



 theEMPLOYEEapp®

FIELD GUIDE TO

Communication With Frontline Employees in Manufacturing

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Foreward

Today's manufacturing organizations require new solutions to maintain safe, adaptable, and well-connected teams across their frontline workforce—and that begins with modern, effective internal communications tools. By leveraging technology to improve the way manufacturing teams communicate with production workers, management can improve worker safety, boost overall efficiency and agility, and shorten the time it takes to deliver vital information down the chain. Improved communications with frontline workers can also reduce employee turnover and keep your workforce engaged and tuned in to what's happening in the company.

This ebook will identify the different roles that frontline manufacturing workers have, the challenges of effective communication, and how theEMPLOYEEapp's customizable technology can address these challenges.

theEMPLOYEEapp allows manufacturing companies to organize and make available the vital information their employees need to stay safe. Using our mobile app as a communications hub, organizations can push out important updates that frontline workers can access anytime, directly from their iOS, Android, and other web-enabled devices. Manufacturers, such as Toyota, N.A., Denso International, Waupaca Foundry, Joyson Safety Systems, Hussman, and Menasha Corporation, trust theEMPLOYEEapp to deliver a safe, inclusive, and easy-to-use experience for their employees.

Our mission is to ensure that these hardworking individuals can receive the critical information they need to be successful and safe at work and in their personal lives. We hope the information contained in this ebook will help your team reach your goals, as well.

All the best,

Doug Pierce

GM, theEMPLOYEEapp

Field Guide: Identifying Frontline Manufacturing Workers

Today's manufacturing organizations require modern, inclusive solutions to maintain safe, adaptable, and well-connected teams across their frontline workforce. And that must include workers who do not sit at a desk all day or use a corporate email address. In fact, 80% of the global workforce (2.7 billion workers) do not sit at a desk.¹ The United States alone has more than 152 million frontline workers.²

The global COVID-19 pandemic magnifies some of the manufacturing industry's weakest links in employee communications. Even today, in 2020, manufacturing companies with distributed global teams are still relying on legacy communication tools that fail to reach everyone.

Manufacturing companies need to be able to quickly and accurately update frontline teams about changes in policies, schedules, protocols, and procedures related to workforce safety. But too many organizations are still relying on outmoded, inefficient methods of employee communication that don't reach everyone who needs to see and act upon these messages.

Unfortunately, most organizations lack the strategy and infrastructure to reach deskless workers effectively during a time when keeping them informed is paramount. The result: deskless workers have some of the highest levels of turnover and lowest levels of engagement. By focusing on the deskless employee experience, employers can start to show how much they value their essential, field teams.

To understand what your frontline workers need, it helps to gain insight into the roles these workers play in your organization and the best ways to communicate with them. Let's look at some of the frontline employees who make up a typical manufacturing workforce—who they are, what they do, and their communications challenges.

Employee #1: The Plant Manager

MORALE BOOSTER. PROBLEM SOLVER. SAFETY CHAMPION.

The Job

Your organization's **plant manager** is juggling many responsibilities. This role oversees all of the operations of a manufacturing plant, including the management of daily activities, to ensure high performance and production.

Worker safety and avoiding accidents on the plant floor are always their top priorities.

Communication Challenges

One of the top challenges for plant managers is making the time to communicate changes with line managers and frontline workers. Plant managers are constantly being pulled in multiple directions. For example, the plant manager must ensure that workers are following company policies and procedures while managing the onboarding of new hires.



Plant managers often feel as though they don't have the time to lead effectively. To succeed in this job, plant managers must display a strong understanding of regulatory requirements and possess excellent communication and leadership skills. With tremendous demands on their time and pressures to be more efficient and cost-effective, it can be tough for plant managers to find moments to connect with employees.

Communication Tip

For plant managers, **consistency** is key for effective employee communications. Clear messages that let employees know, quickly and easily, what has changed and what action they need to take will help them successfully build a culture of safety on the plant floor and beyond.

Employee #2: Team Lead/Line Manager

SAFETY EVANGELIST. TEAM CHEERLEADER. QUALITY ENFORCER.

The Job

In a manufacturing plant, team leaders, also known as line managers, ensure efficiency and inspect for quality in the assembly of goods. Production team leaders support the plant manager's goals of safety, efficiency, and productivity by serving as a direct conduit to the line workers. This is done by sharing shift notes, giving safety updates, and more. Often, it's the line manager who updates workers during shift meetings about any changes to policies and procedures.

The line manager may also be called upon to share advice on how to use tools and equipment, or for tips on how to improve the quality and speed of production. They instruct their teams on the proper use of safety equipment and protective gear, such as safety glasses, gloves, and protective outer clothing. The team leader is responsible for safety checks on all equipment operated throughout the production process, as well as monitoring activities of workers during production.



Communication Challenges

Line manager-team relationships have a lot of room for improvement. In fact, 70% of employees say they would like to spend more time interacting with their line managers, and 32% say they can spend up to three months waiting for a line manager to answer their queries.³ This may be due in part to the line manager's varied responsibilities around workplace safety and quality control.

Communication Tip

It's important for plant managers to invest in their line managers by giving them a solid foundation. For example, providing training and mentorship in how to be an effective communicator. Remember, it's the line manager's job to stay on top of anything that may force changes to current policies and procedures, and share this information quickly. At the same time, line managers need to show passion and enthusiasm in their clear communication with line workers. They set the example that the rest of the workforce aspires to follow.

Employee #3: Dock/Line Worker

THE BACKBONE. ASSEMBLER. DO-ER.

The Job

Production line workers, also known as team assemblers, pickers, packers, and shippers, are the backbone of a manufacturing organization. In many plant environments, line workers are cross-trained to handle many different assembly line tasks and may be called on by the line manager to provide input on how to improve the production process.

When we talk about plant safety, it's typically the line worker who is at the most risk. Accidents, involving heavy equipment or exposure to chemicals, are always a possibility in this line of work. Proper safety training is crucial to ensuring line workers' well-being and prevention of accidents on the job. This starts with teaching employees from their very first day on the job how to recognize unsafe behaviors and properly address the situation.



Communication Challenges

With so many protocol changes coming to the manufacturing plant on a daily basis, fast, reliable communication with line workers can literally be a life-or-death situation. But reaching them can be a challenge because most line workers are not only deskless, but do not have a corporate email address.

Communication Tip

Your frontline workers will appreciate that management includes them in company-wide communications. That means finding a tool that supports employees who do not have a corporate email address.

Today's Deskless Workers Need Modern Tools

Traditional internal communications channels fail to include the deskless worker

Now that we have identified some of the most common frontline workers in a manufacturing environment, let's examine why traditional internal communications tools don't work well for them.

Email is the dominant tool for internal communications. This presents a significant challenge for HR and communications professionals at manufacturing organizations tasked with getting important information and messages to their staff. Consider that nearly 61% of employees admit to skipping over internal emails.⁴ It's difficult to help improve employee safety, increase work satisfaction, and build a positive workplace culture if your employees aren't reading or receiving your emails. And for manufacturing plants with a large percentage of frontline employees not sitting in front of a computer, or who likely don't even have a corporate email address, email is even less effective.

Employee town halls are often a tool used by organizations to reach their deskbound office workers and field-based leaders. Because line workers lack access to common channels like email or the intranet, they are often unable to attend these meetings. As a result, they miss out on learning about the state of the business, strategy, purpose, and how their work contributes to this larger mission. In general, in-person meetings are often a privilege reserved for corporate staff. Frontline managers, on the other hand, are often limited to dialing in to a video conference. But now, COVID-19 has changed the way that even deskbound employees engage and get information. Employee town halls have had to become completely virtual and optimized for a remote audience. If organizations had better channels for multimedia messaging (e.g. video or livestream), they could better engage manufacturing field managers in these meetings. Moreover, they may eventually be able to extend them to *all* field-based employees.

Shift notes are a common means of documenting and communicating special occurrences that the next shift of workers should know. These events can include a process change due to safety/productivity or a planned machinery outage due to maintenance. Shift notes can work well if the line manager has enough time to actually complete them and share them with the incoming line manager for the next shift. But what happens if the line manager leaves early or gets pulled into another task? Simply put, any form of communication that relies entirely on one person to share information creates a lot of risk.

Printed materials that are posted in employee break rooms, restrooms and other common areas are a popular choice in manufacturing. However, they leave a lot to be desired from a management and monitoring perspective. How can internal communicators be sure that all frontline workers have seen a poster? What happens if details contained on the poster have to be updated? There's no way to measure engagement or follow up with workers.

MODERN TOOLS

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Phone calls are still a common form of internal communications in the manufacturing sector, especially to workers who don't have access to corporate emails. Like shift notes, this is another form of contact that is far too reliant on people. There are a couple of key reasons why phone calls are a bad idea for internal communications. First, there's the problem of message consistency. Remember the game "telephone tag" from grade school? One person would whisper a message into the next person's ear, then that person would pass it on to the next, and on and on down the line. By the time the original message reached the last person in the chain, it wasn't anywhere near the original message. And that's assuming that everyone answers the phone. Which leads us to our second problem with phone calls: people rarely answer or speak on the phone anymore, nor do they listen to voicemail messages.

Frontline manufacturing workers shouldn't be excluded from important company news, alerts, and information just because they don't spend their day behind a computer with access to corporate email or an Intranet. And, by the nature of their job, they should have easy, instantaneous access to the information they need, as well as answers to the questions they have.

Meeting Manufacturing Employees Where They Are

Making employee communications accessible for all, easy to use, and compliant with safety guidelines

Since email, printed materials, and phone calls aren't cutting it for manufacturers, what's the best way for communications and HR leaders to reach these groups?

For one, it must be a method that allows for a dialogue instead of a one-way conversation. Second, it must be accessible 24/7, especially for those who work third shift. Third, it must be easy for all workers to use.

Communicating via a mobile device is the obvious option.



Disengaged employees cost the US **\$483 billion - \$605 billion** a year in lost productivity.

Only 25% of US frontline workers say they are "engaged at work."

56% of non-engaged US employees say they are **looking for a new job** or other openings.

Source: Gallup, The State of the American Workplace, 2020

Maintaining a Safety Culture While Leveraging a Mobile App

Tips for gaining senior management buy-in on a communications mobile app in an environment where personal mobile devices aren't always welcome

While mobile technology for the frontline worker is now a mainstay for many industries, including retail, healthcare, and hospitality, the pandemic has highlighted an opportunity for mobile technology in manufacturing. In order to be most effective, manufacturing employees, whether on the plant floor or at home, need to stay connected.

Mobile technology can help make collaboration easier and enable employees to stay connected, safe, and productive. For example, mobile devices are enabling the pick-and-ship process that is needed to support the shift from in-store purchases to e-commerce shopping and home delivery. Warehouse workers are safer because of mobile solutions that offer proximity sensing to maintain social distancing and contact tracing tools in the event that a worker tests positive for COVID-19.

Internal communication is an area of manufacturing that's ideal to be translated into an easily accessible mobile experience. It makes sense to leverage the same technology workers are already used to in their personal lives to help them receive the crucial information they need to do their jobs more safely and efficiently. There is, however, one important hurdle to clear when deciding to use a mobile app to communicate with frontline employees: your company's policy on smartphones at work.

Safety First

It's a long-held belief in the manufacturing sector that mobile phones have no place on the plant floor. In one of the more famous examples of this, General Motors' strict "no cell phone" policy is enforced from the top down – even CEO Mary Barra is forbidden to walk around the plant floor with her smart device.⁵ The reason? Smartphones are a distraction that leads to accidents. As Jim Glynn, GM's vice president of Global Workplace Safety, explained, "We have asked people not to text and walk or walk and talk on phones because it takes your attention away from potential hazards."⁵

In some sectors of manufacturing, such as food and beverage production, mobile phones can actually present a health hazard on the plant floor. When you consider how a person's cell phone goes everywhere they go, including the bathroom and dining areas, it is exposed to everything. For manufacturers who must maintain a strict level of hygiene and prevent cross-contamination, it makes sense to keep cell phones out of the production area.

Maintaining Safety Culture

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But if the pandemic has made anything clear, it's that manufacturing organizations need tools for better employee communications, productivity, and engagement specifically for their deskless and frontline workforce. In fact, 25% of U.S. manufacturing organizations said that they've had to furlough workers as a result of the pandemic, and many companies have lost access to those employees. Another 63% have instituted work-from-home mandates for employees as well.⁶ These workers, in addition to deskless workers on the plant floor, still need access to important files, policy changes, and plans for returning to work safely. How can you keep them engaged and stay in touch if they don't have a corporate email?

In manufacturing, ensuring the continuity of a Safety Culture, where employees respect the job, respect each other, and are united under the common goal of ensuring that everyone makes it home safely at the end of each shift, is paramount to that feeling of being connected. At manufacturing companies, this kind of culture saves lives.

The "no cell phone" rule is logical for keeping people safe, but it puts a strain on employee communications, from your corporate offices on down to those on the frontlines. The challenge of communication then falls onto the line managers, putting them in a challenging position that often results in poor or limited communications to their workforce. Additionally, only key members of management and those with special exceptions get to carry their cell phones and have the line of communication open with the corporate office. They then have to cascade the information down to each department. In turn, line managers are tasked with physically rounding up teams to verbally reiterate the messages. This "cascade" model of communication is often a huge source of miscommunication.

So, what can internal communicators do to gain buy-in on a mobile app for employee communications while supporting the Safety Culture of the organization?

Communications Channel Assessment

If your goal is to improve internal communications, start with a communications channel assessment. Evaluate the communications channels you currently have. Understand which leaders and employees have access to them. Is anyone missing? Can you measure engagement on these channels? For example, you may learn that your line managers might only have access to the cascade of information that has been coming down from upper management via information posted on break room signage. That's not a great amount of information-sharing happening between senior management and line managers, who are often the conduit of important safety updates to the frontline workforce.

In a situation like this, an internal communications professional could make a case for a mobile solution for line managers and employees that improves worker safety. A mobile solution that is available away from the plant floor has the power to dramatically increase communication between senior management, line managers, and plant employees. For the employees who are furloughed or working from home, they could access a mobile app that serves as a communications hub where they could view and download their benefits information, stories from corporate, and messages targeted to them.

It's not always about receiving information while employees are working on the plant floor. Having an always-on mobile solution in manufacturing lets you:

- Build company culture and help frontline workers feel connected to it.
- Strengthen your existing Safety Culture by having everyone using the same tool to get the same message.
- Give employees access to important tools like HR and wellness portals, timekeeping, scheduling, internal job postings, etc.
- Share targeted alerts with affected groups in the event of closures, schedule changes, and other urgent messages.

With theEMPLOYEEapp an organization can solidify its safety protocols by allowing employees to report near misses, provide site-specific or job-specific safety training, tips, and a place to easily store certifications. There are so many applications without ever needing to take a cell phone out onto the floor.

The need to connect with your workforce during this transition time and into the restart of your organization requires a renewed commitment to not just their safety, but their understanding of your commitment to effectively communicating all that your organization is doing to support them.

Safety First: The Impact of COVID-19 on Manufacturing Workers

In manufacturing, Safety Culture has always been a cornerstone of life on the plant floor. But how has this become a greater priority due to the global pandemic?

- 75% of industrial workers are feeling caught between the need to work and the need to feel safe
- 70% of industrial workers feel that their safety and their family's financial security are in conflict
- 58% of workers have sought employment at another company due to safety concerns
- 94% of industrial workers are more likely to be retained by a company that listens to and encourages their feedback
- 40% of plant workers say they want "better coordination between internal teams on maintenance best practices"

Source: "COVID-19 and Flight Risk in the Industrial Workforce," Workstep, September 2020

Key Benefits of a Mobile App for Internal Communications

So far, we've covered the different roles of the manufacturing worker, the unique needs of the deskless worker, the importance of Safety Culture, and strategies for gaining buy-in for a mobile app in the face of strict "no mobile phone" policies on the plant floor.

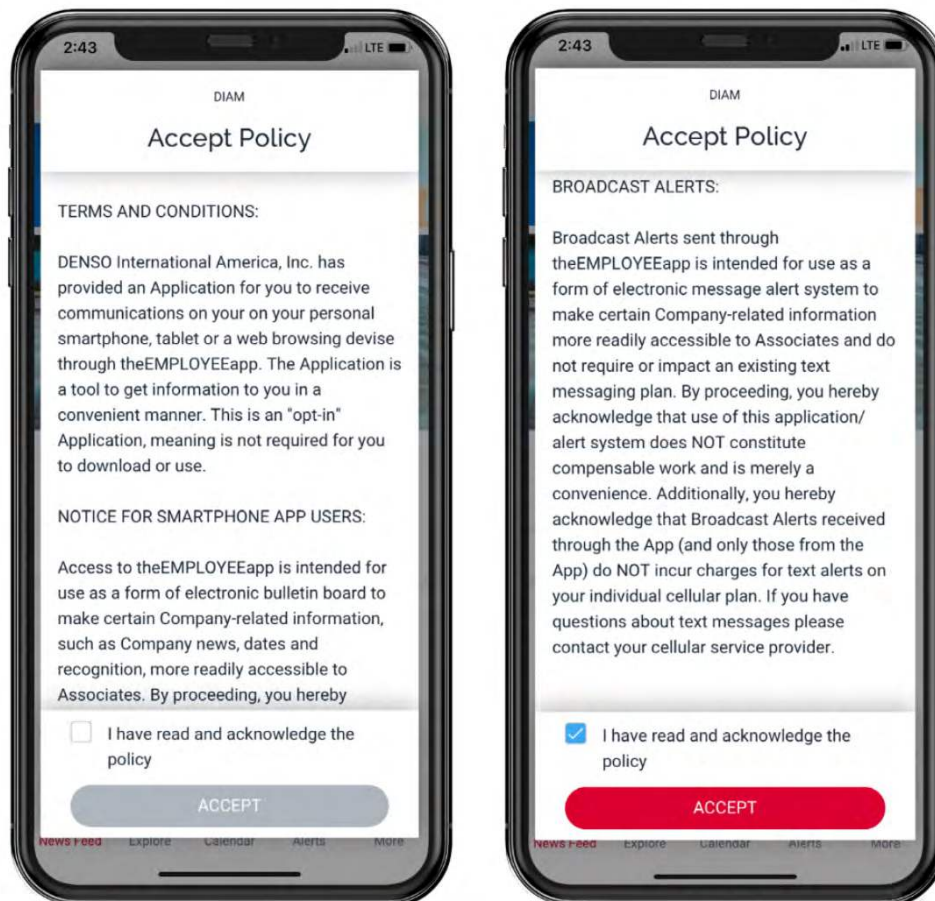
Now, to really drive home the point with senior management in your organization, here are the top benefits for manufacturing organizations to deploy theEMPLOYEEapp.

- 1. Boosts Employee Engagement:** Organizations, with the right workforce management strategy and communications tool in place, have the power to engage all of their employees. Employee engagement is a critical part of retention, job satisfaction, job performance, and ultimately increased earnings for your business.⁷
- 2. Strengthens Communication:** Communication begins with corporate, gets shared through internal comms to field leadership, cascades down to field managers, and is (hopefully) shared with employees. Using traditional communications methods, there is a greater risk at every stage that the original message changes in tone and intent. The what and the why might be communicated very differently depending on the role and seniority of the communicator (e.g., plant manager vs. line manager), and a lot can get lost in translation. But internal comms pros are very strategic about how they share information and know that the "so what" behind a message is critical to getting buy-in, understanding, and ultimately, trust. A mobile app means that these pros can control the message from the top down. The intent and tone stay the same, and the what and the why.
- 3. Democratizes Access to Information:** At theEMPLOYEEapp, we are big believers in giving all employees, regardless of their title or where they work, access to information. This includes the operational information they need to do their jobs and stay safe in the workplace, as well as the information they need for their personal lives, such as benefits and wellness info. Historically, frontline employees who aren't managers haven't had this kind of access. With a mobile app, it can all be managed – from benefits, to scheduling, to sharing safety protocols and getting signatures.
- 4. Enables Two-Way Communication:** You've heard it many times that communication is and should be a two-way street. In fact, 80% of internal communicators' daily activities are about "encouraging two-way communication with employees."⁸ At the same time, most organizations understand that there should be a priority placed on top-down communication. Unfortunately, at most companies, deskless employees may not be able to receive communications directly with existing channels. That said, top-down messaging and internal communications strategy needs to be informed by the employee voice, opinions, and feedback. This makes the use of surveys critical through this platform, so leaders can get real-time feedback from staff to ensure messages resonate and stick. A mobile communications app can support both.

Benefits of Mobile

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- 5. Improves Manager Comms and the Localization of Content:** We know that manager communication skills are often lacking and are becoming a priority for many internal communications professionals.⁸ A mobile app can enable internal comms pros to train managers on communication best-practices, provide talking points for significant changes or announcements, and facilitate a feedback loop to ask for help and submit questions. When managers are confident communicators, they feel empowered to share more engaging content with their employee groups. When managers can localize content, this dramatically increases its relevance and authenticity, and also allows internal comms pros to focus on top-down messaging, leadership communication strategy, and management.
- 6. Addresses Compliance with Legal Considerations and Non-Compensable Time:** Another way for internal communicators to gain buy-in on a mobile app is to address the concerns around employees using the app when they are not at work. theEMPLOYEEapp has solved this issue for many customers by creating a terms-and-conditions window that all employees must acknowledge before using the app. Many theEMPLOYEEapp clients include in their Use Policy that time spent using the app is non-compensable time.



Real-World Case Study: Waupaca Foundry

What happens when more than half of your frontline manufacturing workforce doesn't have access to a computer or company email during working hours? At Waupaca Foundry, this meant important, and even urgent, information wasn't reaching all of their employees.

Waupaca Foundry is the largest producer of gray ductile, austempered ductile, and compacted graphite iron in the world, melting more than 10,000 tons a day. The company's castings are produced using a vertical green sand molding process and created by a workforce that puts generations of iron casting expertise to work for industrial customers every day. Those customers trust Waupaca Foundry for high-quality iron castings that are consistently the most durable, reliable, and innovative products on the market.

With a primarily non-desk workforce, Waupaca needed a solution that was both mobile and accessible, regardless of job function. They needed a solution that offered internal communicators the ability to notify employees of production schedules, provide company news, offer a calendar of events, share benefits information and company policies, and act as a platform for employee recognition and plant postings. However, due to Waupaca's strict policy about no cell phones on the plant floor, they were forced to rely on phone calls and emails, trusting that the information would cascade down to the rest of their staff. It didn't.

This "telephone tag" strategy simply wasn't sustainable for the Waupaca team, who officially launched their tailor-made version of theEMPLOYEEapp to nearly 5,000 employees in April 2019. Branded by Waupaca as "TheHub," the customized app was a major step into the 21st century.

Marketing Communications Manager, Sara Timm, noted, "We were so archaic with our communication channels before that we weren't able to track who received communication. At best, we were only reaching half the population."

Using TheHub by theEMPLOYEEapp has allowed Waupaca to push out important information to their employees, while simultaneously enhancing the way they communicate as a team. Waupaca knew that there were cultural differences between their plants, and that one voice from corporate and one communications strategy wouldn't resonate with all employees.

“ TheHub is a great tool for our employees to view their schedule and get notifications of any schedule changes. And theEMPLOYEEapp customer care team has exceptional customer service. They provide quick responses to any questions, while also taking requests of what we would like to see on the app, and helping make the app the best it can be.

— Austin Dean, Social Media Specialist

Waupaca Foundry Case Study

CONTINUED

Plant Administrator, Autumn Raether, has been empowered to localize communication at the plant-level to meet the needs of line managers and frontline workers. Since Autumn has a strong relationship with the frontline employees at Waupaca's facility, the internal messages she sends receive high engagement—something Waupaca wouldn't have known before using the measurement features of the app.

One of Waupaca's favorite features of the app is Alerts. Recently, the main boiler at one of their plants stopped working and they had to shut down for the day. Line managers were able to quickly and easily send out an alert to the employees working at this plant (where 70% of employees use the app). In the past, the communication team relied on having to call employees to let them know of a closure. The Alert feature not only saved the communications team time but also had a huge impact on the employees themselves. By receiving closure information faster, they were able to adjust and plan accordingly, reducing the negative impacts of an unexpected closure.

Waupaca was already seeing the benefits of theEMPLOYEEapp well before the COVID-19 health crisis upended the manufacturing industry worldwide. Once the virus started impacting their production schedule, TheHub became an even more important communications tool.

Since deploying theEMPLOYEEapp, Waupaca has:

- Increased their employee engagement score to 84% in 2019 (up from 77% in 2018), in spite of a global manufacturing slowdown creating a challenging market.
- Reached 50% adoption within the first six months. **Once the COVID-19 crisis hit, adoption increased by 200%, making adoption 75% across the enterprise.**
- Improved communication, at the local level of their organization, by partnering with leaders in the field.
- Access to analytics allowed the company to begin tracking the success of individual pieces of content, as well as their overarching communications strategy.

Testimonials from Waupaca's frontline workers:

"I was off work for medical leave. When I was ready to come back, I didn't have the latest production schedule. But because of TheHub, I was able to look at the production schedule right on my phone and see my next scheduled workday."

— Dan H.

"Working on third shift, it's often difficult getting up to the front office to check out the job postings. Thanks to TheHub, I'm now able to see what postings are available."

— Dave W.

“ For the first time in our organization's history, we were able to ensure that every employee who chooses to have the app on their phone receives a piece of information at the same time that their peer does. We have leveled the playing field. Everyone has access. And we couldn't have done that without theEMPLOYEEapp.

— Sara Timm, Marketing Communications Manager

Evaluating Technology Partners

What to consider before diving into the world of mobile apps

If your manufacturing organization is considering a customized mobile app to improve internal communications and employee engagement, your next step is to check out providers who can create an app to your specifications. This can be an overwhelming process if you have never done it before. To help you get started, here are key functions and best practices to consider.

Your ideal app developer partner should be able to deliver the following:

- Turn-key app solution that easily and securely integrates with any employee database and the major, single sign-on providers, for a seamless and rapid deployment.
- Branded, customized app that captures your organization's look and feel.
- Flexibility in content, including the ability to upload video and audio files, all document and file types, and link to outside resources, portals and other apps as needed.
- Available on any mobile or web-enabled device (including desktop computers), with or without an internet connection.
- The ability to segment and target content and messages for different audiences (e.g., management vs. line workers, different locations, etc.).
- The ability to conduct employee surveys and collect feedback.
- The ability to send messages that ask employees to take specific actions and measure whether employees follow through (e.g., Open Enrollment).
- Easy for employees to use and interact with – even for those who are not tech-savvy.
- Compliance with your organization's policy on Non-Compensable Time.

Ideally, your mobile app should make employee communications seamless for everyone. Engagement is about being timely, targeted and relevant – sending the right information to the right employees at the right time. The right mobile app solution can help you achieve this. It should be an intuitive platform that is easy for your team to maintain and add new content to, but that's also secure, so your employees feel safe using it.

HR and internal communications teams must be able to deliver information to various groups of employees, including different job titles and locations based on how your organization's employee database is structured.

And finally, a successful mobile app should provide you with the important analytics and data to measure success, show ROI to senior leadership, and demonstrate how fast, safe, and effective communication can contribute to a strong bottom-line for your organization.

About theEMPLOYEEapp

theEMPLOYEEapp was created by communications and HR professionals to address the challenges organizations face communicating with a dispersed and deskless workforce. theEMPLOYEEapp is an internal communication and engagement solution that allows workers to have fast and easy access to the information, documents, and resources they need to succeed in their work.

Our app allows you to target information to your employees when and where they need it on their smartphone, tablet, or computer, and empowers leaders and frontline managers to engage and activate employees across the organization. Unlike most traditional communications channels, theEMPLOYEEapp creates a customized, branded experience for employees, encouraging your workforce to join together in a single, centralized channel.

To learn more about theEMPLOYEEapp, [request a demo](#). You can also stay informed on the latest trends and issues impacting the internal communications industry by following us on [LinkedIn](#).



Citations

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