

How energy and utility companies connect and engage with frontline workers

ENERGY &
UTILITY
INDUSTRY



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Foreword

In today's modern companies, a blend of office and frontline workers is the norm. However, decision-making often leans heavily toward the office employees, overlooking the needs of frontline workers.



Fortunately, there is a growing recognition of the importance of inclusivity and a unified employee experience across the entire workforce.

This need for inclusivity is particularly urgent in frontline industries like energy and utilities, which have traditionally been slow to embrace digital transformation and change management. Nevertheless, industry players are increasingly acknowledging the necessity for change.

Consider this: Frontline industries employ a staggering 2.7 billion workers, comprising the majority of the global workforce. Remarkably, some companies have thrived despite neglecting such a significant portion of their workforce, as noted by an industry professional.

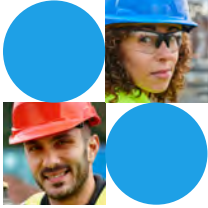
As stewards of the fourth industrial revolution (Industry 4.0), these organizations must now adopt, embrace, and evolve alongside the changing workforce and its needs. The motivation to achieve this goal comes from a rising generation of tech-savvy workers, mounting external pressures, and advances in enterprise-level computing.

A recent survey conducted by Simpplr, involving 1,500 HR executives from organizations where frontline employees constituted over 20% of the workforce, revealed some alarming statistics.

Take a look at these findings:

- **More than 30%** of companies lack the technology to adequately engage frontline employees
- **40% of companies** surveyed say they communicate with frontline employees only once a week
- **54% of companies** recognize that failing to help frontline employees stay connected and engaged is costing them productivity
- And the recognition by **38% of respondents** that a technology gap is making it more difficult to retain and recruit talent

Survey results



Simplr surveyed 1,500 HR executives of organizations in which more than 20% of their workforce comprises frontline employees. The survey was conducted in March 2023.

61%

of companies are concerned about recruiting and retaining frontline employees



Companies lack the right technology to adequately engage frontline employees

54%

of respondents reported the lack of engagement amongst their frontline employees impacts their productivity

Frontline employees regularly miss important company communications, especially if they are infrequent and disjointed



Lack of consistent frontline employee communication

40%

of companies surveyed say they communicate with frontline employees once a week

When it comes to connecting, including, and supporting frontline employees, 60% favor including them in more organizational opportunities, events and activities despite these channels not being conducive to the way frontline employees work



Lack of consistent frontline employee communication

60%

of respondents say the relationship frontline employees have with their manager is the most important part of delivering an exceptional employee experience

Many frontline employees can't receive direct communications from their supervisors, as most don't have a corporate email address, which can impact the connection they have with their leader and team



Frontline workers are increasingly dominated by millennials with little tolerance for outdated technologies. Solution providers must understand the intricate needs of these organizations by addressing existing pain points and tackling operational challenges and potential disruptions that may arise from new technology.

Specifically, energy and utility organizations aspire to embrace sophisticated IT solutions that streamline their communications, workforce, and workplaces. However, they seek easy-to-implement and maintainable solutions that won't overwhelm their already burdened IT departments. In the following paragraphs, we will delve into some solutions. But first, let's explore the pain points they face.

Understanding organizational pain points in the energy and utility sector



In the energy and utilities sector, attracting and retaining frontline workers is a significant challenge today. Surprisingly, people are now 25% more likely to quit their jobs compared to before 2019. What's even more concerning is that the majority of those who leave (65%) don't return to the same industry.

A recent biannual Job Optimism survey, which included more than 2,500 professionals in the U.S., revealed that 46% of respondents are currently looking for or planning to look for a new role in the first half of 2023, up from 41% just six months ago.

46%

of respondents are currently looking or plan to look for a new role in the first half of 2023

While salary (61%), benefits (37%), and flexibility (36%) are the main reasons they plan to seek new employment, what they truly desire in new roles is a company culture that aligns with their values. The survey also highlighted the top turn-offs that cause candidates to lose interest in roles they're applying for:

56%

Unclear or unreasonable
job responsibilities

50%

Poor communication
with the hiring manager

36%

Misalignment with
the company culture
and values

The challenges faced by organizations in this industry are clear. For many, this is the first time they are seriously considering the employee experience, particularly for frontline workers in energy and utilities.

There are various reasons why workers leave their current jobs in this industry. One ongoing trend is the Great Resignation, where many employees are choosing to leave their positions. Another trend, known as the Great Retirement, emerged as individuals opted for early retirement during the Covid-19 pandemic.

These experienced workers leaving created a void that led to issues with training and mentoring new recruits. As a result, resignations among new employees followed, and those who remained may have hesitated to take on additional responsibilities without a guaranteed future role.

This "quiet quitting" began to affect the younger workforce, exacerbating the skills gap and creating an undesirable situation in a sector that heavily relies on a reliable and consistent number of employees.

Given the rising costs of replacing and reskilling lost employees, energy and utility companies must address the root causes of frontline staff turnover. Furthermore, as organizations continue the journey of digital adoption, they must identify and understand the pain points specific to the industry and develop strategies to attract and retain the best employees.





Another critical consideration is the need to break down silos within the organization. Information and knowledge must be shared freely and easily, regardless of location. Having access to up-to-date information significantly impacts the effectiveness of energy and utility workers, and any barriers to information sharing can lead to dangerous disconnects.

The energy and utility sector is complex, encompassing vast physical infrastructures worldwide and infinite technologies. Pain points within the industry are numerous and include challenges related to infrastructure, compliance with regulatory requirements, asset management, frontline workforce recruitment and retention, cybersecurity, environmental impact reduction and geopolitical issues. This comes amidst a highly competitive rate with customers frequently changing suppliers, extreme weather and natural disasters, the urgent need for rapid digital transformation, and poor communication. This is especially true with frontline workers in remote locations.

As a company seeking to attract and retain talent, it is crucial to understand that digital transformation is not your end goal, but the beginning. Technological upkeep can be more demanding than manual processes if not properly planned and implemented.

Unfortunately, many companies underestimate the importance of mapping out ongoing upkeep ahead of time, resulting in the acquisition of digital systems that quickly become inefficient. These systems either fail to keep pace with changes, become dumping grounds, or create bottlenecks and are ultimately abandoned. The failure rate is staggering, with Gartner reporting that 90% of all intranets fail. However, this doesn't have to be the case.

So, what are energy and utility companies missing, and what's at stake for failing to implement effective employee experience programs specifically for your frontline workers?



90%

of all intranets fail

Gartner

Diminished productivity and increased risks to safety

Low engagement and poor productivity in the energy and utility sector have far-reaching economic implications. And it jeopardizes the safety of your workers and the public. Consider the following:



- Complex infrastructures in the sector require significant investment and maintenance. Insufficient engagement and productivity directly impact the bottom line. When there are inadequate funds to manage these infrastructures effectively, it puts the safety of workers and customers at risk due to breakdowns and failures.
- Compliance with regional, national, and international rules and regulations is a time-consuming administrative burden. Overlooking these requirements can lead to operational inefficiencies and compromise safety.
- Efficient management of physical infrastructure by engaged employees is crucial for delivering services. Failure to monitor, maintain, and upgrade facilities can result in disruptions to the supply.
- A skilled frontline workforce is essential for operating and maintaining sophisticated equipment. Low engagement in this area leads to inefficiencies and interruptions in the supply chain.
- Cyberattacks increasingly target energy and utility systems.
- Motivated security teams are necessary to prevent mistakes and accidents.
- Reducing environmental impact is not only essential but also costly. High productivity is crucial for effectively managing processes, finances, new infrastructures, technologies, operational practices, and business models.





Effective communication is vital for frontline energy and utility workers to promote engagement and enhance productivity. Poor communication systems or the absence of a mobile app can disconnect your workers from crucial, time-sensitive information. This not only negatively affects your bottom line but also raises safety concerns.

Communication has always played a pivotal role in organizational productivity, and now it holds even greater significance in engaging your workers and fostering a sense of connection. In fact, a Gallup study revealed that engaged teams exhibit 21% greater profitability and 17% higher productivity than disengaged teams.



Moreover, poor communication increases the risk to worker safety, potentially exposing the company to lawsuits. Relying on word-of-mouth and printed fliers as primary communication methods is inadequate here. What happens when crucial safety warnings or shift changes fail to reach workers on time? Unnecessary risks are taken, and damage can occur as a result.

To address these challenges, you must implement effective communication strategies and tools that enable timely and reliable information sharing. Embracing modern technology and mobile applications can significantly improve communication, engagement, and productivity, ultimately enhancing safety and operational effectiveness in the energy and utility sector.

Change management failure without internal alignment

When your company undergoes change, achieving successful implementation and long-term success hinges on internal alignment. It could be as minor as promoting a colleague to a supervisory role or as significant as a company-wide shake-up, merger, or acquisition.



Maintaining a stable work environment during such changes becomes challenging when employees are unaware of what is happening and why, and when they are not aligned with the new direction.



Transparency is key to cultivating a culture of trust, while sudden changes breed rumors, discord, and employee turnover.

To navigate this, it is crucial to communicate the change to your frontline workers early and frequently. Additionally, measuring employee sentiment is vital.

Accompany news of fundamental changes with real-time mobile surveys, enabling you to swiftly address any misalignment and prevent productivity losses and other avoidable challenges.

Traditionally slow to change, the energy and utility sector is now under immense pressure to adapt. Factors such as the rapid expansion of renewable energy sources, climate-related emergencies, increasing customer expectations, aging infrastructure, and a shrinking frontline workforce drive the need for change like never before.

Change has become a trend in the energy and utility sector itself, and it comes with best practices:

- ↳ Before implementing change, conduct assessments and identify problem areas while ensuring uninterrupted services and compliance with sector regulations. Prioritize open communication with all employees, including frontline workers, right from the start, keeping everyone aligned with the reasons for and benefits of the change.
- ↳ Ensure the reasons for the change and the expected results are communicated across your workforce. Employees need to understand why the process is necessary to garner their support and minimize resistance to new methods. While customers don't need to know everything, ensure that your workers are equipped with the information they need to address questions beyond what is essential.
- ↳ Be proactive and anticipate skepticism and resistance. Embrace feedback from your frontline workers, who, as a distributed workforce, possess valuable operational insights across the energy and utility sector. Their expertise and knowledge of conditions on the ground will contribute to a more realistic change management strategy.
- ↳ Lead change in a proper and transparent manner to foster trust and loyalty within your workforce. Involve employees in the process, making them feel like an integral part of the journey. Visible commitment from leadership encourages frontline workers to genuinely commit themselves to the change.
- ↳ Exclude no one from change plans. Workers feeling excluded, undervalued, or insignificant to the company leads to feelings of exclusion, low morale, and high turnover rates. This is particularly prevalent in the energy and utility sector. Everyone should feel included, connected, and informed, avoiding situations where they learn about company updates from the news media or with little time to process the changes, which often occurs for disconnected frontline workers.

By following these best practices and prioritizing internal alignment and communication, you can navigate change successfully in the energy and utility sector, fostering a culture of engagement and ensuring long-term success.

Increase in the number of disengaged, detached, and dissatisfied employees

Employee engagement is your first step towards creating a fulfilling employee experience. Without active engagement, workers may perceive their jobs as lacking meaning, leading to detachment and dissatisfaction.



Consider the vital role frontline energy and utility workers play in our daily lives. From providing us with power and clean water to ensuring the functioning of various utilities we often take for granted, their contribution is indispensable. Thus, the rise in disengaged and dissatisfied employees within this sector is a cause for concern.

Unfortunately, the energy and utility sector experiences higher accidents and fatalities than other industries, significantly contributing to employee disengagement. Frontline workers often operate within physical infrastructures or handle hazardous substances and are frequently the first responders during crises. These challenging working conditions, coupled with factors such as travel, long shifts, physical labor, and labor shortages, all contribute to the rising dissatisfaction levels.

Furthermore, the prevalence of mergers and acquisitions in energy and utility companies raises trust and security issues amongst your employees. Disruptions in work routines often result in disengagement and make employee retention a pressing challenge.

As technological advancements necessitate numerous upgrades across multiple networks and systems, it is crucial that you effectively communicate essential information regarding these processes. Failure to do so can leave workers feeling undervalued and ill-equipped to perform their jobs.

There is a need for constant innovation and adaptation in the energy and utility industry to stay competitive. This makes the lack of communication and training during upgrades frustrating and leads to disengagement and, ultimately, resignations.

Poor methods of communication play a significant role in employee disengagement.





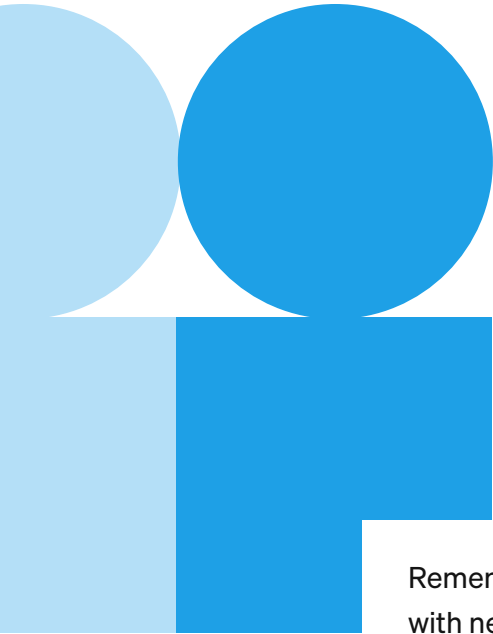
When employees only receive company news through your in-person team meetings that feel irrelevant to them, they tend to tune it all out. The absence of two-way communication between your leadership and frontline workers is palpable and has destructive consequences. Without connections to leadership or colleagues and without personalized interactions, employees start feeling like mere numbers, becoming increasingly detached.

Creating a satisfying employee experience involves fostering connections amongst your employees, facilitating regular communication with your leaders, and providing opportunities for expression. A streamlined two-way communication system should not be limited to conveying instructions but should also serve as a platform for interpersonal engagement and shared understanding. And when it does not, your workers feel excluded because they are!

Exclusion of frontline workers from the company culture

Reflect the company culture in all employees by establishing connectivity on all fronts. Unify your workforce under the same ideals to create a cohesive and thriving environment.





Remember that company culture plays a crucial role in the employee experience, with nearly half of all employees considering it more important than their physical workspace or the technology they use. Feeling like they don't fit in is a significant reason why employees leave their current organizations.

Your employees want to be part of a broader community where they can understand the impact of their work across the organization and feel like they are contributing to something meaningful.

Building a healthy company culture becomes challenging when your frontline workforce is distributed across various locations, potentially operating in high-risk conditions far away from their homes. It is essential to make special efforts to communicate shared values, attitudes, beliefs, and practices that shape the behaviors of all individuals in your company.



A robust energy and utility company culture strongly emphasizes safety initiatives. Exclusion from your company culture can lead to serious issues, as maintaining safe working conditions and preventing accidents is a top priority. Provide ongoing training, safety assessments, and confidential channels for frontline workers to promptly report and discuss safety concerns or incidents.

For individuals and teams, often spread out, clear and consistent communication is vital. Keep them informed about technological updates, last-minute schedule changes, and other important information they need to perform their jobs effectively. Establish a reliable system for delivering information when and where your workers need it.

Your company culture should be highly structured, with a focus on safety, efficiency, productivity, and communication. Additionally, reward, recognition, and inclusion are crucial elements. Share these values with your frontline workers to empower them to deliver quality service and maintain high standards across the board.

A positive workplace culture, reflecting strong ethics and values, will attract top talent. Whether you are reviewing an existing culture or starting from scratch, consider the following steps:

- Ensure your frontline employees have a sense of purpose and belonging
- Connect your workers with a collaborative internal communication system
- Embrace and welcome a diverse workforce
- Recognize and reward workers for their outstanding contributions
- Seek feedback from employees on how to enhance engagement

It's important to remember that many energy and utility frontline workers have stressful, physical, and even dangerous occupations. Their actions have far-reaching effects on communities and infrastructures.

Moreover, the industry is highly exposed to geopolitical or economic upsets, weather, climate, and natural disasters. To confidently tackle these challenges and responsibilities, workers need to be included in an equal and diverse culture. They require support to perform their jobs effectively, maintain their mental and physical health, and achieve a satisfactory work-life balance.



Decrease in the talent pool as skilled labor retires

The energy and utility sector has faced a significant challenge recently: Ensuring the smooth operation and maintenance of installations while delivering essential services seamlessly during the COVID-19 pandemic. With many employees falling ill or being tied up with family responsibilities, worker shortages became a pressing issue. And the stress and overwork experienced by frontline workers during this pandemic era has led many to contemplate early retirement and reevaluate their priorities in life.

However, this retirement trend among frontline workers in the energy and utility industries is not a new phenomenon. Historically, these workers have retired earlier than most due to the physical demands of their roles. As a result, a growing knowledge gap has developed, and the talent pool has been steadily diminishing. This poses a significant challenge to the sector and to your hiring efforts.



As older workers retire, it becomes crucial to have a ready and capable talent pool to fill their positions. This entails offering education and training opportunities, prioritizing engagement, and fostering a strong culture that aligns with the preferences of a younger workforce.



Establishing a streamlined onboarding and assimilation process is essential to ensure a smooth transition and avoid any dips in productivity and performance. This process should instill enthusiasm and boost morale among new recruits, as well as inspire existing workers who aspire to career advancement or acquire new skills.

Effective communication plays a pivotal role in this endeavor.

A robust communication system can groom tomorrow's skilled workers and future leaders. It highlights employees' contributions and facilitates training, education, and support. This enables workers to seamlessly take over responsibilities with minimal disruption to schedules, output, and overall productivity.

And this leads us to some specific recommendations.

Energy and utility industry recommendations

In the energy and utility sector, worker engagement is vital.



A detached, distracted worker, or a quiet quitter, can make mistakes and cause accidents that lead to catastrophic failures involving the well-being of customers and colleagues and themselves. Here are some imperative recommendations for the energy and utility industry:

- **Establish a strong internal communications system:** Keep everyone connected and informed by regularly updating your internal communications. This helps clarify job responsibilities, schedules, and tasks, enhances employee experience by offering support, and fosters a cohesive company culture.
- **Foster a diverse and inclusive culture:** Include frontline workers in building a diverse and equal culture that unites the entire workforce around the company's mission, values, ethics, and goals. This promotes unity and a sense of belonging.
- **Provide a safe space for workers to voice concerns:** Create an environment where workers feel comfortable asking for help, offering feedback, and openly discussing workplace issues. This reduces safety risks, facilitates real-time information sharing about changes, and maintains productivity.
- **Maintain an ongoing talent pool:** Continuously develop and nurture a talent pool of skilled, experienced, and qualified workers who can quickly step in to replace those who resign or retire. This ensures a smooth transition and minimizes disruptions.
- **Engage workers actively to prevent detachment and dissatisfaction:** Make every effort to engage frontline workers and reduce the risk of them quietly quitting. Involve them in decision-making processes, recognize their contributions, and ensure they feel valued and appreciated.

In the energy and utility sector, worker engagement is vital.



It's important to improve company culture, especially in a sector with high levels of risk and where your workers may not always feel recognized, supported, and appreciated.

While it may be difficult for most of us to fully understand the daily life of a frontline worker, we can acknowledge the extreme working conditions, unrealistic customer expectations, and high rates of burnout they face.

Therefore, implementing a creative communication strategy is vital for developing and sustaining a safe and successful work environment and culture within your company and the energy and utility industry as a whole.

Creating a mobile link for the frontline workforce



Realizing the importance of engaging their frontline workforces, early adopters of employee experience platforms are already reaping the benefits. They provide an excellent opportunity for other companies to learn and implement similar systems designed to handle their unique internal needs.

We'll draw some insights from two customers to illustrate how companies can create cohesion regardless of the number of employees and with minimal disruption to the day-to-day business operations—and, best of all? There are virtually no additional demands for IT.

The companies are Lozier Corporation, a leading store fixtures manufacturer, and Renewal by Andersen, a full-service window and door replacement company. At 66 and 27 years, respectively, these companies are old enough to know that change is inevitable and have reacted swiftly to shifting market environments over the last few years.

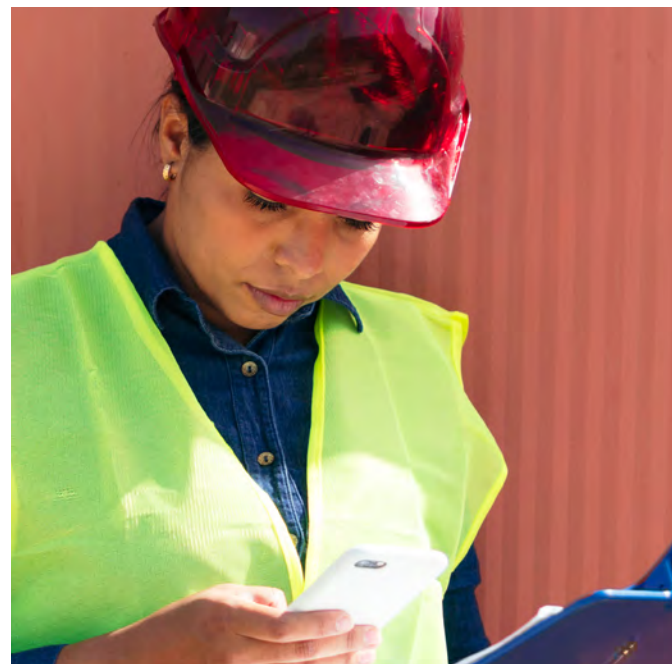
With about 2,100 employees spread across ten manufacturing facilities in five states, Lozier understands the need for an integrated workforce. And this became even more abundantly clear

in 2021 when the company launched its intranet, LozierLink. But, before then, there was no way of connecting or engaging all their employees and measuring the impact of this omission.

And then we have Renewal by Andersen. They have a network of about 100 locations across North America comprising 10 Renewal company locations; the rest are affiliates. So all these locations total up to more than 2,500 members of the One Network alliance united under “The Link” intranet.

LozierLink and The Link are each configured to provide visibility throughout the entire company, across all employees, who are all offered a personalized view of the organization they work for. But, more importantly, these intranets take advantage of the technology they already use: Mobile apps.

Using a mobile app to connect and engage with frontline workers is beneficial for several reasons. First, most frontline employees don't have corporate-issued devices or the time to sit at a computer. Second, mobile is convenient as it is with them all the time. Third, they get notifications and alerts just like they'd get phone calls.



The messaging is curated for each employee so they can't miss important information but are also not inundated. For instance, emergency alerts are indicated, and they can't opt out of them, while news that can wait may be sent as an SMS with a link to follow for more information.

The intranet is a repository for all the organization's information that can be quickly found. So whether it's a new hire reviewing their benefits package or a employee catching up on upcoming events, colleagues' activities, etc., it's all there.



The companies also use their platforms to conduct conferences and events, solicit and answer questions through various channels, and encourage employees to share personal stories.

This makes frontline employees feel a sense of belonging that would have been unachievable without interactive and engaging connectivity.

Engaging employees with their own stories

With the capabilities of an intranet, companies can engage their frontline employees in concrete ways. In particular, they can share information from various sources or step out of the way and let people tell their own stories, which is even more impactful.



SPOTLIGHT:

Loziers' internal newsroom



Lozier Corporation created an internal newsroom with real-time news and information that's shared all day, every day. It's now at a point where more than 90% of the content is generated by workers rather than leaders.

There were more than 925 articles published within the last year about what's happening in and around the company. For example, they share news about various locations and how they have been affected by ongoing weather phenomena or updates to the corporate strategy and new business ventures.

The rest is about the workers themselves: A new hire getting introduced to the team, someone sharing an exciting story they heard, or a worker sharing a meaningful event or personal achievement.

LozierLink has been so successful as a communications tool that the company has worked it into its collective bargaining agreements—and it's a selling point that workers appreciate.

SPOTLIGHT:

Renewal by Andersen's community works



Similarly, The Link gets all members of One Network at Renewal by Andersen rallying behind common goals. To start, the intranet allows the creation of other sites within the network. These sites can be publicly available to all members or restricted by specific criteria.

For instance, there are sites created by different departments, such as operations, sales, marketing, and IT, with content targeted to specific groups of people. This helps workers have a personalized experience with information that's relevant to them.

Additionally, they have sites for councils where they share best practices, again tailored to the specific crowds or shared with everyone when they apply.

Beyond that, The Link is a place to share and celebrate each other as well as give back to the community. This builds a strong sense of connection to coworkers and the organization, proving that good deeds are a priority. It feels good to work for a place that prioritizes caring acts.

For instance, when marking Women's History Month and Women in Construction Week in March, the company published content to raise awareness around the events and encourage participants. And they also partnered with USA Cares for a fundraising drive for 9/11 veterans and worked with the American Cancer Society to raise awareness and support research programs.

Creating a successful employee experience program that engages everyone

Bringing your frontline workforce into the fold is a purpose-led initiative. It is more complex than merely adopting digital technologies and practices. It requires you to go the extra step of ensuring that you're using those tools and techniques to create a work environment that facilitates your goal.

This might sound vague in theory, but in practice, it's a matter of creating a sound plan and following it step by step. First, think about how you will get buy-in from your employees. Show them that this new system is designed for their benefit.

Coming from a norm of being barely recognized, never mind appreciated, most employees crave a sense of belonging. But most frontline employees have become accustomed to the exact opposite, which accounts for the massive resurgence of quiet quitting and career changes.

So, how do you prove to them that things will be different once they adapt to a new and inclusive employee experience? You do this by degrees.

You recognize them individually and set goals to help them achieve those targets. Then, you give them the needed resources, connect them to other colleagues, and inspire them through regular and direct communication. And you closely monitor how it all goes as you learn and improve.

And as they see your commitment to them and their development as a member of your team and as an individual, their commitment to your company will also grow

Implementing successfully will require a long-term commitment, but success is inevitable with the right drive and tools.

Success best practices

When it comes to the day-to-day running of the program, some tips to keep in mind are:

- ↘ Map out the messaging. Decide from the start what content will be shared through the program. This will also help you design a suitable platform with all the features you need and without unnecessary add-ons.
- ↘ Give leaders a channel to communicate with employees, as two-way communication fuels engagement and belonging.
- ↘ Limit alerts. The frequency and timing of alerts are essential. Refrain from over communicating or over-alerting and note the timing of alerts. For example, avoid making people feel like they are on overtime by sending messages in the middle of the night or during the holidays.
- ↘ Personalize communications. Segment the messaging to provide a personalized employee experience for everyone.
- ↘ Tell people their own stories. Employees are connected to the company when they are connected to each other. Be flexible and reactionary; some of the best content comes from stories you didn't plan by monitoring feeds where employees share stories.

Success outcomes

The effort to engage your frontline employees will pay off quickly and in many ways:

- ↘ All employees have an easy-to-access platform that centralizes company communications, knowledge, and people.
- ↘ Internal communications (IC) can target and personalize communications to respective audiences, leading to further engagement.
- ↘ Management, office staff, and production workers are connected and engaging on the same platform, heading off disconnects.
- ↘ Through a mobile-first approach, all employees are alerted via SMS and can respond and react swiftly as one unit, boosting overall productivity.
- ↘ With a platform designed to be operated by clicks, not code, IC can govern and manage employee experience platforms without IT dependencies.
- ↘ The employee experience is personalized and frictionless to improve engagement and collaboration.
- ↘ Greater agility, faster employee reaction times, and better decision-making from open lines of communication.
- ↘ Improved worker productivity by accessing company resources, updates, and critical communications.
- ↘ Increased employee attraction and retention by aligning workplace culture, employee recognition, and providing better support.
- ↘ Purpose-led digital adoption to drive organizational transformation and change initiatives toward success.

CONCLUSION:

Getting ahead—connect and develop engagement with all your employees

The call to engage the frontline employees is a call for organizations to engage all their employees, whether at the office, in the field, in the plant, or elsewhere. You can gain inspiration and be better prepared to roll out your employee experience program by studying what others are doing through webinars, events, podcasts, and other resources.

Then when you finally launch, you can learn from your platform through sentiment analysis, [employee engagement surveys](#), and other feedback channels.

Simplr is constantly learning from how companies are using their intranets. So, we stay curious, watch for employees' adoption of our program, and use the insights to bridge the remaining gaps, ever innovating as we keep a ahead of the technology curve!

There's always more work to do, and Simplr keeps customers on the cutting edge. [Connect for a demo](#) if you want to learn more about how we can help you transition.

About Simpplr

Who we are

Simpplr is the modern intranet that transforms the work experience for all employees — wherever and however they work. Simpplr is the only platform that unifies employee engagement, enablement and services, leveraging state-of-the-art AI models to deliver a seamless, cohesive and personalized employee experience.

Trusted by over 700 global brands, including Moderna, Snowflake, Splunk, Penske, Eurostar and AAA, Simpplr customers achieve significant improvement in their employees' productivity, retention and overall satisfaction. Headquartered in Silicon Valley, CA, Simpplr is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, Tola Capital and Still Venture Capital. Learn more at simpplr.com

Benefits

- ↘ Designed for the way you work
- ↘ Ready to use in weeks, not months
- ↘ Built for business users
- ↘ Unified, engaging experience across mobile and the web
- ↘ Powerful integration
- ↘ Secure and scalable platform

Trusted By

