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DEFINITIVE GUIDE TO
Communication with Frontline Workers in Logistics

Contents

Foreword
Logistics Frontline Workers Keep on Trucking

As someone who worked in the logistics field for ten years before joining the team at theEMPLOYEEapp, I already knew the impact that logistics frontline workers have on our modern way of life. Today, the pandemic has made everyone more aware of this industry's importance. When trucks stop moving, everyone suffers. Consumers don't get the food, supplies, and goods they need, and retailers can't fulfill orders. Frontline logistics workers, quite literally, keep our economy moving.

In this new environment caused by the global pandemic, logistics employees have witnessed restructuring of their workplaces, with many operational processes and safety procedures being redesigned. The once-familiar interactions with supply chain partners and manufacturers disappeared as companies tried to balance keeping people safe with keeping the trucks rolling. Docks that once offered rest areas and break rooms for truckers suddenly required contactless loading and unloading. The life of a logistics trucker was already a lonely one, and the pandemic made it even more so.

For internal communicators, reaching logistics frontline workers is already a challenge. The pandemic only made these difficulties come into sharper focus. The stakes are much higher today when sharing safety information and protocol changes, updates on driver pickup schedules, and more. On top of that, communicators face increased pressure to engage logistics frontline workers and ensure they feel included and involved in the company's larger mission and culture.

In this ebook, we will explore some of the most pressing challenges facing internal communicators in the logistics industry, as well as snapshots of key employees who should be considered when designing and implementing an internal communication strategy. We will also evaluate some of the more traditional methods and tools used for internal communication. You will read real stories from logistics companies that have tackled these challenges using a customized, branded mobile app.

theEMPLOYEEapp empowers logistics 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 Apple iOS, Android, and other web-enabled devices. Global logistics firms trust theEMPLOYEEapp to deliver a safe, inclusive, and easy-to-use experience for their employees. The result is informed, engaged, and happier employees.

Our mission is to ensure that these hardworking individuals 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 internal communication goals.

Amanda Fisher
Sr. Client Success Account Manager
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Where Rubber Meets the Road: Unique Challenges for Logistics Companies

Your frontline employees have faced many changes over the past couple of years. These pivots will only continue as the industry responds to ongoing disturbances such as supply chain interruptions, natural disasters, and more. Communication is key to help logistics workers respond, be productive, and stay safe. It must be timely, accurate, and easy for your workforce to access anytime, from anywhere.

But this is easier said than done. Anyone who works in the logistics industry knows the many challenges of sending and receiving timely communication. Part of the problem is the industry itself. By its very nature, logistics is all about movement, making it difficult to reach employees who do not sit at a desk for work.

The logistic industry's contractor-based operations model adds complexities to internal communication. Because contractors and subcontractors handle so many facets within the logistics chain, communication can become siloed, contradictory, and confusing. It's often necessary to limit access to specific internal information and documents depending on a team member's employment status. And communicators find it challenging to send out targeted messages when they're unsure of who's working, where and when, and for whom.

> We have to communicate, communicate, communicate—we can never communicate enough. Especially at times like this. Our drivers, our warehouse people, fork truck operators, customer service [personnel]—they are all on the front lines, and we are reminding them of all the good they are doing.
>
> — Maryclaire Hammond, SVP of Human Resources, XPO Logistics[1]

Unique Challenges

On the Move and Desk-Free

A majority of logistics workers are primarily deskless and dispersed across the country. Depending on the role they are in, they're unlikely to have a corporate email address. Truckers, for example, are often contractors or subcontractors, which means they often do not qualify for a company email address. And even if they had one, they often don't have a place where they can log in and check or respond to emails.

Currently, 2.7 billion workers do not sit behind a desk for work[2], and as a result, often don't receive communication from their organization. However, they still need to be supported and included in the company culture. Everyone needs to be able to connect to succeed and stay safe.

A Clash of Goals

In addition to the safety and procedural changes brought about by the pandemic, logistics companies are also dealing with an unprecedented surge in e-commerce. It started in the early days of the pandemic when a majority of consumers were stuck at home due to lockdown mandates. They couldn't find the items they needed in local stores, so they turned to e-commerce websites for help. It started out as a means of survival. But this change in how people shop is here to stay.

In March 2021 alone, Americans spent a staggering $8 billion online.[3] It's fantastic news for retailers and shops that were harmed by the sagging economy in 2020. But it also means that logistics workers are busier than ever, working longer hours, and facing intense pressure to meet delivery deadlines.

This increased pressure impacts logistics workers in different ways. Keep in mind that there are dozens of companies that touch an e-commerce order before it reaches its destination. Even a third-party logistics partner that handles end-to-end logistics is typically comprised of various subcontractors. And each one wants to profit from the relationship. Supplier, vendor, manufacturer, transportation professionals, last-mile carriers—everyone is trying to carve out a piece of the profit pie. The amount of competition between companies, contractors, and brokers is fierce.

This cutthroat competition can present cultural problems and even some animosity between teams. Some of these groups are at odds with each other because they have different goals along the supply chain, and yet, their fates are all connected. There is a real "ripple effect" that can impact all departments.

For example, the order picker at an order fulfillment center is under intense stress to get things picked, packed, and out the door in time. Meanwhile, a truck driver on his fifth run of the day wants that order from the picker to be ready to go when he pulls up to the warehouse bay. If the picker is delayed or an order isn't signed off by the warehouse manager, those delays translate into lost money for the trucker because they didn't meet their deadline. There are constant battles between dispatchers, dockworkers, and drivers as they race to meet their own deadlines and goals.

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Unique Challenges

Internal Communicators Must Promote Unity

It's the internal communicator's responsibility to create an atmosphere of unity between various teams and remind everyone that ultimately, they all have the same goal. Communicators play a part in that mission by delivering meaningful internal messages that matter and motivate workers to change something or take an action. In order to do this, it's important to take a look at each role within the organization, and the things that matter most to them.

Did You Know?

8 in 10 frontline workers stay with their employer because they enjoy the work.

Frontline employees under the age of 25 stay with their current employer because of:

69%
Training & Development

65%
Career Opportunities

Frontline employees who feel valued are…

- **4x as likely** to report **high** levels of work **engagement** (59% vs. 13%)
- **Less likely to feel stressed** on a typical workday (16% vs. 66%)
- **Less likely to plan to leave** the company within the next year (2% vs. 12%)

Source: The Manufacturing Institute's Center for Manufacturing Research][4]

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Who Are Frontline Logistics Workers?

Dispatcher

The eyes and ears of transportation

The Job

In logistics, it's the dispatcher's responsibility to ensure that drivers deliver or pick up shipments on time. They can either be full-time or part-time employees of a logistics company or independent contractors. Often, dispatchers represent the carrier when negotiating freight fees. They will watch freight boards for carrier opportunities for the trucker. Good dispatchers will keep portfolios with their carrier's lane preferences, desired freight rates, and equipment specifications. Using this information, the dispatcher then contacts the shippers or freight brokers on the carrier's behalf to negotiate loads that meet the carrier's requirements.

As the eyes and ears of the truck driver, dispatchers often use mapping software and logistics programs to plan routes. They consider customer schedules, road conditions, and loading or unloading times as they develop the most efficient routes for the trucker. To do their jobs properly, dispatchers need to know their drivers' locations at all times. They plan routes, update customers, and advise drivers about any potential issues, such as traffic jams, weather delays, or late shipments at the fulfillment center.

Dispatchers are vital because they serve as intermediaries between truck drivers and customers, relaying messages between the two. They communicate customers' delivery or pickup instructions to drivers and provide updates about drivers' timelines to the customers.

Dispatcher Communication

Above all, dispatchers must establish trust and reliability with drivers and customers, both of whom rely on them to stay informed. When dispatchers have strong relationships with their colleagues, drivers and customers can accept and manage delays and schedule changes more easily. As such, communication skills are a must with this job. Since dispatchers work on multiple routes and coordinate deliveries with several drivers in a typical day, they need the capacity to pay attention to details. They must be able to manage times, routes, drivers, customers, and shipments.

Perhaps the greatest communication challenge with dispatchers is that this is not a typical 9-to-5 job. Dispatchers work when drivers and customers are operating, which means 24/7. They have a wide range of shifts that don't always follow typical office hours. Internal communicators should be aware that while some dispatchers work standard schedules, others may work in the evening, overnight, or on weekends. That can make it challenging to reach them during what we consider normal office hours. For dispatchers working nights and weekends, attending a town hall meeting is not a viable option for their schedules.

Another challenge is reaching them through traditional channels such as email or an intranet. While the dispatcher does work from a desk, the fast pace of the job and the need to focus all of their attention on routes and delivery details make it difficult to stop what they are doing to check their email. And, like commercial drivers, if a dispatcher is an independent contractor, it's likely that they don't have a corporate email address.

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Truck Driver
Road warriors and the backbone of logistics

The Job

Truck drivers, sometimes referred to as transporters, are responsible for moving goods from one location to another, usually in commercial vehicles like a tractor-trailer truck. Their job duties include loading their vehicles, sending status updates to the dispatcher, and ensuring safe unloading and delivery at their destination. In addition to having an impeccable driving record and the proper licensing to operate a commercial truck, transporters must also be able to communicate well and identify any mechanical issues with their vehicles.

Truck drivers can be direct employees of shipping companies or large corporations that manage their own supply chains and deliveries. Or, they can be independent contractors who operate their transportation businesses.

Above all, truck drivers are responsible for ensuring that their goods arrive safely and on schedule. In this line of work, timing is everything.

Truck Driver Communication

Driving a big rig for many hours at a time requires consistent and unwavering focus for the safety of the truck driver, their truck, and others on the road. They can't be distracted by anything while they're driving, including messages on their phones—even from corporate. Typically, truck drivers do not have a corporate email address.

It's crucial for internal communicators to avoid distracting drivers when they're on the road. The best approach is to target messages to truck drivers that can be consumed during these periods of downtime. And it's important to make it clear which messages are a higher priority—or urgent—and which messages don't need their immediate attention.

Truck drivers do have a lot of downtime! When they're not driving, they can spend hours waiting at a warehouse for their next load. This is the perfect opportunity for communicators to help them catch up on any company news, policy changes or updates, or any other action that corporate needs them to take.

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Shipping Manager
Captain of a tight ship

The Job

Shipping managers ensure that all cargo arrives at its destination, on time and within budget. They coordinate incoming shipments, oversee the packaging of outgoing orders, and ensure that proper documentation has been completed for all packages.

With so much riding on their ability to communicate with all of these key stakeholders, shipping managers must solve complex problems quickly and communicate clearly with their teams.

One major aspect of the role involves negotiating the price of transportation with the dispatchers, drivers, and carriers. They often serve as a liaison between the logistics company and the drivers and carriers, relaying counteroffers back to superiors. The shipping manager's mission is to ensure all shipping stays on budget without compromising speed and efficiency.

In addition to managing the shipping process, shipping managers are responsible for hiring and training their own shipping associates. They work closely with the human resources department to find the right candidates and conduct interviews. Often, they onboard new shipping employees. They create policies and procedures for all of the shipping facilities under their supervision. This can be a single facility for those who work for a small company, or it can be multiple facilities for shipping managers who work for a large organization. These policies and procedures include proper safety protocols for operating all warehouse equipment and compliance with relevant health and safety regulations. Shipping managers are also responsible for maintaining high employee morale by cultivating a safe, positive work environment.

Shipping Manager Communication

Even though shipping managers lead teams of employees, they do not typically sit at a desk all day. They are continuously moving throughout the warehouse, talking with team members, and participating in meetings with their superiors.

Shipping managers face several roadblocks to meeting success, such as disrupted supply chains, difficulty sourcing raw materials, higher border security, and a lack of available transporters. Their jobs can be quite stressful at times. They need to update their shipping staff whenever a safety policy or operating procedure has changed.

All of these make it even more vital to communicate with shipping managers in a fast, efficient way. Because shipping managers are responsible for team safety, internal communication must be rapid, accurate, and clearly state what actions you need them to take.

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Meeting Frontline Logistics Employees Where They Are

Now that we have identified some of the most common frontline workers in the logistics industry, let's examine traditional internal communication tools and whether they work well for logistics employees.

Email is the dominant tool for most corporate communication. It's easy to use, and communicators can sometimes extract measurement information from emails to determine whether employees open and read messages. However, email presents a significant challenge for HR and communications professionals at logistics organizations. Your top priority is getting timely information and messages to team members. It could be news about safety protocol changes, or you may need them to take specific actions, such as updating their payroll information. Is your email going to reach them in time? Or at all? Given the nature of a logistics worker's job, the answer is probably, "no." It's difficult to help improve employee safety, make sure everyone is meeting deadlines, and build a positive workplace culture if employees aren't reading or receiving your emails. For logistics companies with a large percentage of frontline employees, email is not the right fit.

Intranets might be convenient for desk-bound employees, but for logistics frontline workers who are on the move, they aren't the best option. Most intranets require an email address or VPN credentials to be able to access them. It's also difficult for communicators to use an intranet to ask employees for feedback. Most companies don't update their intranet content frequently enough for it to be able to support critical, real-time information about changes in safety protocols. And many intranets are not organized in a way that makes it easy for end-users to find what they're looking for. These challenges result in very low usage even among desk-bound employees. Only 13% of employees use their intranet daily, and 31% say they never do.[5]

Face-to-Face meetings are common communication methods in many companies; however, they aren't set up to deliver real-time information that affects the warehouse or the truck drivers on the road. They are more appropriate for broader topics about corporate business. With so many changes to safety protocols, schedule and delivery changes, and operational procedures happening on a weekly basis, logistics employees need the latest information as soon as it's available.

Printed materials that are posted or distributed through the mail or in employee break rooms, restrooms, on pay stubs, and other common areas are a popular channel in logistics. 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, read, and understood a poster? It's nearly impossible to measure engagement or activation. And, with safety changes that limit who can come into a logistics facility due to the pandemic, truck drivers who once enjoyed access to break rooms at the fulfillment center now must stay in their vehicles—leaving them out of the printed communications loop completely.

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Meet Them Where They Are

Phone calls are still a common form of internal communication in the logistics sector, especially to workers who don't have access to corporate email. For example, dispatchers and truck drivers often stay connected by their phones. There are a couple of key reasons why phone calls don't work well for employee communication. First, there's the fact that it's incredibly unsafe for truck drivers on the road to be distracted by calls and texts while they're driving. And second, there's the problem of message consistency. Remember the game "telephone" 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 in the first place.

CB radios. Yes, truck drivers still have CB radios in their cabs. But they certainly don't use them like they once did. Speed-governed trucks and new technologies such as smartphones and GPS have replaced many tasks the radios were once used for. This may be a convenient communication channel between the driver and dispatcher to quickly exchange information, but CB radios are not appropriate for the internal communicator. *Ten-four, good buddy.*

Meet Them Where They Are

In the Field, and On Smartphones

Frontline logistics 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 must have easy, instantaneous access to the information they need, as well as answers to questions they have.

Since most traditional communication channels aren't effective for logistics employees, what is the best way to reach these groups?

- It must be a method that allows for a dialogue instead of a one-way conversation.
- It must be accessible 24/7, especially for those who work the third shift.
- It must be easy for all logistics workers to use.
- And, most of all, employee communications solutions must provide support for and inclusion of the frontline employee who doesn't have an email address. Communicators also need options for reaching contractors and subcontractors who aren't technically employees.

Communicating via mobile device is the obvious option.

Mobile technology can help make collaboration easier and enable logistics employees to stay connected, safe, and productive. For example, mobile devices are facilitating the pick-and-ship process in order fulfillment centers. 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 warehouse worker tests positive for COVID-19.

Implementing a branded mobile experience is a surefire way to translate internal communication quickly, easily, and effectively. It makes sense to leverage the same technology workers are already using 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

Logistics managers often view mobile devices as a distraction that leads to accidents. They can actually present a health hazard and legal liability to truck drivers when they're behind the wheel or warehouse workers who need to pay attention to what's happening on the line.

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 vital for a healthy logistics workplace. This kind of culture saves lives.

The "no cell phone" rule is logical for keeping people safe, but it strains employee communications. However, internal communicators can make a case to management for a mobile solution that's available **away from the warehouse floor or truck cab**. A solution that is accessible to workers when they don't have to focus on other things–for example, on a break or before they clock into work–can dramatically increase communication between all logistics stakeholders while still maintaining safety.

It's not always about receiving information while employees are working. Having an always-on mobile solution in logistics allows communicators to:

- Build company culture and help frontline workers feel connected to it.
- Strengthen your existing safety culture by having everyone use the same tool to get the same safety messages.
- Give employees access to essential 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, missed deadlines, and other urgent messages.

With theEMPLOYEEapp, an organization can solidify its safety protocols by allowing employees to easily report near misses, provide site-specific or job-specific safety training and tips, and a place to store certifications.

Why a Mobile App Works for Logistics

To drive home the point with senior management in your logistics organization, here are the top benefits of mobile communications apps:

1. **Boosts Employee Engagement:** Organizations with the right mobile communications tool in place have the power to engage all of their employees. For logistics companies that are experiencing any friction between departments, a unified front is essential. It's up to internal communication to address any issues and ensure that all employees understand that everyone is in this together regardless of job status. Employee engagement is a critical part of retention, job satisfaction, job performance, and ultimately, increased earnings for your business.

2. **Strengthens Communication:** As internal communication pros, you are strategic about how you share information. You understand that explaining the "why" behind a message is critical to getting employee acceptance, understanding, and ultimately, trust. A mobile app means that you can control the message from the top-down, keeping the intent and tone the same.

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 knowledge they need to do their jobs and stay safe in the workplace and the information they need for their personal lives, such as benefits and wellness information. Historically, frontline employees and contractors for logistics firms haven't had this kind of access. A mobile app can manage it all—from benefits to scheduling to sharing safety protocols and getting signatures.

4. **Enables Two-Way Communication:** 80% of internal communicators' daily activities are about "encouraging two-way communication with employees."[6] 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 through existing channels. That said, top-down messaging and internal communications strategies need to be informed by considering your employees' voices, 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.

5. **Improves Manager Communications and the Localization of Content:** A mobile app can enable you 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. And localizing content dramatically increases its relevance and authenticity, and also allows internal communications pros to focus on top-down messaging, leadership communication strategy, and management.

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Apps for Logistics

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.
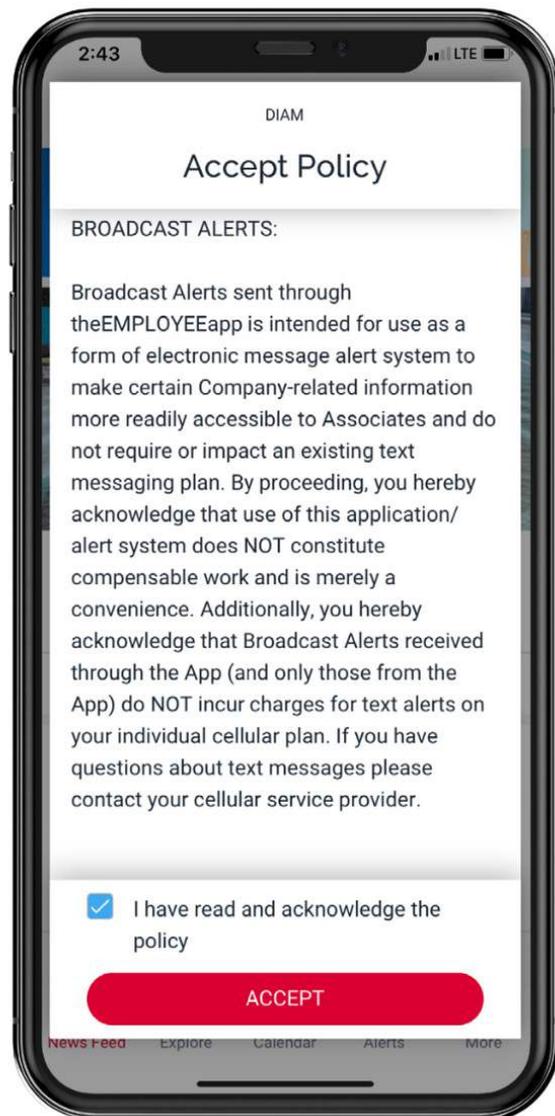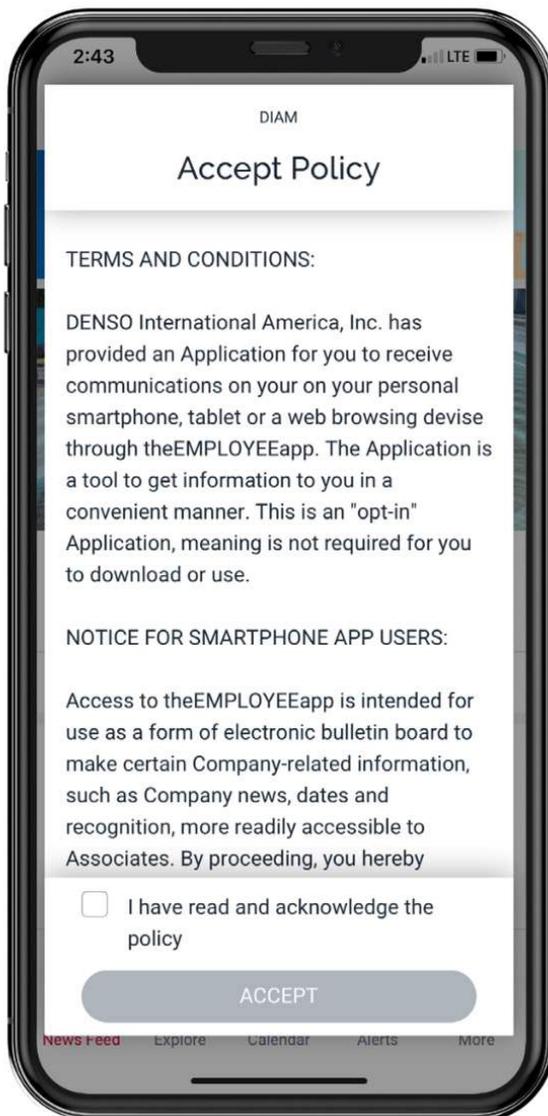
Mobile Apps in Action: Read the Success Stories

To successfully navigate the many roadblocks facing the logistics industry today, internal communicators must build a sense of trust, camaraderie, and collaboration between all stakeholders, including third-party partners, contractors, office workers, and frontline employees. Here are two stories of logistics leaders who've achieved their goals with an assist from mobile app technology.

BNSF Logistics: Connecting Their Dispersed Workforce

BNSF Logistics' purpose is to "deliver what matters." What mattered most to Former Director of Internal Communications Sherrell Watson was supporting employees internally and looking at the workplace as a holistic experience.

Even as a team of one, Sherrell was determined to create the best possible experience for BNSF employees. After joining the company and conducting an internal communications audit, which included focus groups with frontline workers and interviews with the leadership team, she identified the gaps in internal communications at BNSF Logistics.

Like many other employers, Sherrell found that her company's teams were siloed. If an employee didn't work in the corporate headquarters, they didn't feel like their voice was being heard or connected to leadership. She also found that too much of their communication was shared under the assumption that employees worked at a desk. Their field-based staff often missed messages on the intranet that lived behind the corporate firewall or in long-form emails that would pile up in user email accounts.

Based on these findings, Sherrell knew she needed to focus on three things: their purpose, their people, and their culture. The audit told her that she would need to find a new channel built to reach a dispersed workforce, create a digital experience, and build a strong, connected culture in which everyone felt heard and seen.

> **Employees were really missing out on a bulk of the news that we wanted to share. So, we decided to partner with theEMPLOYEEapp. What I loved about theEMPLOYEEapp was that their team was made up of communication professionals. I wanted someone to understand the challenges that we were going through from an internal communications standpoint.**
>
> — Sherrell Watson, Former Director of Internal Communications, BNSF

BNSF's internal communications app, BNSFL Connect, created by theEMPLOYEEapp, now allows all employees to access company news and tools, right at their fingertips. It's allowed them to increase the visibility of the leadership team and create more interaction and two-way communication from field-based employees.

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Success Stories

Highlights of their app:

- **Video:** The ability for leaders to take cell phone video right on their phones and upload it to BNSFL Connect has been game-changing. This has gotten important, top-down messages to their employees promptly.
- **Learning:** Learning and development material is housed on the app and broken into shorter, manageable chunks. Especially during early COVID-19, where employees juggled their personal and professional lives, this made access to professional development possible.
- **Employee Stories:** App administrators can control the publishing permissions of other users. They decided to give posting permission to all employees but limited this to one folder. This has enabled the team to share the employee voice, give them an outlet to share stories, and help connect employees who may never get the opportunity to meet.
- **Crisis Resources:** The app allowed the team to create COVID-19-specific content to continue to connect with their employees in the field and share the latest safety protocols.

NFI: What Happens When 67% of Employees Don't Sit at a Desk?

NFI, a fully integrated, third-party logistics company with more than 11,000 employees, was confronted with a significant internal communications challenge. They knew they weren't reaching and engaging all their employees. The communications team needed a better way to deliver the information employees wanted and needed.

With more than 300 facilities across North America, 67% of NFI employees are deskless. Their jobs focus on driving trucks and operating warehouses. Most of this 67% has no regular access to a computer and no company email. A desktop-based intranet solution was not the answer. The HR team implemented an employee engagement survey that highlighted some communications gaps.

> ❝ Our employees asked for more communications, but we didn't want to just send them updates that they would never see. We wanted to send them meaningful content that they could engage with right at their fingertips through their mobile device.
>
> — JeanMarie Decker, Director of Communications, NFI

NFI's engagement survey also alerted them that their employees wanted more communications regarding the greater mission, purpose, and goals of the company. For them, mobile was the right channel to deliver this vital information.

NFI was looking to the future and needed an app that would let them target different groups of employees, track analytics to inform their strategy, and that would let them open up administrative privileges to local leaders and mid-level managers in the field. They also wanted a solution that they could brand their own. A big differentiator was that theEMPLOYEEapp allowed two-way communication through comments.

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Success Stories

NFI has 450 content publishers uploading messages to the app regularly. Since launching its branded mobile app, The Pulse, more than 6,500 pieces of content have been shared on theEMPLOYEEapp. By involving so many people, NFI made the content meaningful and relevant to employees at a local level. At the same time, it gives the corporate communications team the ability to strategize, focus on data, and try new ways of pushing the envelope to engage with a geographically dispersed team.

The app has become a source and destination for employees to access everything NFI by including workplace tools and portals within Pulse. As a result of this strategy, NFI sees higher levels of engagement and adoption, especially concerning Pulse's social functionality: they have 65% of their employees in the app, and their employees like and comment on content frequently. In Q2 2019 alone, they had 11,000+ likes on content, proving that employees value having access to information.

JeanMarie said, "We relied on qualitative feedback to learn what content our employees want and need from us. We're now able to see data that helps us efficiently and effectively create and share content that makes a difference for our teams."

Highlights of their app:

- **Always-On:** Ability to reach all employees regardless of where they work—on the road, in the warehouse, or in the corporate office.
- **Reinforce Safety Culture:** Directly communicate safety protocols and procedures to frontline workers to reduce safety incidents and improve compliance.
- **Crisis Communications:** The number one concern of any business during a crisis is keeping their employees safe. Pulse helped NFI do just that. In 2018, during a hurricane, they sent important distribution closure information, updates, and resources direction to their employees' mobile devices.
- **Executive Videos:** Increased visibility of the CEO by sharing video updates with all employees.
- **One-Stop Hub:** Pulse serves as a centralized hub of resources and company information to engage employees and increase their awareness of how their role relates to the company's overall mission.
- **Push Notifications:** Using push notifications allowed employees to find important information, especially during times of crisis, keeping employees informed and safe. Push notifications with clear instructions on an action to take, and a link leading employees to the app, made a major impact in engagement and education.

> ❝ theEMPLOYEEapp has been a valuable partner in developing and supporting our Pulse app. With this mobile solution in place, we've been able to create a culture committed to communications and provide our employees with important information to help connect them to the greater purpose of our company and enable them to see their impact on the big picture of who we are and what we're striving to achieve.
>
> — JeanMarie Decker, Director of Communications, NFI

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Evaluating Mobile Technology Partners

Suppose your logistics organization is considering a customized mobile app to improve internal communications and employee engagement. In that case, 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 some functions and best practices to consider.

Ideally, your app developer partner should be able to deliver the following:

- A 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.
- A 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 (including PDFs, JPGs, MP4s, MOVs, etc.), and link to outside resources, portals, and other apps as needed.
- Availability on any mobile or web-enabled device (including desktop computers), with or without an internet connection.
- The capability to segment and target content and messages for different audiences (e.g., management vs. dispatchers, truck drivers, various locations, etc.).
- The functionality 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).
- An easy platform 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 communication 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, but that's also secure and branded, so your employees feel safe using it.

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

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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