



Embracing a Bring Your Own Device Policy in the Workplace.



Introduction.

Smartphones have become an essential tool in the daily lives of more than three-quarters of the U.S. population, and they are no longer only used for communication. They help us do everything from scheduling our days to navigating our commutes. They help us maintain healthy habits and find answers to almost any question instantaneously. These compact supercomputers have become the most indispensable products we own.

In the U.S., mobile devices are even more pervasive. Ninety-five percent of Americans have some type of cell phone, according to the most recent Pew Research data, and 77 percent own a smartphone — a staggering statistic considering that number was 42 percent in 2011.

It should not be surprising, then, why this familiar tool is making its way into retail establishments, hospitals, restaurants, offices and nearly every other U.S. workplace. We rely on our smartphones far too much to leave them at home — they help us check traffic on the way to work, communicate with coworkers and check availability for scheduling.

Employers that aren't currently leveraging the technology their employees already use are missing a huge opportunity. Adopting a bring your own device (BYOD) policy can be

transformative for an organization, unlocking benefits like agile scheduling, seamless employee communication and vastly improved employee engagement. Overall, an organization that embraces BYOD has a much more productive, engaged and loyal workforce.



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ALICE'S STORY:

The familiar tale of a disconnected, disengaged workforce.

MEET ALICE.

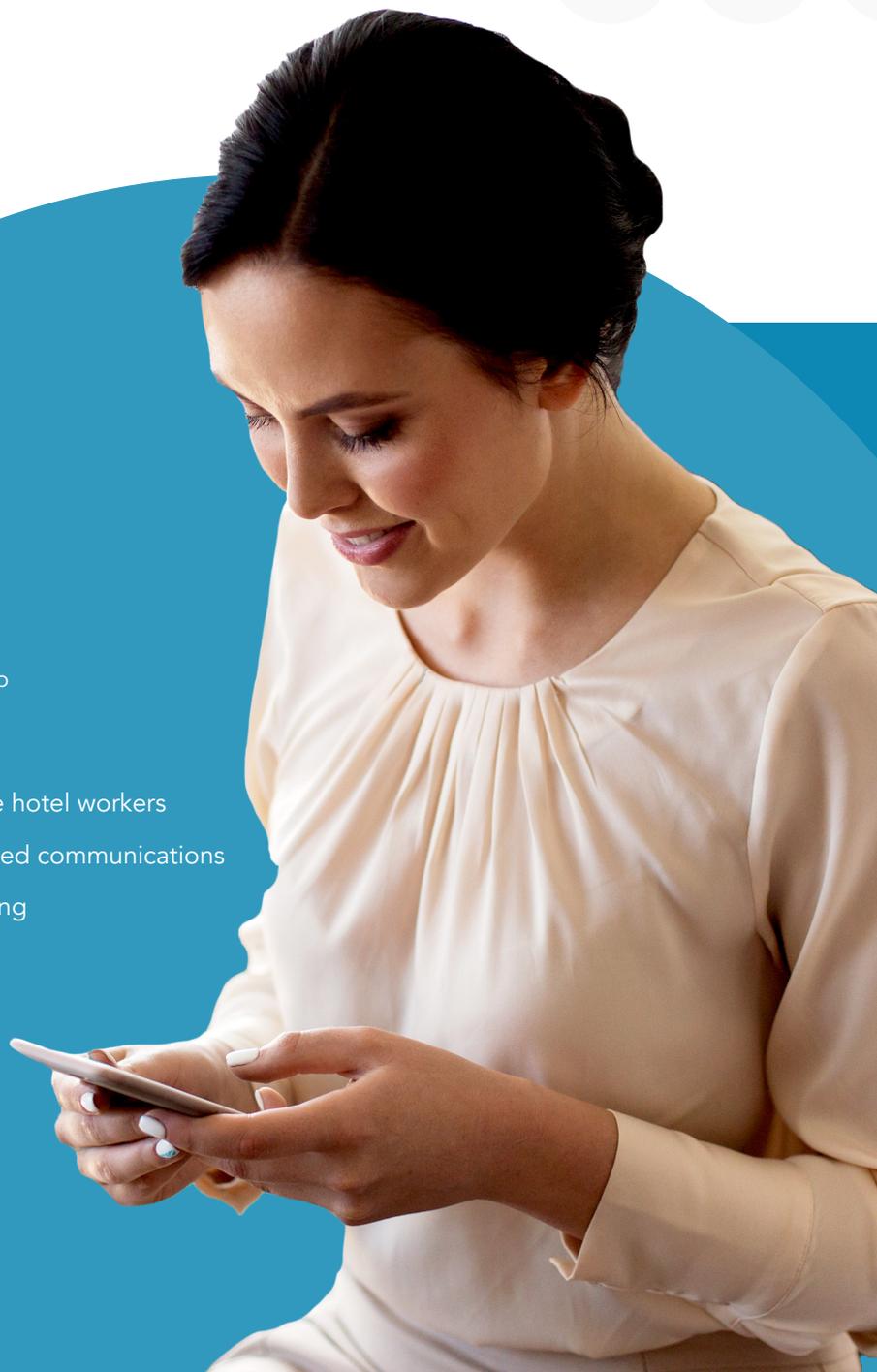
She's a talented and dedicated manager with years of experience in the hospitality profession. But she's up against workplace challenges that are beyond her control.

Alice Winters

Hotel Chain Manager | Chicago

JOB RESPONSIBILITIES

- Manage team of frontline hotel workers
- Oversee timely team-based communications
- Provide continuous training



CHALLENGE.

Nobody doubts Alice's competence as a planner or her skills as a manager. The problem is that she's doing the work of more than one person, and that creates daily challenges, including:



Running Team Meetings

The most effective way to communicate a bulleted list of timely information is via a daily, in-person standup meeting. Unfortunately, Alice doesn't have that luxury; **her staff work different hours, and nobody is ever together in the same place at the same time.**

Without in-person standups, Alice is forced to communicate important changes through emails and Post-It notes in the breakroom. This system isn't only time-consuming and inefficient; it's also often ignored.



Managing Employee Availability

Because the hotel doesn't have a centralized tool to oversee up-to-date employee availability, this responsibility also falls on Alice. If the night security guy has a family emergency, **it's on Alice to find a replacement — and fast.**

Consequently, Alice spends a lot of time on her email, making sure there's no last-minute employee cancellations, especially during the busy season. If there are cancellations, Alice ends up sending out a flurry of requests.



Communicating With a 24/7 Staff

Yes, Alice is dedicated, but she doesn't work 24/7 (nor should she). And yet the hotel looks to her to **keep all staff — including those who work the night shift — informed about scheduling and other updates.**

As a result, Alice spends many hours sending out individual texts and posting handwritten notes in the breakroom. **And she routinely takes late-night calls from staff who have questions that only she can answer.**

CONSEQUENCES

These challenges create lasting consequences both for Alice, her employees, and the hotel she works for.

For their part, Alice's employees have grown frustrated. While they all respect Alice and recognize her competence and hard work, they're annoyed by the lack of predictability over their schedules, especially when it comes to the number of hours they work each week. They expect to be informed and connected with Alice and the company as a whole. **But more often than not, they feel undervalued, overlooked, and overworked.**

For Alice, the unending demands of 24/7 communication and cumbersome personnel management have taken their toll on her morale. Leaving

work, she feels exhausted and anxious. And because she's responsible for overseeing 24/7 hotel operations, she never really feels like she's off the clock.

At the company level, the hotel is experiencing higher-than-average turnover rates due to employee dissatisfaction. Additionally, the ad hoc nature of employee scheduling has led to **understaffing in high-demand periods, leaving customers dissatisfied with their experience.**

A SOLUTION

It occurs to Alice that the solution to all of these challenges might be a device almost every single one of her employees is already using: their smartphones.

She wants to be a high performer and improve scheduling, communication, training, and other pain points. She knows this could improve her life, her employees' experience, and overall guest satisfaction; she just needs to convince management to harness the existing mobile infrastructure of the frontline workforce by adopting a BYOD policy.



The rising demand for BYOD, by the numbers.

WorkJam is a digital workplace platform that uses digital tools to drive a more engaged and productive employee experience.

By enabling employees to easily manage their workloads through their personal mobile devices, WorkJam empowers the frontline with control and flexibility while keeping operational costs low on the employer side.

But are employees comfortable using their personal devices for work purposes? Is a more engaged employee really less

likely to look for a job elsewhere? WorkJam recently conducted an online survey of 1,000 hourly employees to determine sentiment around a BYOD policy in the workplace.

Respondents are full-time employees from the following service industries: retail, hospitality, logistics, healthcare and banking.

Here's what WorkJam found:

	Retail	Hospitality	Logistics	Healthcare	Banking
Yes	66%	75%	65%	66%	56%
No	26%	14%	27%	26%	36%
No Preference	8%	11%	8%	8%	8%

When given a choice, **over two-thirds of employees say they would use their personal mobile devices** to access information about scheduling changes and/or corporate training materials. Regardless of the industry, there is little pushback from employees about using their personal device for work purposes.

It's not difficult to see how this sentiment has formed. Americans spend up to 5 hours a day on their mobile devices, a 20 percent increase compared to the fourth quarter of 2015. As a population, we are glued to our phones for nearly a day-and-a-half every week.

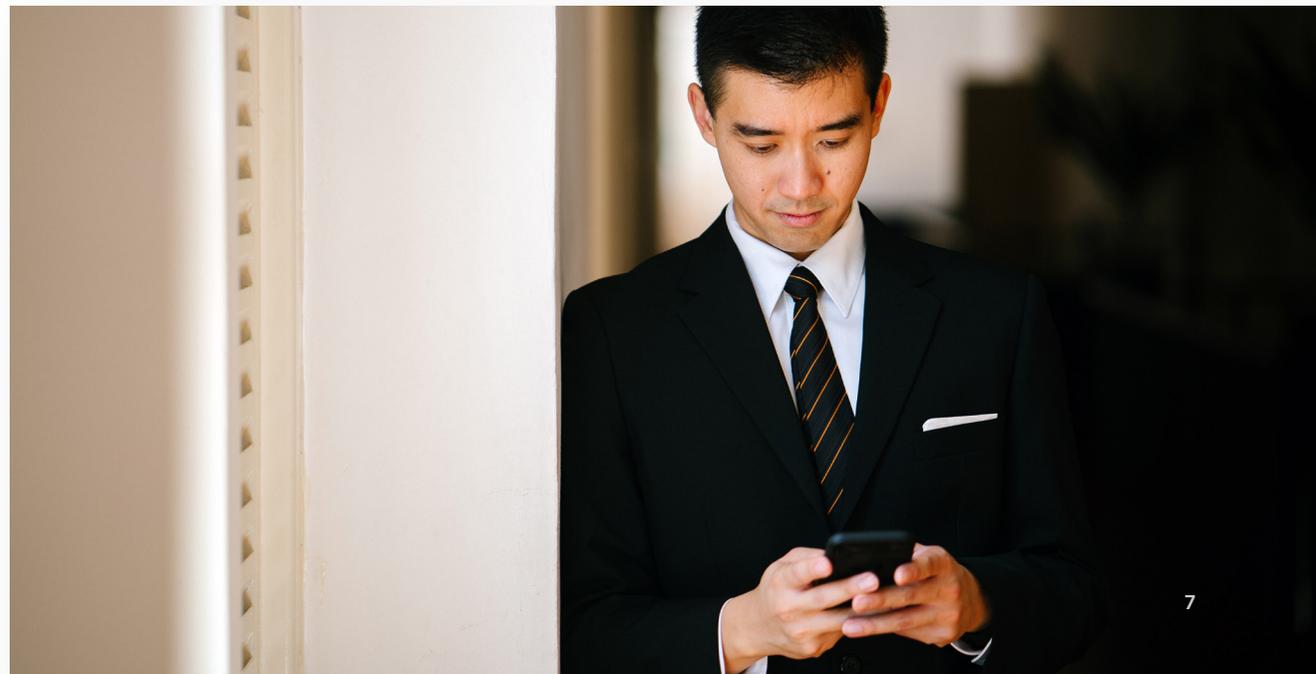
Consequently, our phones are now an extension of ourselves. We customize them, take them everywhere and consider the cost of ownership as important as our utility bills. So, it's no wonder hourly workers want to integrate aspects of their work lives into their personal devices.

Work group chats, binders of training materials, and paper announcements and schedules in the breakroom can be frustrating. A single digital workplace platform that consolidates disparate workplace systems and communication methods — schedules, company announcements, training and employee feedback — is increasingly a solution that hourly workers are ready to embrace.

A digital workplace platform is a natural, seamless way for employers to boost workplace productivity and empower employees, using devices everyone already owns and relies on daily.



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Breaking down attitudes and perceptions of BYOD.

The use of personal mobile devices is already changing how businesses and hourly associates approach work in the service industry.

We've come a long way from the days when personal devices were frowned upon in the workplace. Today, our smartphones enable us to do more, and employers that continue to bar their employees from using them are falling behind.

BYOD allows companies to cut operating costs and increase productivity. By improving the workplace experience, employers can build a more engaged workforce that improves revenue through superior service.

The study found that engaged employees are less likely to seek a new job.

56%

of employees looking for jobs say they are prevented from maximizing their potential at work.

61%

of frustrated employees cite scheduling and communication pain points as reasons for leaving

Additionally, communication pain points, such as the lack of transparency across teams, can leave employees feeling disconnected from the business. It can also make them feel as if they don't have all the information they need to do their jobs properly and provide the best possible service.

69%

of employees who would like to use their personal mobile device for work say they believe that with the right application they'd have an easier time picking up shifts that accommodate their schedules, allowing them to increase their income.

57%

of millennials would prefer to use their personal mobile device to access information about scheduling changes and training materials.

How WorkJam unleashes the potential of an engaged, connected workforce.

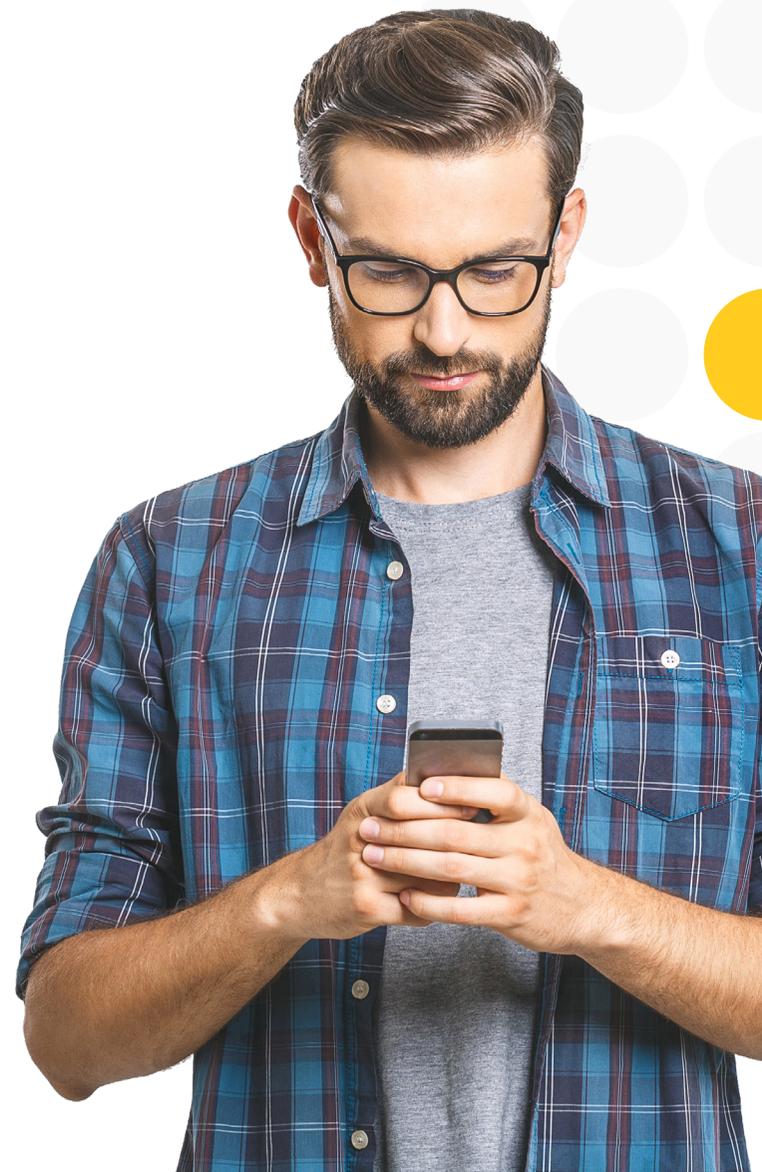
Digital workplace platforms empower employees to stay engaged at work, improve communication channels, modernize scheduling practices, and give employees access to training materials needed to maximize productivity — all through the mobile devices they already own.

It's a solution employees are clearly asking for. According to the study, only half of employees believe their employers provide them with the tools they need to succeed.

WorkJam offers convenience to employees. Enabling access to workplace tools on their smartphones is yet another way to simplify work for employees. Think of the time saved for both employer and employee when availability is up to date and schedules are instantly visible and accurate. With WorkJam, getting in touch with a manager is a few taps away, and important training materials can be accessed when and where

employees need it. This gives employees greater control over their work-life balance, boosting morale and lowering instances of turnover.

Platforms like WorkJam also unlock another opportunity for an engaged workforce — a better way to monitor the employee experience. WorkJam creates an employee feedback loop, where frontline workers can make suggestions, offer observations and praise co-workers. Gone are the days of a paper suggestion box. Feedback can be solicited in real time, and issues that once lingered for weeks or even months can be addressed immediately.



Curbing objections to BYOD.

Like any new and innovative solution, BYOD of course comes with its own set of objections from skeptics. For one, some employers may worry about security. Since employees are using their own devices, there is a concern that sensitive information could be compromised or that personal devices could compromise the company's network.

However, modern digital workplace solutions offer administrative controls and advanced security features that ease these concerns. Solutions like **WorkJam keep pace with regulation like EU General Data Protection Regulation (GDPR)**, which regulates the personal data a company can maintain about their employees. They also **ensure real-time security monitoring, data encryption and proactively update their platforms to apply industry standard controls over all data so businesses can rest easy when it comes to security and compliance.**



ALICE'S STORY:

An efficient, engaged, and connected frontline workforce in a transformed business.

It's a new day for Alice, the downtown Chicago hotel manager who struggled to reach and engage her frontline workforce.

After implementing a digital workplace solution, the struggles she encountered with communication, scheduling, training, and feedback have been greatly relieved, and the benefits are proving to be extremely valuable — for Alice, her employees, and the organization itself.



A BYOD policy and digital workplace platform enabled Alice to unite her frontline workers.

The entire hotel operation is more efficient and the staff is far more engaged. The time saved and frustrations eliminated have allowed Alice and her employees to achieve their true potential.



BYOD is the future for hourly worker engagement.

Hourly workers are ready — and excited — for their employers to adopt a BYOD policy.

Organizations that have already adopted a policy and use a digital workplace solution like WorkJam are reaping the benefits and differentiating themselves from the competition. It's no longer a question of whether adopting this policy is the right move, it's about when they should make the change.

The right technology allows employers to significantly cut costs through operational excellence, align employees with business goals, lower absenteeism, improve retention and optimize labor while winning the hearts of employees.

Bottom line: Everybody wins. Furthermore, enterprise digital workplace platforms like WorkJam also provide required security and administrative controls to address traditional BYOD objections.

Digital workplace platforms boost employee productivity, increase transparency throughout the company, and improve the employee experience by harnessing the power of employees' personal devices. Organizations that make the investment now can get ahead of the competition, while enhancing culture and



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Methodology.

WorkJam surveyed 1,000 employees working in five service industries (retail, hospitality, logistics, healthcare and banking) across the United States. This survey was fielded online via SurveyMonkey, and respondents were limited to non-salaried employees who are compensated at an hourly rate.

About WorkJam.

The WorkJam Digital Workplace unleashes the potential of your enterprise workforce through agile scheduling, transformative communication, experiential learning and tailored recognition.

WorkJam increases sales conversion, drives down labor costs, lowers absenteeism and attrition rates, improves compliance, optimizes labor in relation to demand, and improves the customer experience through a more motivated and engaged workforce. For employees, WorkJam delivers more control over their schedule providing work-life balance, as well as the opportunity to develop skills, improve sale acumen and maximize their earnings and advancing their economic well-being. Learn more about WorkJam at www.workjam.com.

