization as a great place to work. This can indicate the **success of internal communication** in fostering a positive organizational culture.

Customer Feedback: If **communication strategies** lead to improvements in customer satisfaction, this can be an indicator of the effectiveness of **internal comms** for frontline employees. Examples of customer feedback metrics include **Net Promoter Score** (NPS), customer satisfaction surveys, online reviews, customer retention rates, and customer complaints.

Measure HQ–Frontline Interaction: One crucial aspect of internal communication is fostering **meaningful interaction** between top-level executives, such as the CEO, and frontline workers. This interaction helps build trust, alignment, and a sense of belonging among employees. Track CEO video views, comments, Q&A participation, and **employee feedback** to assess engagement and alignment.

With Sociabble, data like this is right at your fingertips.

Not to mention a support team with an expertise in connecting to frontline workers.
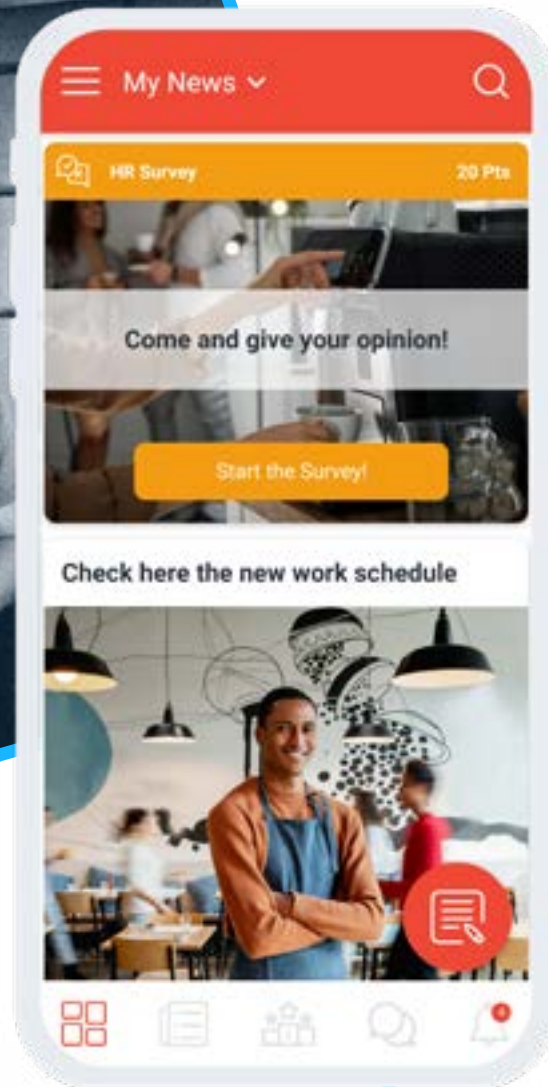
The Sociabble **platform** functions as a mobile-first communication hub that keeps **frontline workers** connected, but it also comes with a comprehensive **analytics** package that enables you to measure the overall effectiveness of your frontline communication initiative. And all of this comes backed up by an expert CSM team that's there to **support you every step** of the way.

With Sociabble, you and your frontline workers will have access to:

An easy-to-use and ergonomic interface designed for mobile devices

A communication hub with targeting and segmentation features, to ensure efficient messaging

Pinnable content and push notifications for must-read content

**Real-time translation** features so that messages will always be understood by a global audience

Live video broadcast and chat features for instant communication

A reward and engagement framework that includes a CSR component

Robust analytics and reporting tools to measure results

Integrations with existing HR, CRM, and general business applications

Comprehensive customer support, including training, onboarding, and ongoing technical assistance to ensure the successful implementation and adoption of the platform
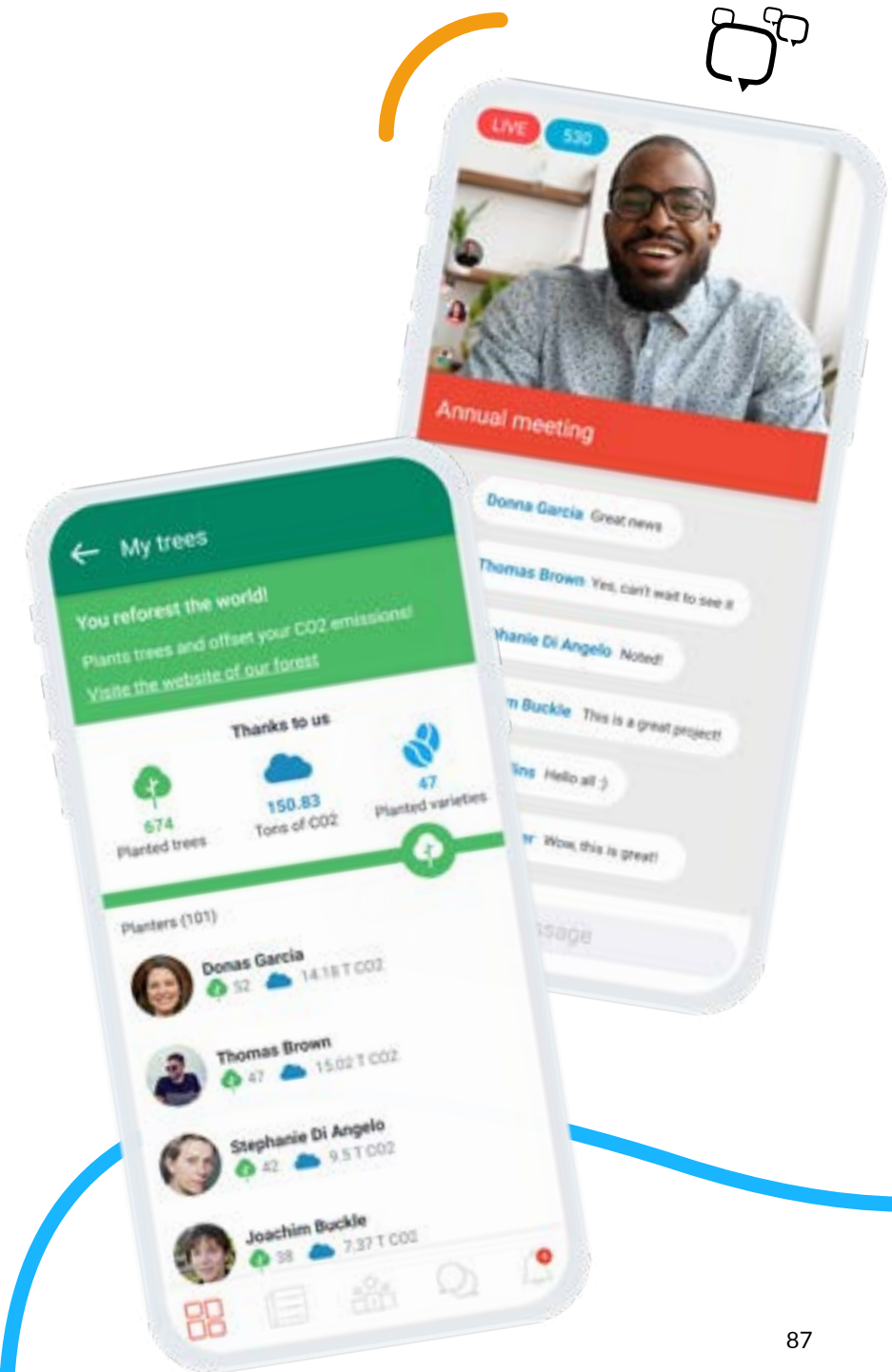
Case Studies of Frontline Communication in Action

It's easy to talk about keeping **frontline workers** connected with smart **employee communication**. But it's another thing entirely to see real-world examples of frontline communication initiatives in action.

Here are a few of our own client success stories—businesses that combined the Sociabble **platform** with a fresh communication **strategy** to achieve incredible results on the frontlines.

L'Occitane Group Connects its C–Suite with Frontline Workers

L'Occitane Group is a global leader in natural and organic cosmetics, operating in over **90 countries** with over 3,000 unique points of sale. The company values a strong commitment to sustainability, ethical practices, and employee engagement. But with such a dispersed workforce, keeping a strong connection between corporate leadership and retail employees can pose a challenge. In this case study, we will focus on how Sociabble helped the L'Occitane Group improve their **internal communication strategy**, including building a strong link between the C-suite and the frontlines.

Challenges:

One of the primary challenges faced by the **L'Occitane Group** was ensuring consistent communication across all levels of the organization. With a large number of employees operating in different regions and languages, it was challenging to maintain a cohesive and **collaborative work** environment.

Additionally, there was a lack of connection between top management and frontline desk workers. The company recognized the importance of **engaging with all employees**, regardless of their role, in order to improve employee engagement, retention, and productivity.

Solutions:

Sociabble worked with the L'Occitane Group to create an **internal communication** platform that would connect all employees, from top management to frontline workers, in real-time. The platform provided a range of communication tools, including newsfeeds, blogs, and a mobile app, to ensure consistent and engaging communication.

The platform also incorporated features that allowed top management to participate in internal dialogue and exchanges. This included the ability to post updates, answer questions, and provide feedback, creating a more transparent and **collaborative work** environment.

Results:

The implementation of the **Sociabble platform** resulted in significant improvements in employee engagement, retention, and productivity. Employees felt more connected to each other and to the company, and communication was more streamlined and effective.

Additionally, the involvement of **top management** in internal communication led to a greater sense of transparency and trust within the organization. This helped to improve morale and **foster a culture** of collaboration and innovation.

Overall, the Sociabble platform enabled the L'Occitane Group to improve their internal communication **strategy** and strengthen their commitment to sustainability, ethical practices, and **employee engagement**.
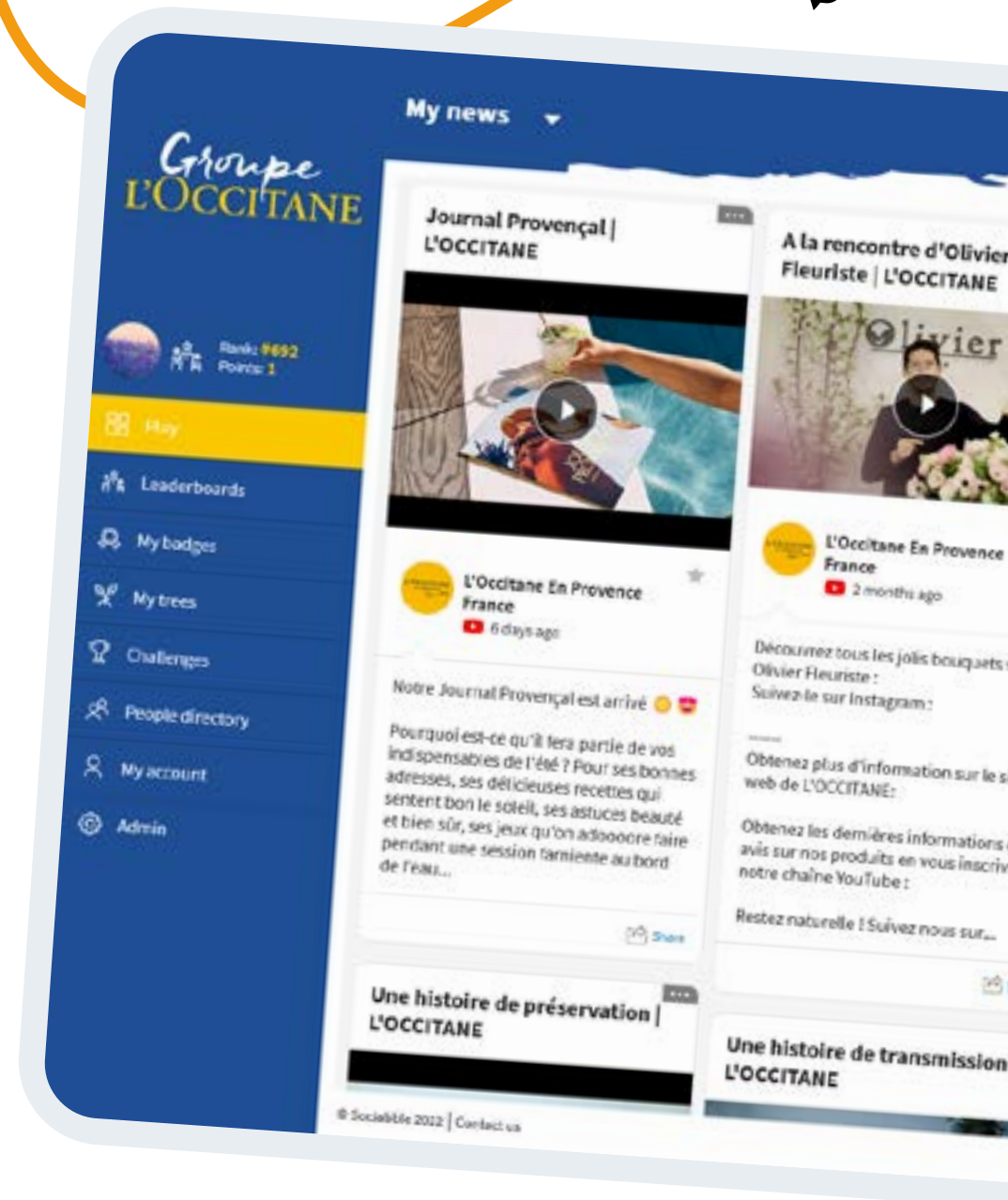
SERIS Streamlines Administrative Tasks for Agents on the Frontline

Created more than 60 years ago, the **SERIS Group** has diversified and developed to become a leader in global professional safety and security solutions. With a workforce of over 40,000, however, including a large number of frontline agents, streamlining the administrative processes of **frontline workers** was a priority.

Challenges:

Previously, SERIS agents had to contact individuals in an agency via email or phone—individuals who may or may not be available to respond to their request. This led to **delays in processing** and added to the administrative burden. There was a need for a more efficient and easier-to-use **digital tool**.
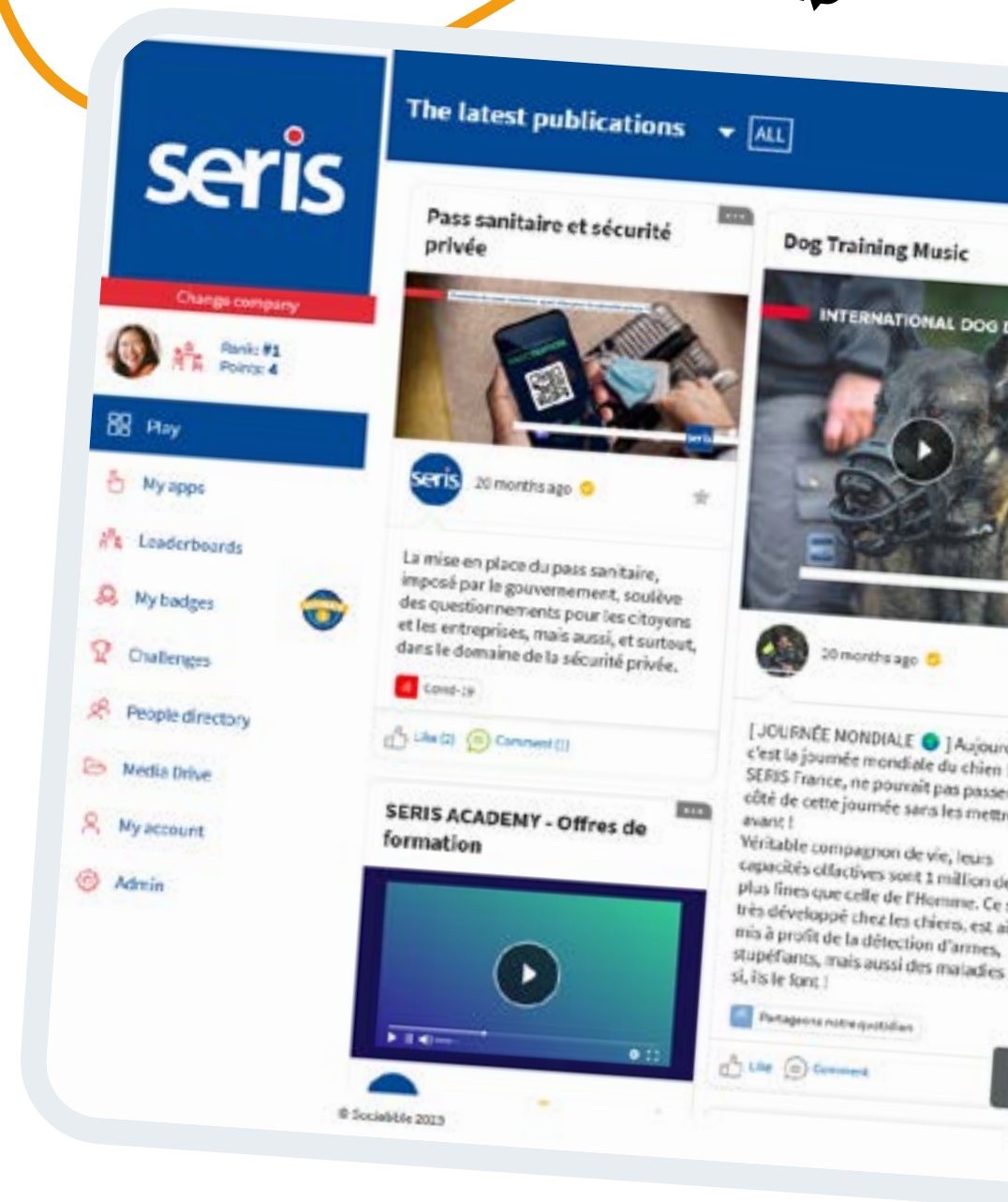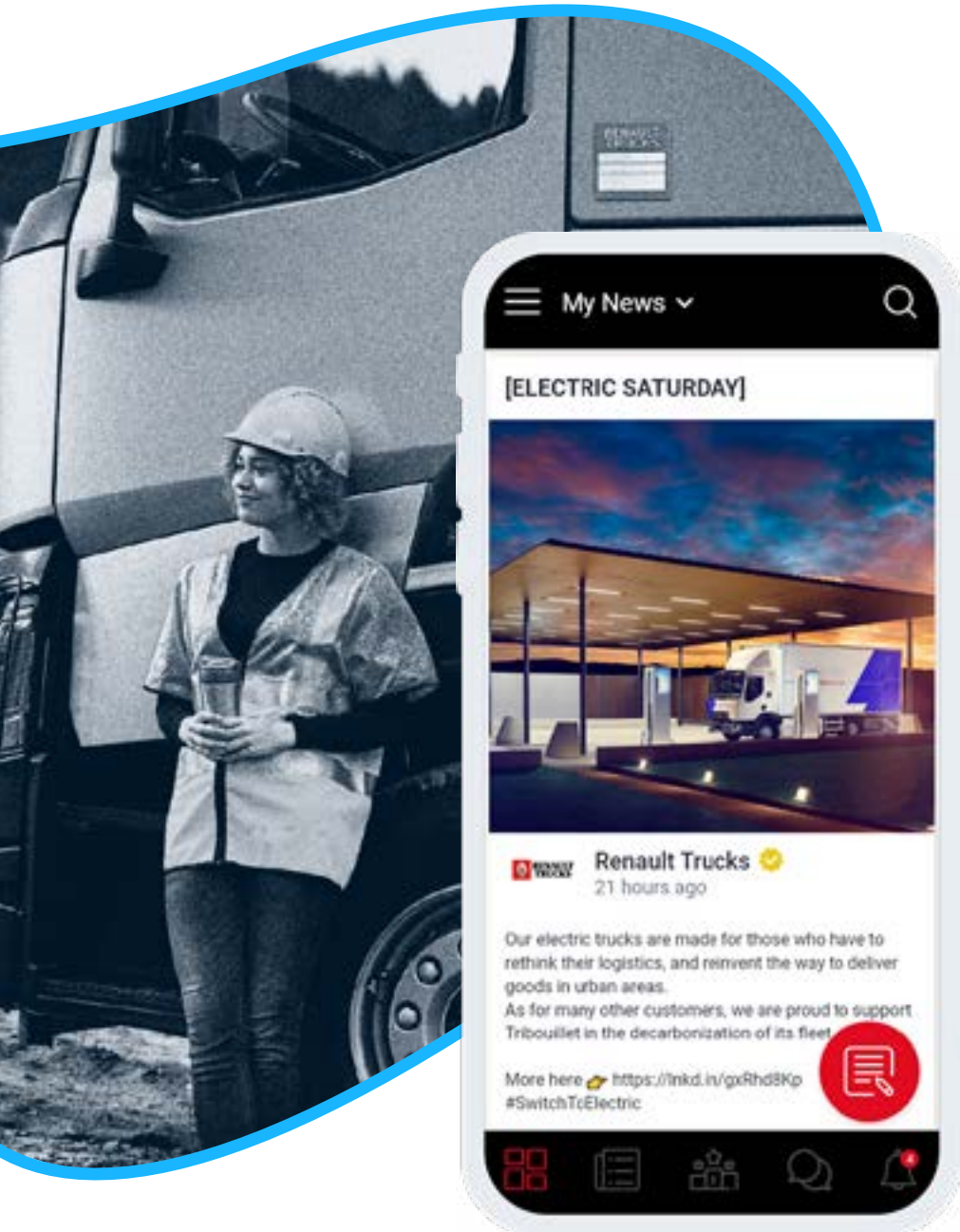
Solutions:

Sociabble's "**Service Desk**" feature provided a solution to the challenge of managing administrative requests efficiently. The easy-to-use digital tool enabled agents to submit their requests through **simple templates**. The platform enabled everyone to track the progress of their applications, and if the person responsible for processing the request was absent, a replacement with the necessary authorizations could take over. The CSM team of Sociabble effectively accompanied SERIS during the handling of "Service Desk," ensuring its **implementation** and adoption.

Results:

Thanks to the "Service Desk" feature, agency managers now have a practical **management tool** to track the load and performance of application processing, improve the efficiency of the agencies, and speed up processing. Employees and managers appreciate the "Service Desk" feature because it has improved agency performance and has been particularly simple and **intuitive to use**. The forms created in-house by SERIS teams were easy to implement, and it was possible to structure additional information, which was **useful for analysis** a posteriori, directly on the platform.

Renault Trucks France Turns Its Frontline Sales Team into Social Sellers

Renault Trucks France, a leader in the electric trucking revolution, wanted to turn their frontline sales team into social sellers, leveraging the **power of social media** to expand their reach and boost sales. To achieve this goal, they partnered with Sociabble, capitalizing on the platform's social selling features to engage their employees and turn them into brand advocates.

Challenges:

Renault Trucks France faced the challenge of ensuring their frontline sales team was up-to-date on the latest **product information**, pricing, and promotions. Additionally, they needed to find a way to expand their reach beyond their existing network of clients and prospects, without investing in **costly advertising** campaigns.

Solutions:

Sociabble provided Renault Trucks France with a comprehensive **social selling platform** that enabled their sales team to access the latest product information, pricing, and promotions from any device. The platform also provided **personalized content recommendations**, making it easy for sales reps to find and share relevant content with their networks.

To expand their reach, Sociabble provided Renault Trucks France with a range of social media **management tools**, including scheduling, tracking, and **analytics**. These tools allowed the sales team to publish content at optimal times and track engagement metrics, enabling them to refine their social selling **strategy** and increase their effectiveness over time.

Results:

As a result of their partnership with Sociabble, Renault Trucks France was able to turn their **frontline sales team** into social sellers, increasing their reach and driving sales growth. The sales team saw an **85% increase** in social media engagement and a **40% increase** in lead generation, while Renault Trucks France saw a **2.5% increase** in overall sales.

Ultimately, Sociabble proved to be an effective tool for helping Renault Trucks France achieve their social selling goals and expand their business.

How Sociabble can help you

Just contact us at
sociabble.com/contact-us

We're happy to chat and even offer a free demo.