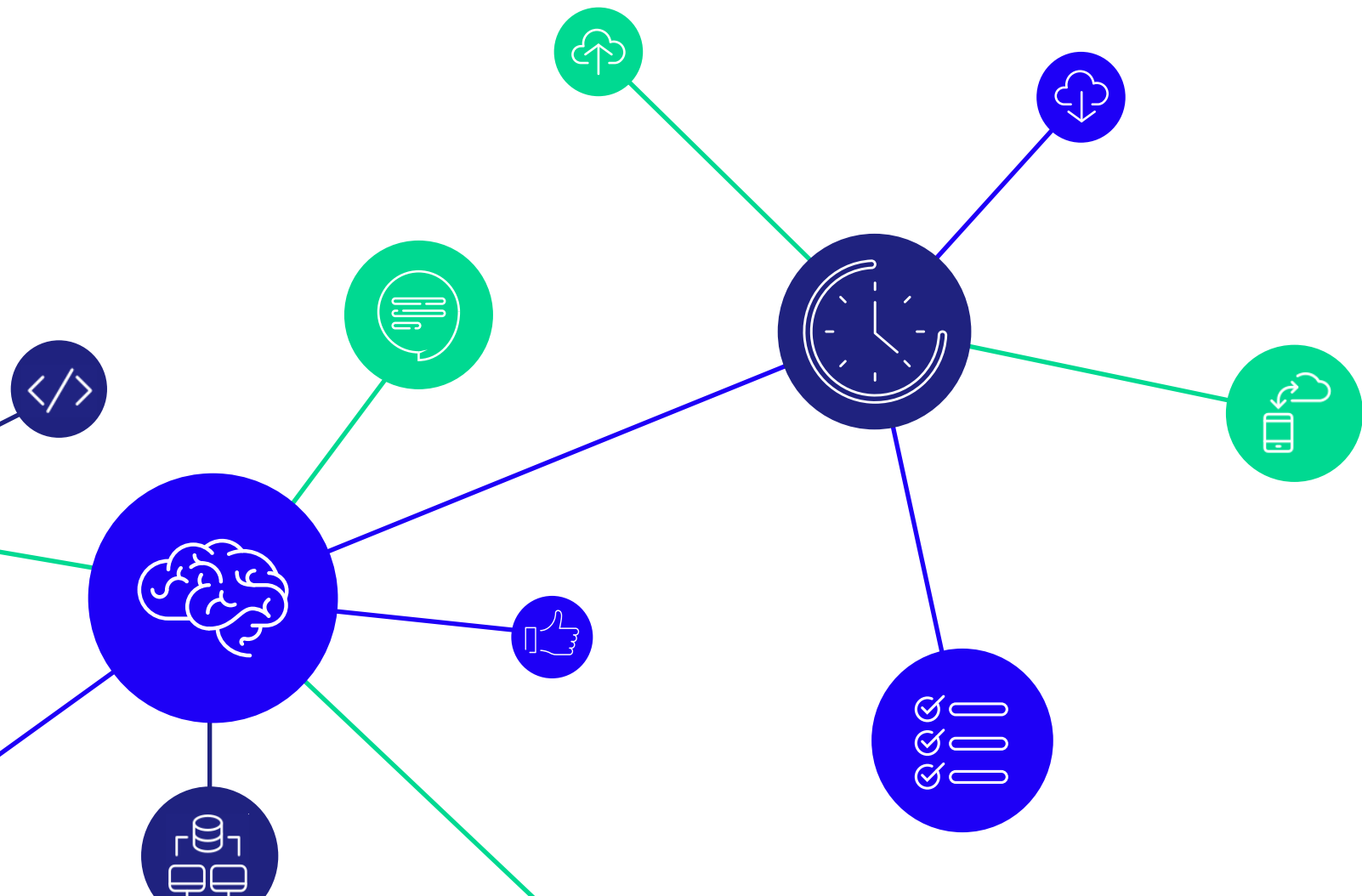




Using the WorkJam Digital Workplace in your Hospitality Organization



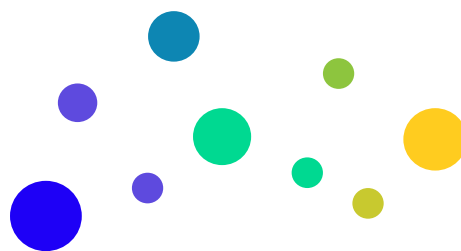
WorkJam's Digital Workplace Provides Hospitality Businesses With the Tools They Need to Meet the Demands of the Emerging Workforce Through Greater Associate Engagement

Today's global hospitality industry continues to experience an upward growth trajectory. However, this growth is not without challenges, as hoteliers, travel, and tourism business face new competitors and disruptors, rising operational costs, evolving customer expectations, and a tightening labor market.

How can hospitality businesses win? Engaged associates. By cultivating a positive workplace experience, employers can boost employee productivity and knowledge, while cutting operational costs and improving revenues through a superior guest experience.

In short, associates have come to expect a better employee experience. They want more control and flexibility over their schedules regarding when and how many hours they work each week. They expect to be informed and connected with their employer and feel well-equipped to do their job. They want their voices to be heard and to be recognized and rewarded for their achievements.

The WorkJam mobile and web platform extends existing workforce management systems and enables hospitality employers to develop, empower, and engage their frontlines. The platform enables associates to manage their work life with intuitive resources like schedule management, task management, messaging, development, and training. With WorkJam, hospitality businesses can improve retention rates, align associates with business and customer service goals, reduce operational costs, and drive the guest experience to new heights.



How does the WorkJam Digital Workforce benefit each area of the Hospitality Organization?



Hourly Associates

It's estimated that 60% of employees will leave their current employer unless they have greater work-life flexibility. Employees can manage their own work-life balance with flexible scheduling while increasing knowledge through accessible training...

- Attrition is a natural result of disengaged employees who feel unable to manage and sustain their work-life balance. But, when hourly employees are given more control and flexibility over their work schedules, they're more likely to understand that their employers value their time. This, in turn, enhances associate loyalty. By retaining associates, hospitality businesses avoid frequent hiring costs and develop a more

experienced workforce, which delivers higher quality service and facilitate higher bookings and overall sales. WorkJam gives hospitality businesses the tools they need to deliver on this work promise by allowing hourly associates to view schedules and trade shifts or pick up shifts from the palms of their hands.

- When employees have their schedules available to them at any time, they are less stressed, anxious, and are they are better able to plan the rest of their personal life. Employees become more engaged when they are provided collaborative tools, allowing them to work together and with their managers to trade shifts or adjust their work schedules, while maintaining workflows, business rules and policies.
- Associates represent the face of a hospitality organization's brand and service offering. As a result, employees need to be well-informed on core messages of the business, including the latest updates to service programs, campaigns, and promotions. WorkJam enables hospitality businesses to open a direct channel of communication between the corporate office and its associates, which promotes unified messaging. When messaging remains clear and consistent across the entire organization, nothing gets lost in translation.
- Associates have valuable information and feedback from the frontlines that head-office executives should know about. However, when associates are disconnected from headquarters and unable to share information directly, the business suffers from the lack of communication and associates are left delivering inaccurate messages to their guests. With WorkJam, employees can have direct communication with managers, keeping the feedback loop open.
- Since many hospitality processes are ambiguous and left to interpretation, training activities often look completely different from location to location. Hospitality businesses need to build a culture of consistent learning to deliver a consistent guest experience at every location. The WorkJam Digital Workplace offers hospitality businesses the opportunity to equip associates with the know-how they need to be successful and the tools to face customers with consistent, on brand service.
- Recognition for a job well-done boosts associate morale, encourages positive performance, and provides a valuable source of intrinsic motivation for hospitality associates. With WorkJam, managers can easily recognize employees for achievements and reward their efforts through badges, points, and direct feedback. As a result, hospitality associates are engaged and motivated to deliver a positive customer

experience every day. For example, a bartender passes a training and assessment and receives a master mixologist badge opening up new shift opportunities at peak periods, enhancing the bartender's earning potential. This motivates the bartender to improve her skills and as a result, the quality of service and the customer experience is driven upwards.

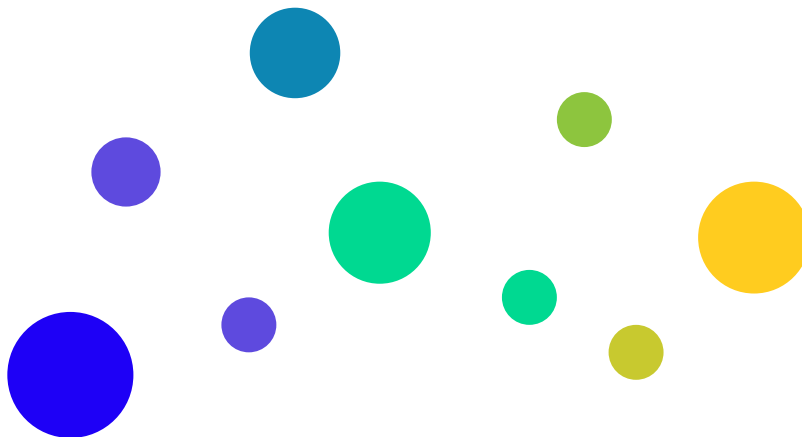
I Managers

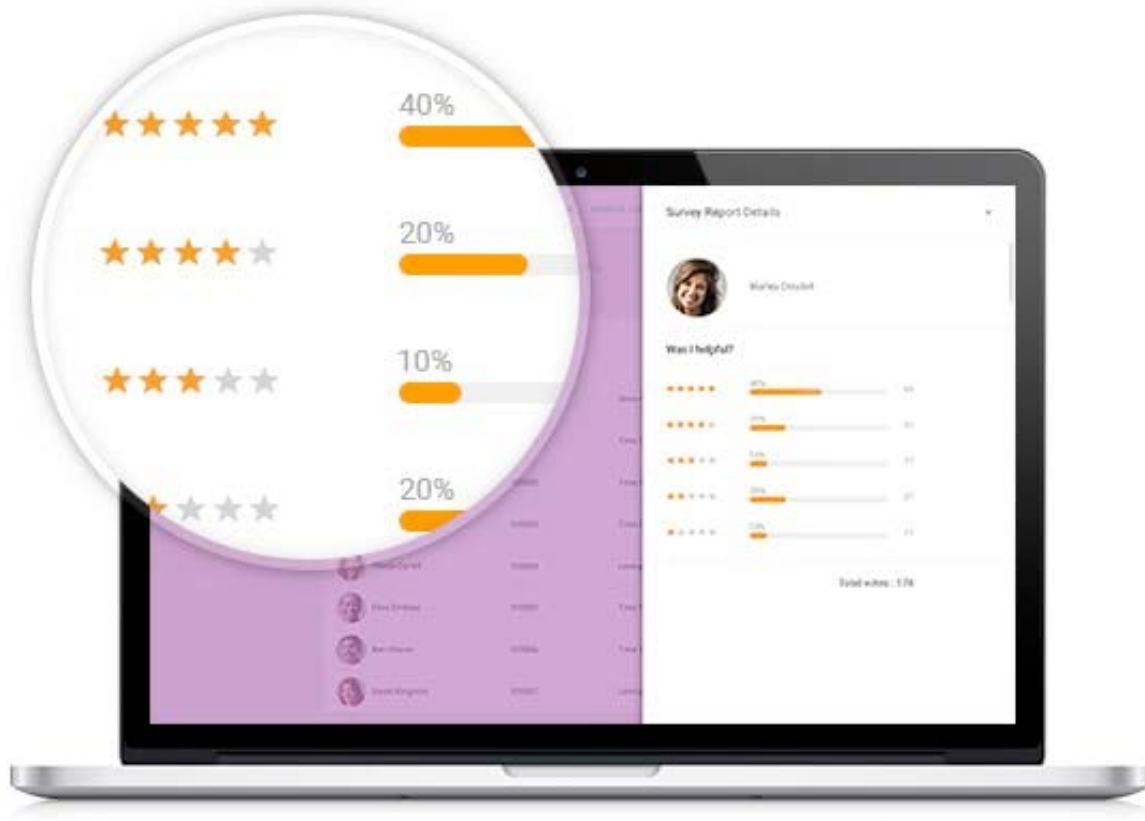
Our research shows that 58% of hospitality workers communicate scheduling changes to managers face-to-face. Shifting scheduling responsibilities to employees allows managers to spend more time supporting their employees and servicing guests...



- Employee schedule maintenance and shift management are major time-drains for managers – whether they use paper charts, spreadsheets, or a workforce management system with optimized scheduling technology. When schedules clash with associates' availability, managers enter the tiresome and inefficient process of finding a replacement through a hodgepodge of calls, texts, and on-the-floor conversations. No matter the tools they rely on, managers are unable to contribute to customer service if they're stuck in the back trying to fill shifts. WorkJam frees managers from routine tasks and enables them to spend more time supporting their employees and servicing guests.

- Creating work schedules and managing the ebb and flow of employee changes is one of the most challenging aspects faced by managers. WorkJam provides a simple approach to managing the constant flow of shift trades and cancellations that managers to deal with on a day-to-day basis. By empowering employees to manage their schedules and by bringing the schedule to their fingertips, in a mobile device, employers can encourage collaboration between employees and managers, making schedule changes a breeze.
- Hospitality managers spend a significant amount of their time managing turnover and training employees. By enabling an engaged workforce, WorkJam helps managers lower turnover. This gives valuable time back to the managers, which lowers operating costs and leaves the manager with a more experienced team who can deliver a better guest experience. With WorkJam, managers can focus their energy on inspiring and empowering associates to deliver a superior guest experience.
- Managers can send targeted messages to their employees by geo-location, skill/badge qualification, schedule assignments, and more. With WorkJam, hospitality businesses can improve communication and deliver targeted messaging for a more engaging, personalized employee experience.
- A motivated and engaged workplace leads to happy customers. WorkJam makes it simple for hospitality managers to motivate their associates through feedback, rewards and recognition. With this, managers receive real-time, actionable insights to help create a culture of engagement driving stronger individual performance, superior employee retention, and ultimately – better results.
- Make Online Employee Handbooks readily available. Knowing what is expected of every employee, as part of the team, allows each employee to simply and intuitively review policies including benefit information and service objectives.





| Operations

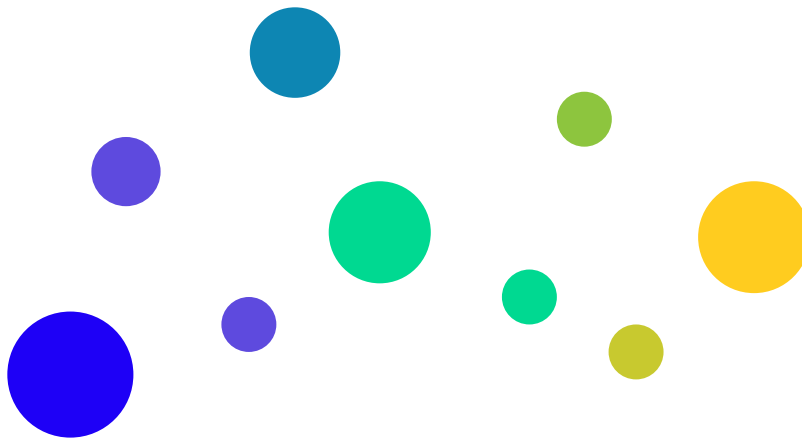
WorkJam helps businesses adapt to changing legislation around labor rules and wages requirements. Empowering managers and employees with a digital workforce reduces cost while increasing productivity and profitability...

Over the last few years, the hourly workforce has become the focal point of political debates, boardroom conversations, and social movements alike. National and local pushes for a higher minimum wage and criticism over unfair scheduling practices have cast a shadow over the hourly associate experience, challenging hospitality businesses to take a critical look at their internal practices. WorkJam is unique in that it offers hospitality businesses a solution to these challenges, while helping to reduce costs, improve service quality, and profitability at the same time.

By implementing the WorkJam Digital Workplace, hospitality businesses can:

- Provide employees with a more flexible and accurate scheduling process, leading to higher efficiency and happier agents.

- Ease the burden of timely, antiquated scheduling practices and improve employee satisfaction by publishing open shifts and bidding processes based on availability, skillset, or tenure.
- Help retain employees longer, avoid recruitment costs, and develop a more experienced workforce.
- Improve manager productivity by offloading time consuming work to self-service tools for associates.
- Source internal labor across locations and create an on-demand labor pool to significantly lower labor costs. Associates can be assigned to multiple locations, enabling them to pick up shifts in multiple locations and/or positions.
- Enforce compliance while still achieving corporate and sales goals.
- Manage unexpected labor needs while complying with advance notice scheduling laws.
- Utilize Task Management to better implement campaigns and non-routine processes.
- Empower coaching behavior by enabling managers to follow up with their employees on their guest interaction and provide video training to enhance the employee's future customer experiences.



Corporate Communications

Improved communication between corporate and employees aligns everyone to the company's service brand. WorkJam simplifies messaging across all levels of the organization that contributes to a unified customer experience...



- Timely, targeted, and relevant communication is the cornerstone of an aligned messaging strategy. Through the WorkJam Digital Workplace, hospitality businesses can deploy corporate strategy messages and objectives directly to their teams. Corporate can instantaneously communicate directly with its associates, enabling consistent communication.
- Direct digital messaging is great for delivering a clear, consistent message to the right associates at the right time. By using the WorkJam Digital Workplace platform, corporate can update associates on upcoming product announcements, brand building, new promotions, corporate responsibility initiatives, health and safety processes, and deliver special timely messages from leadership. This means no more organization-wide game of broken telephone!
- WorkJam allows corporate to eliminate disparate, uncontrolled, and unsecure messaging

channels used by employees such as WhatsApp and Facebook – cutting out additional opportunity for miscommunication.

- With WorkJam, corporate has a trusted channel to receive valuable associate feedback.

| Training and Onboarding

An estimated two thirds of consumers who have switched brands have done so because of poor customer service. WorkJam’s Learning Experience System puts up to date training in the palm of employees’ hands—equipping with skills them to face challenges on an ongoing basis and deliver superior service...



- As industry competition intensifies, hospitality businesses struggle to make time for comprehensive training initiatives that are necessary for a highly-personalized guest experience. Training departments in hospitality organizations need powerful learning tools that quickly and effectively help hospitality associates cement new skills, whether during the onboarding process or as ongoing training process. To do this effectively, hospitality businesses need to provide experience-focused learning tools that offer easily digestible content with interactive hands-on participation to reinforce key messages.

- The WorkJam Digital Workplace's Learning Experience System helps hospitality organizations consistently train knowledgeable associates and deliver memorable customer service. With WorkJam, easy-to-navigate content, with videos, can be targeted to specific employee groups. Create assessment quizzes that gamify the learning experience and motivate workers to seek continuous improvement, rather than simply offering one-time lessons that quickly become stale.
- By completing training courses, employees can qualify for multiple positions and department scheduling, or even priority in a shift bidding process. By offering new work opportunities, employees will become more engaged by having more control over their economic well-being.
- Training departments can utilize WorkJam to effectively train hospitality associates quickly with fun multimedia content, allowing campaigns and initiatives to be deployed with agility. In addition, hospitality businesses can utilize surveys and polls to gather important and timely feedback, while unlocking rewards and additional employee benefits.
- Onboarding is streamlined and more cost effective by communicating training guides through the Digital Workplace. By utilizing the WorkJam Learning Experience System, the onboarding cycle is flawlessly managed start to finish. However, while many believe that training stops after the onboarding process, this no longer has to be case.
- WorkJam's Learning Experience System can stand alone, or be integrated with existing learning management systems. WorkJam also supports SCORM and Tin Can API training content.
- With WorkJam training tools so easily accessible, hospitality businesses can feel confident that both new and seasoned employees will be equipped to tackle challenges on an ongoing basis.

