



 theEMPLOYEEapp®

A GUIDE TO

Compliance Communication With Frontline & Remote Workers

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Challenges of Reaching Deskless and Remote Workers

Deskless Workers and **Remote Workers** both experience challenges receiving communication, feeling connected to the greater organization / team, and feeling engaged. But they are two very different types of employees with nuanced needs. Let's start by reviewing the primary differences between a deskless employee (also called a frontline worker) and a remote worker.

Deskless Workers

- Don't sit at a desk or mainly use a computer for their work.
- May be hourly or part-time employees.
- Don't have a company email address or access to the Intranet.
- Examples: Doctors, Nurses, Cashiers, Truck Drivers, Assembly Line Workers

Remote Workers

- Can sit at a desk and typically use a computer for their work.
- Aren't usually hourly or part-time workers.
- Have a company email address. May or may not have easy access to the Intranet.
- Examples: Any typical in-office role from a remote location

Deskless Worker Communication Challenges

The challenges of reaching **deskless workers** have been felt by organizations for many years. 80% of the global workforce is deskless (approximately 2.7 billion people), and these workers are in every industry.

The top three communications channels are email (98%), Intranets (80%), and in-person meetings (88%). All three completely exclude deskless workers. This means they are often left relying on the **cascade of communication**. This is when a message is shared with managers or field leaders and then shared down the chain. For instance you might be able to directly email your district managers, but they then have to tell their plant/store managers, and they have to tell their shift managers, and those shift managers tell the employees. A lot can get lost in translation as the message passes from one person to the next.

Challenges

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13%

Use the company Intranet daily.

31%

say they **NEVER** use it.

Now, imagine that message was related to compliance. What if one manager gets the message wrong? What if they miss sharing why the change or update or training was important? What if they don't really understand what they are being asked to communicate with their frontline teams? What if that means they can't answer the questions?

What do you think happens to compliance rates? Workplace injuries? Retention?

Bottom line: **communication has a huge impact on HR initiatives, projects, and KPIs.**

Remote Worker Communication Challenges

Reaching remote workers poses different challenges than their deskless colleagues. The COVID-19 pandemic has really shaken up the way we work and where. For many organizations, this has brought up questions about maintaining strong culture, fighting burnout, and ensuring that communication is still getting through to newly remote workers.

And perhaps most importantly, this has changed how companies are able to train employees, onboard them, and ensure compliance.

Did you use to rely on in-person trainings or Intranet hosted videos to onboard employees? Do you have a learning management system (LMS)? Is that accessible outside of the office? Do remote employees have access to channels that make it easy for them to complete things like their annual discrimination training? HIPAA training? Corporate security training?

Although deskbound remote workers have corporate email addresses, email is not always the ideal channel for engaging, culture-building, training, and so on. Remote workers may also lack VPN access to your Intranet, crossing that off their list of comms channels.

Forget water cooler talk. Forget signage posted around the office. Even meetings are different since they are all virtual. So, how can you currently reach these newly remote workers with these critical HR and Compliance programs? Are those channels measurable? Are they accessible? Are you set up to create a great virtual experience for employees?

Building the Partnership Between HR & Internal Communications

HR and Internal Communications have a lot of common goals, and they need each other to achieve business objectives.

Why Communication Matters

Our survey of over 1,000 deskless employees found that:

- Only 56% feel connected and engaged by employers
- 27% said they receive no appreciation whatsoever for the work they do
- 29% said more frequent and effective internal communication would positively affect their views of their job

And Gallup research has found that there is a huge correlation between employee engagement and multiple key metrics important to Human Resources professionals. Increased employee engagement results in:

- 41% lower absenteeism
- 24% lower turnover in high-turnover organizations and 59% lower turnover in low-turnover organizations
- 70% fewer safety incidents
- 58% fewer patient safety incidents
- 17% higher productivity
- 21% higher profitability

And we know that there are multiple initiatives and programs that HR needs to communicate to the employee body regularly. During a two to three-year cycle, organizations provide training on an average of 12 topical areas. The top three topics being code of conduct (93%), conflict of interest (76%), and cybersecurity (69%). And typically, compliance tasks need to be completed by your employees in a timely manner and they have broad organizational impacts. However, without direct and measurable channels of communication to all employees, it is difficult to communicate compliance messages. And this comes at a cost. In the past three years, 44% of organizations have faced “legal or external regulatory actions where a policy came under review as part of the action or defense.”

A stronger partnership between Human Resources and Internal Communications is key to solving these challenges. Internal communications have long been refining their employee communications approach and embracing the digital revolution. Together, these two essential teams need to develop a multi-touch/multi-channel strategy, that includes mobile, to communicate these critical messages.

Building the Partnership

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How HR and IC Can Build a Stronger Working Relationship

The answer is fairly simple. For one, we always encourage internal communications professionals to build strong relationships with stakeholders across their organization. Internal comms is the department through which corporate communication should flow and communication strategy should be dictated. So, it tracks that they should be in regular communication with all departments. We recommend a monthly or twice monthly stakeholder meeting where all communication can be discussed and the strategy set. That's step one. And Human Resources definitely needs to be one of the key teams involved in those stakeholder meetings.

But the other way these teams can work better together is to share the data. Internal Communication teams typically have an ear to the ground and a good sense of how employees feel and what's going on on the front lines. HR can learn from this steady stream of employee feedback and get a better handle on what benefits, programs, and training is needed. What's more, internal comms can use this knowledge to help human resources be better at targeting reminders and information.

But internal communications can benefit from the abundance of data that HR has. Demographic data is key to understanding your audience and better tailoring content, channels, and tactics to those groups.

This is why a communications audit is also important because it will help your Internal Communications team hone in on what channels aren't reaching all employees. This combined with HR's demographic data can help you ensure that your programs are properly targeting your different employee groups and engaging your diverse workforce based on generational differences, roles, work type, company seniority, and more.

Case Study: Joyson Safety Systems

Joyson Safety Systems, a global leader in mobility safety, providing safety-critical components, systems, and technology to automotive and non-automotive markets, first launched theEMPLOYEEapp to their organization in November 2018.

Joyson has gone through a lot of organizational change in the last several years, which has impacted employee morale. So when Dr. James, the new President of the Americas Region, joined the company, one of his core focuses was rebuilding culture and getting employees excited about the company again, knowing that they still had change to navigate in 2020. He saw theEMPLOYEEapp as a way to do that. Suzanne Caballero, Director of Strategic Initiatives and Communications at Joyson, had already been using theEMPLOYEEapp since the end of 2018 to reach their deskless employees. And Dr. James, who already supported her vision for the ONE JOYSON app, saw this platform as the perfect way to promote their new strategic direction and rebuild their culture.

...and then COVID-19 hit. Plants shut down. Employees were furloughed. Some facilities pivoted to making PPE. Plans changed.

Building the Partnership

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Their focus was still on re-connecting employees, but the pandemic created a need for crisis and health and safety compliance communication on top of all regular communications. Realizing the needs of her employees and the experience she was trying to create, Suzanne knew she needed help.

“And there was just a point where I realized I couldn’t do this alone or with this small team,” Suzanne said. “And we have so many smart, talented, creative, engaged employees all over these four countries. Why not just engage them? And so I started what I called a crowdsourced communications team in the Americas region.”

As part of trying to reframe her approach around the employee experience, she really needed to understand who her employees were, and what they needed. She partnered with HR to conduct demographic research of their audience.

“We were able to look at things like gender, age, and what generation employees were. We have this huge population of Millennials and Gen-Zers that we weren’t doing enough, in our view, to engage with because maybe we were running with our own Gen-X or Boomer playbook. And quite frankly, that was a huge eye-opener for us,” said Suzanne.

In addition to understanding generational differences, they also learned that location to location, employees wanted and needed different things. And theEMPLOYEEapp allowed them to target and personalize this content in a way that no other channel could. Suzanne understood that because her employees came from multiple countries, speaking different languages, that there would need to be different cultural experiences on their app, ONE JOYSON. In addition to targeting information and using her crowdsourcing group to understand the unique perspectives of Joyson employees, they were able to create three different profiles all within one app to create a diverse experience that was inclusive for all employees.

As part of their audience analysis, they realized that they really had two primary audiences. In their organization’s case, 76% of their employees were deskless workers without email or Intranet access at work. These were the employees that they needed to reach with theEMPLOYEEapp, not necessarily the whole employee population, including corporate, deskbound employees. This allowed Suzanne to be more creative within the app because she wasn’t trying to appeal to everyone. And by honing in on the needs of her younger, deskless workforce, they were able to revolutionize content creation. This led to innovations in content like:

- **Animated Videos:** Joyson’s communications team did a talent search across the organization to find animators and photographers to help them create a series of animated videos to share on theEMPLOYEEapp to reach their younger, deskless workers. These videos star an animated character named JANE (Joyson America’s Network Entity) as the narrator (see below for more information on JANE). As a bonus, using JANE and animation allowed them to produce video remotely and without a crew on-site during the COVID-19 pandemic, and because it was easy to record voiceover in all the languages their employees speak.
- **JANE (Joyson America’s Network Entity):** JANE was created by the crowdsourced communications team as part of their brainstorm for new, innovative ways to reach their deskless employees. She now appears in many different mediums,

Building the Partnership

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including their animated videos. And she has been a complete hit with Joyson employees! JANE has quickly become a part of their regional, company culture:

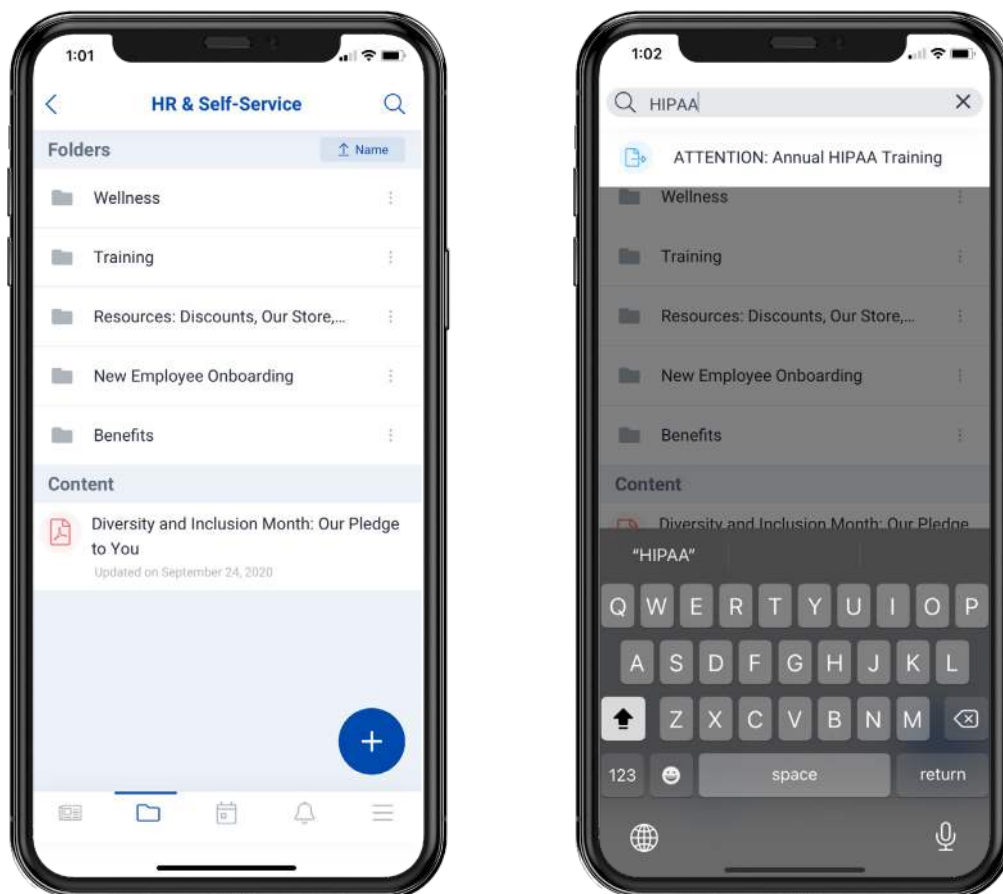
- » JANE is easily recognized and appears in several key channels. She has her own company email, an app user account, and her own ability to post on their Intranet and video streaming channels.
 - » JANE has already been requested as the “Communication Tool of Choice” for several key topics related to internal training. She will appear in their future onboarding, values training, open enrollment, and many other topics. And the longer term goal for JANE is for her to be woven into the entire employee experience, including recruiting, orientation, on the job training, internal branded campaigns, annual refresher training, and more.
- **Employee Generated Content:** As a means of keeping employees connected while apart due to the pandemic, Joyson ran a “Healthy Selfie” campaign through the ONE JOYSON app. Employees were encouraged to take photos of themselves or their families doing healthy activities and upload them to one shared folder on the app, with the posts appearing in one universal news feed. Not only did hourly employees engage with their peers around the world, but leaders also gave employees a glimpse into their life outside of work, which strengthened the connection between leaders and employees.
 - **Winning the Right Way Campaign:** A key component to rebuilding culture is aligning employees around the new strategic direction, vision, and values at Joyson. So, the Communication team created a campaign asking employees to interpret the meaning of their values in their own words. The campaign features photos and stories from employees across all roles and locations and has helped bring the values to life in a way no powerpoint presentation ever could.

How a Mobile Employee Communications App Can Build Compliance

Since most organizations lack a direct line of communication with deskless workers, this creates major hurdles in communicating about compliance and HR topics. And as a result of COVID-19, organizations are now also finding themselves struggling to fully engage and develop their newly remote workforce.

At theEMPLOYEEapp, we believe that a mobile communication strategy is key to overcoming these communication challenges, and not just in the short-term. The workforce is increasingly diverse and will continue to be more remote. And as younger generations join the workforce, mobile solutions that support multimedia communication and engagement solutions will become a necessity. Here's why:

1. Mobile communication apps let you store HR materials all in one easy-to-access (and easily searchable) place.

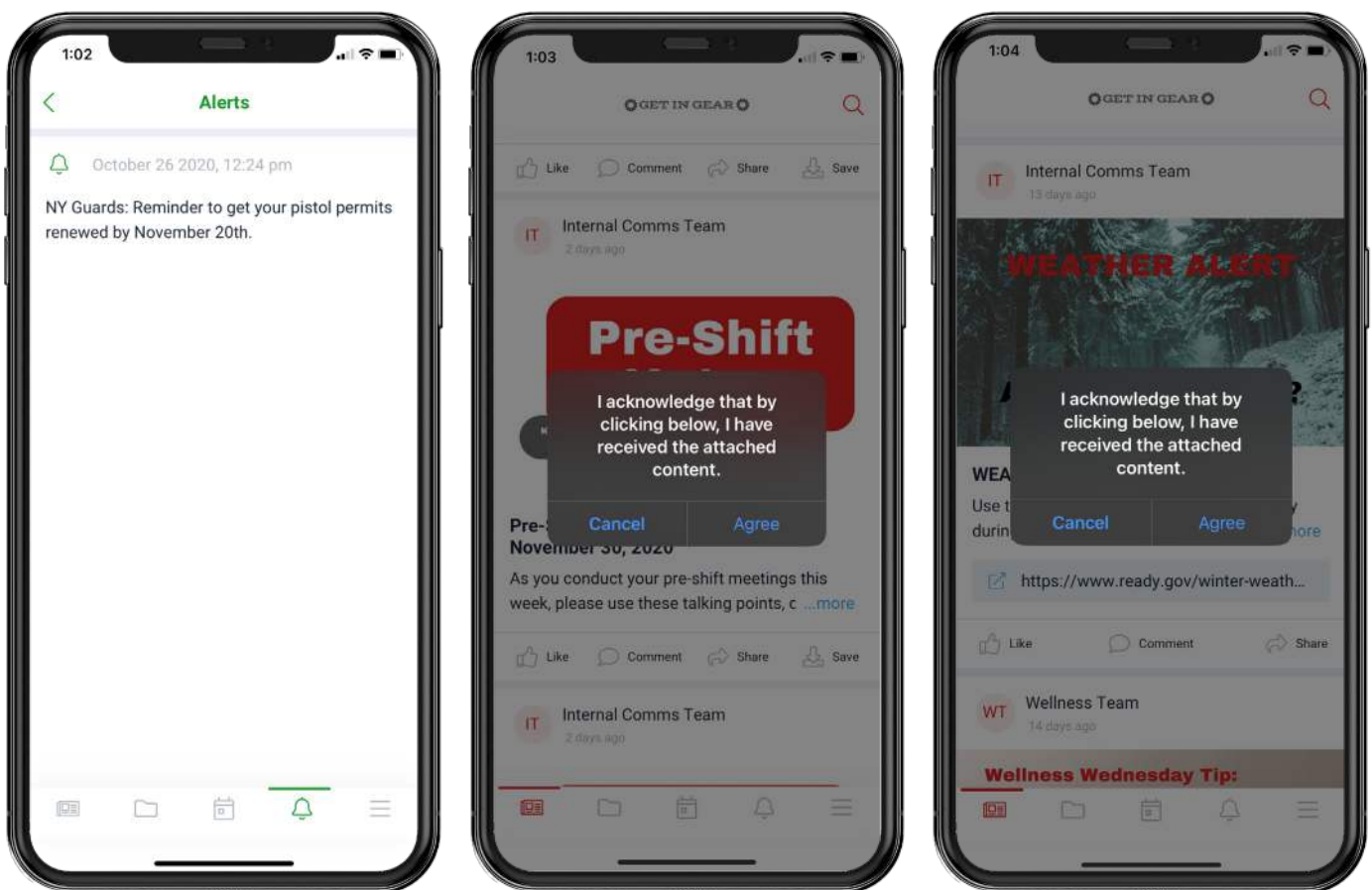


Apps Build Compliance

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2. Mobile communication apps let you target push notifications and alerts to remind employees of key deadlines, new materials, and when they are out of compliance.

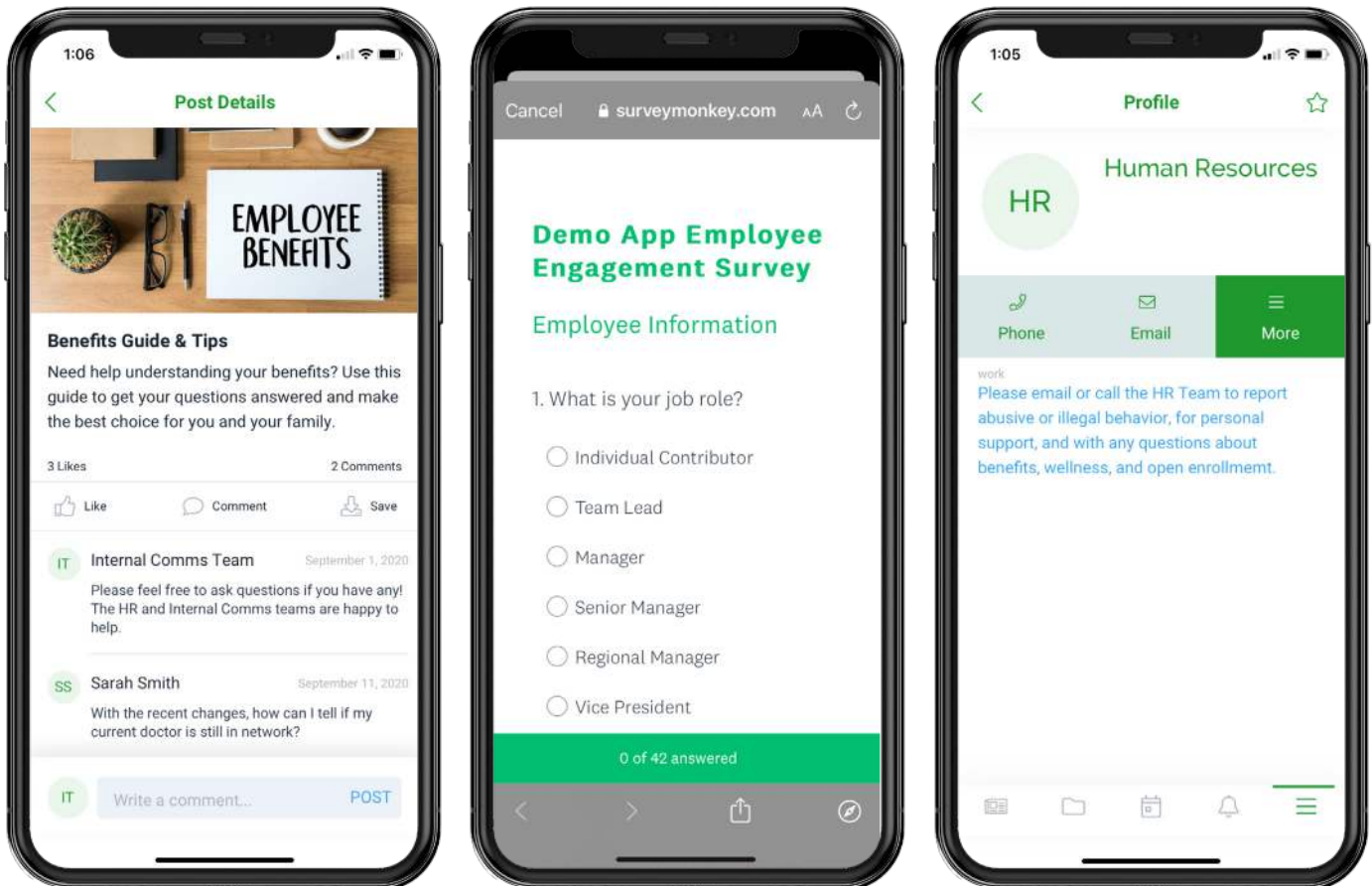
3. Mobile communication apps allow you to use Read Receipts on key content to track which individuals have opened key messages or trainings. And generally, mobile apps have better analytics data than traditional channels, allowing you to assess your impact.



Apps Build Compliance

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4. Mobile communication apps allow for commenting, survey integrations, directory information (HR team/key contacts) and other tactics for two-way communication. This helps HR stay on top of key questions and respond in real-time.



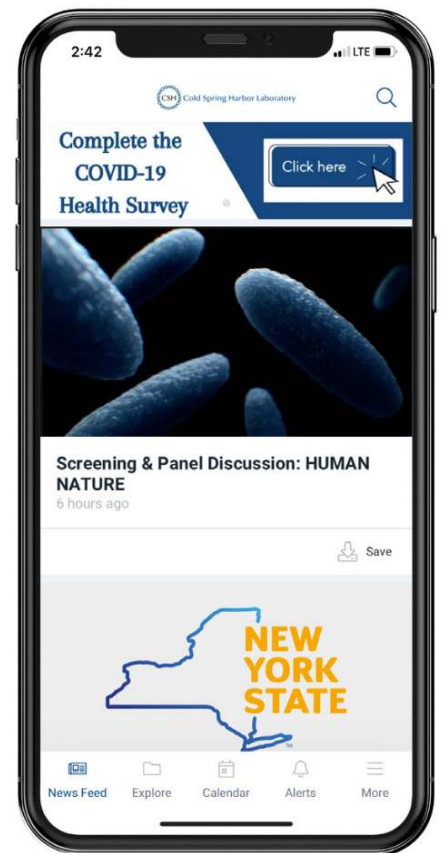
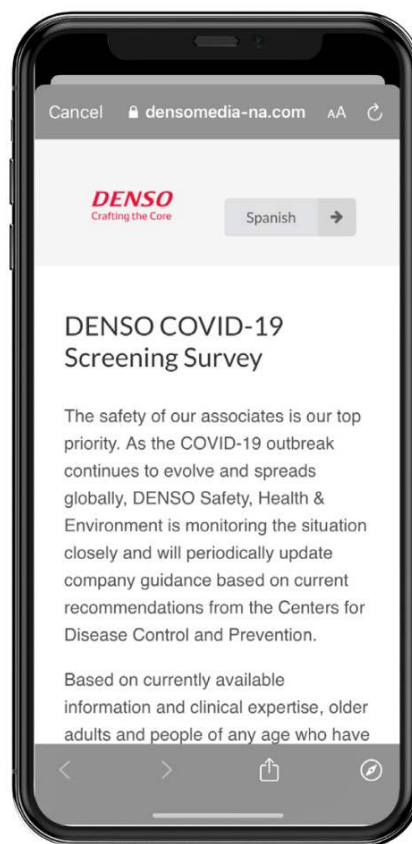
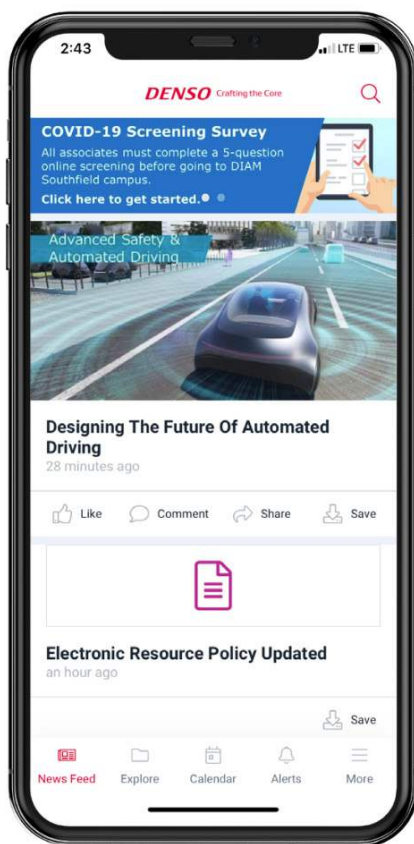
Client Examples

There are many ways that existing EMPLOYEEapp customers have been able to improve compliance. This ranges from using our survey integration to create daily health checks during COVID-19 to using our custom Use Policy function upon login.

1. Health Checks

During the COVID-19 pandemic, **DENSO North America** (automotive manufacturer) was quickly able to pivot and respond. They required all employees entering regional offices to conduct a personal health screening through their EMPLOYEEapp. These health screenings (2,000+ each month) were exclusively conducted through the DENSO Mobile App, which drove employees to other need-to-know information hosted in the app.

Cold Spring Harbor Labs also had their employees complete a daily health screening in their EMPLOYEEapp. They do this by linking a banner in the app to an internal tool where employees are instructed to record their health. If necessary, this tool also advises them of procedures and protocols to take to ensure the safety of all CSHL employees.



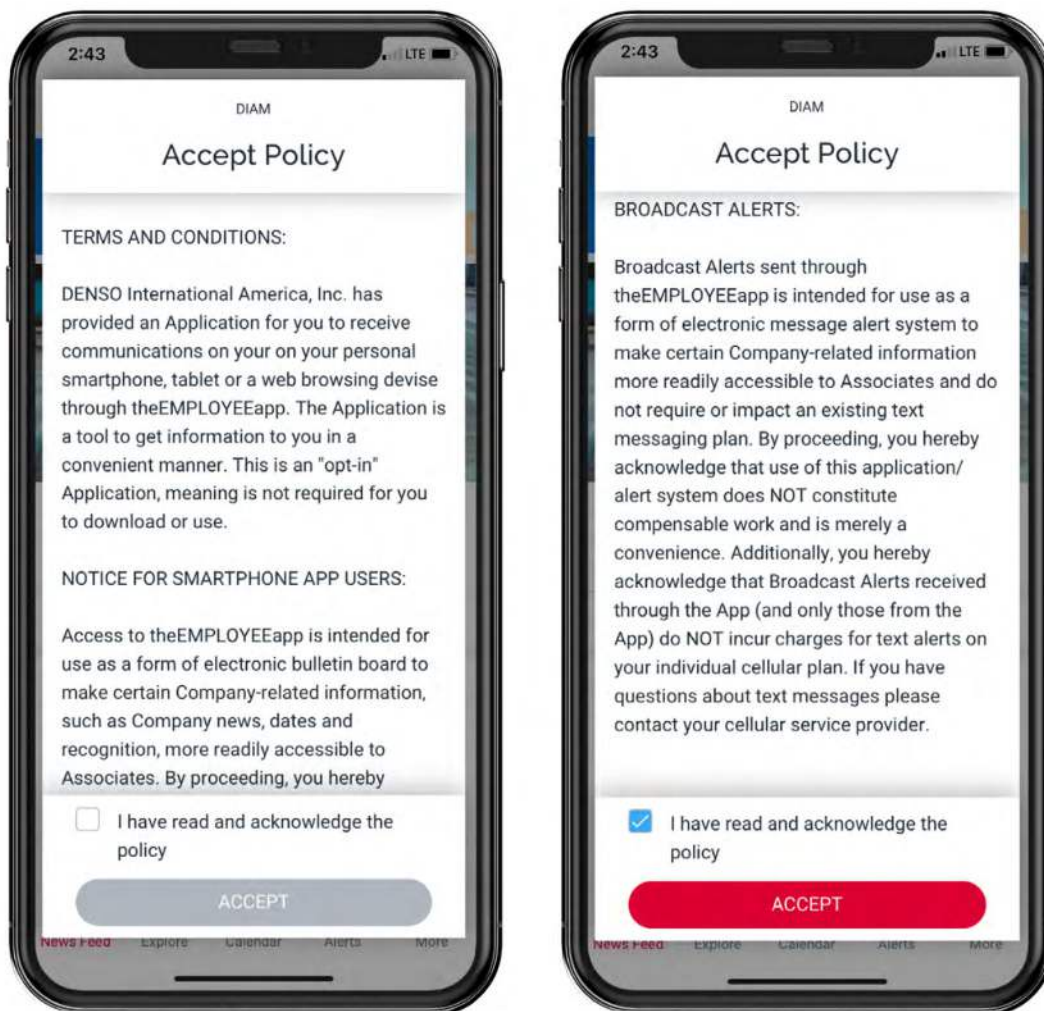
Client Examples

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2. Use Policies

We understand that your organization may have certain concerns with a tool that requires employees to use their personal smartphone. Additionally, we know that hourly employees using the app may raise concerns about time-worked, time-paid. To address these concerns, theEMPLOYEEapp allows for you to include a company-specific Use Policy in addition to our own Terms of Use policy. Employees must acknowledge each before they are able to use the app. Many clients of theEMPLOYEEapp include in their Use Policy that time spent using the app is non-compensable time. This is particularly useful for industries that need to reach different employee groups like Unions, and also for those with a large amount of hourly employees (hospitality / restaurants).

This is an example of DENSO's Use Policy in the app. As soon as a user logs into the app for the first time, they are prompted with this set of terms and conditions. Until they certify that they have read and acknowledge the policy, they won't be able to log in.



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 empower 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.

Our Mission is to enable the effortless flow of meaningful information for organizations driven by frontline workers.

[Request a Demo](#)

