



WorkJam Case Study

Optimized Onboarding, Communications, and Learning Live in 30 Days.



This global coffee retail franchise opened the doors to its first store in Australia in 2000 and has been opening coffee houses in Sydney, Brisbane, the Gold Coast, and Melbourne ever since. However, as a franchisee, this customer was used to bootstrapping without the budget of larger competitors. This meant primarily manual communication methods for relaying information between corporate and store managers. In turn, managers used a mix of in-person meetings, SMS, and non-compliant tools.

The Grande Idea: Frontline Communication, Training, Staffing, Onboarding and Compliance through One App

Like most operations, critical to business success is new hire onboarding and training. Unfortunately, they were generally still using 3-ring binders and paper-based tools. Store assistants were walking new hires through the onboarding process by checking off items on a clipboard while standard operating procedures were neatly stored in binders in the back-office room.

This manual approach created compliance issues regarding scheduling, timekeeping, and food safety procedures. How could management tell which employee knew what?

Additionally, human resources wanted to increase employee engagement and reduce turnover by introducing a two-way communication platform that would allow them to give employees a voice and a systematic way to capture store feedback.

There was also the aspect of employee access to schedules and timecards. Having invested in **Tanda**, they also wanted

to better leverage their workforce management system by extending it all the way to their store employees, cutting back on administrative data entry work for their store managers, as well as decreasing their error rate for timecard edits. Even though Tanda had its own mobile app, this customer wanted the simplicity of the rollout, IT maintenance, and cost savings that WorkJam delivers through its comprehensive frontline solution.

Then there was the pandemic. As soon as COVID started to spread across Australia, our customer aimed to fast-track the rollout of WorkJam's communications and training modules to provide their employees with one reliable source of truth and provide the safest environment for both store associates and customers.



Resources were limited, too. Our customer needed a solution that not only worked out of the box as much as possible and an implementation team that could work quickly and effectively. WorkJam rose to the challenge.

Getting Ahead in 30-Days

The WorkJam Essentials package perfectly covered their needs. This offer, centered on real-time messaging, targeted communications, and learning delivery, provided the agility they sought. It could also easily be extended with the WorkJam WFM Extend package that links and syncs with any Workforce Management platform to offer in one frontline app, timecard view, schedule views, shift swaps, and picks, along with availability edits. It even allows for mobile clocking if the BYOD punch feature is enabled.

There was just one problem: given the quickly spreading virus, our customer wanted to *complete the rollout within one month*.

Our professional services team got to work immediately. Within 30 days, this customer was live and operational with daily employee feeds, communications and training. Everyone from head office down to the frontline found reasons to adopt WorkJam. Everyone had a voice. HR, Marketing, and the C-Suite each had channels from which to speak to and interact with associates or local managers. Local store managers had a dedicated room or channel from which to engage or alert their staff. Staff was able to learn, collaborate as they received targeting and timely trainings and business updates.

Share Joy.

Given WorkJam's familiar interface and intuitive design, navigating felt as instinctive to employees as using a social media app on their phones. HQ stakeholders, as well as

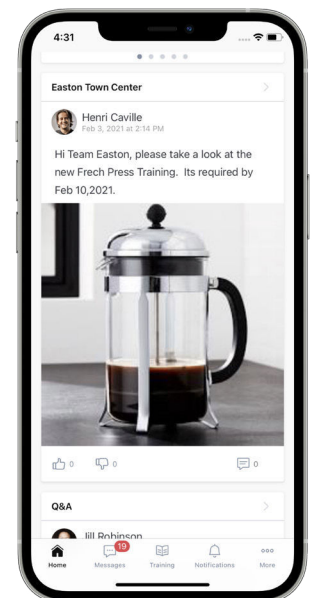
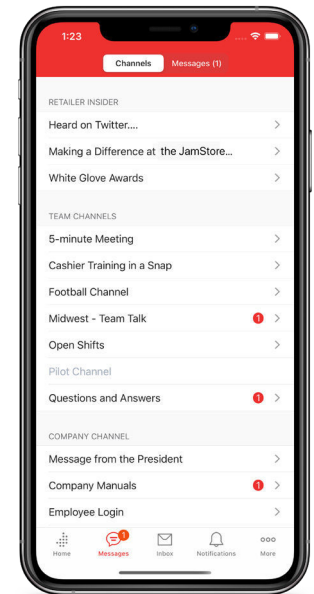
local management, were able to communicate directly to their teams. They immediately started to send out information, training, and COVID updates.

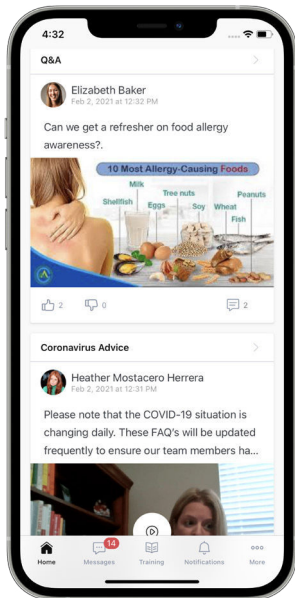
Within 30 days, they had adapted WorkJam's communication module as their primary platform to stay in touch with each other:

Channels allowed our customer to structure their communication around

- Topics like COVID updates, messages from their CEO, and HR policy updates
- Stores where daily huddles could be dispersed among several shifts
- Positions like manager channels where lessons learned could be shared, as well as guidelines could be sent out
- Q&As where employees could post questions on various topics and quickly receive expert answers

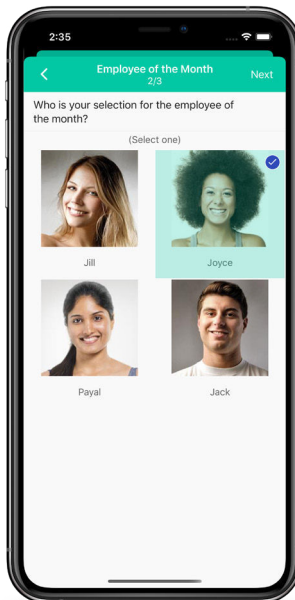
Real-time messaging allowed employees to quickly and safely communicate with each other.





Surveys allowed leadership to gather feedback via private employee pulse check-ins. In addition, our customer leveraged the survey functions to ensure critical messages were and understood.

Distributing **Training** via WorkJam allowed our customer to leverage their existing Learning Management Platforms by breaking complex trainings in SCORM format into smaller, more easily digestible micro lessons. They took advantage of various formats like documents, images, and video to ensure the best delivery.



Badges enable employees to gather points for taking trainings, passing assessments, engaging on the communication platform, including sharing and commenting. These points translate into leaderboards where individual employees, as well as stores, can compete with each other. Gamifying the training experience in this way encourages career advancement and solidifies employee retention.

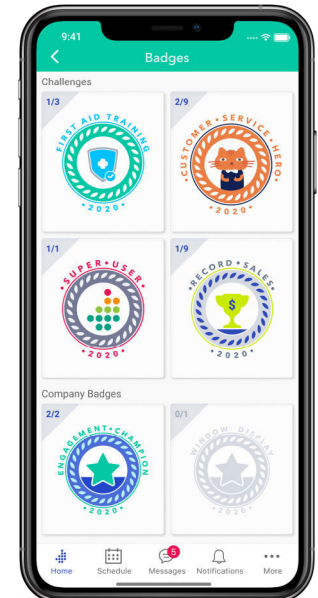
Customize Your Cup.

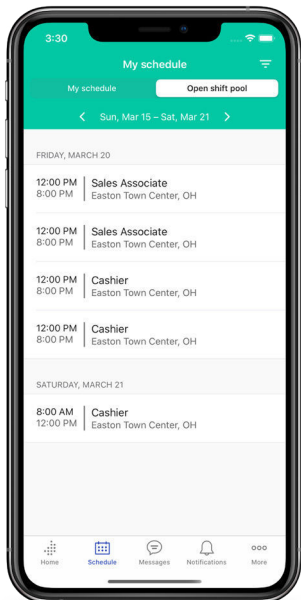
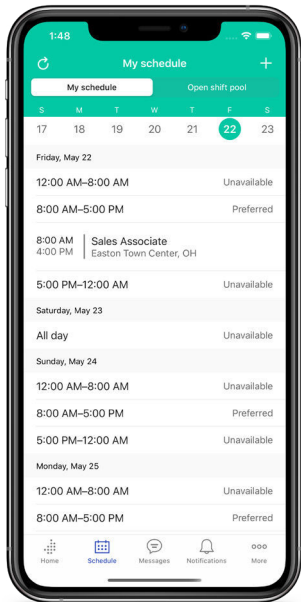
Adding Value: Extending WFM onto the WorkJam Digital Workplace

WorkJam has integrated with leading workforce management systems like UKG and Blue Yonder for brands including Ulta and Avis. It can still integrate with any platform, especially those with open API platforms through our versatile API framework and our integration platform, **IO Composer**. IO Composer allows WorkJam to work seamlessly with any backend systems or IoT hardware with minimal IT intervention, and in this case, it was Tanda.

For our customer, this was the next logical step in their Digital Workplace and Workforce Orchestration journey. With a solid foundation firmly established in each employee's hands and company culture, the next opportunity was to begin leveraging WorkJam's *average adoption rate of 87%* by adding more functionality.

Up until now, our customer's workforce management system Tanda was limited to back-office use. This meant store managers had to make changes and correct timecard errors manually, which took them several hours each week.

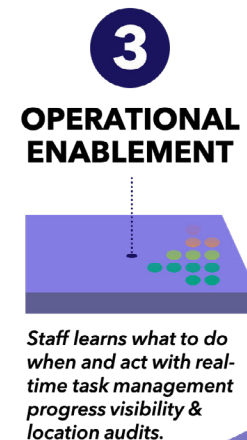
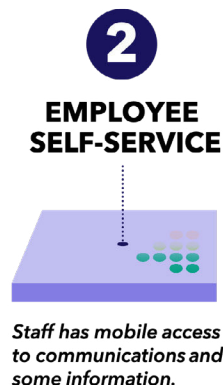
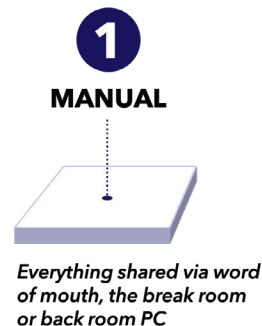




By integrating WorkJam's intuitive interface with Tanda's backend capabilities, our customer enabled employees to manage their daily **scheduling**, and timecard needs themselves. Everything was being synchronized continuously between WorkJam and Tanda via daily XML feeds, which offered a lot of upsides:

Bring on the Day

Being able to adjust their **availabilities** and **time-off requests** on an ongoing basis increased employees' flexibility to react to unplanned events, which was crucial during the entire year. Given the seamless integration, Kronos could keep optimizing labor and scheduling based on each employee's availability.



WorkJam's **Open Shift Marketplace** allowed employees to pick up shifts from their own stores as well as others in their metropolitan area. Besides, they could also swap shifts with eligible employees if the need arose. Kronos' ruleset would automatically vet each request to ensure only employees with the correct title and skillset could apply for shifts while preventing overtime and overstaffing. Only when all requirements were satisfied were managers presented with a request for final approval.

EFFICIENCY GAIN

In Summary: Why WorkJam?

Within three months, our customer went from manual, paper-based, and siloed systems to a digitally advanced platform that empowered their employees with self-service tools and started to orchestrate their operational workflows.

Not only did they achieve their initial goals, but they built a strong foundation upon which they can continue to innovate, strengthen their corporate culture and keep increasing their bottom line while ensuring and improving compliance management.

WorkJam works hard to make this journey accessible to enterprise customers, as well as smaller businesses, with frontline workforces.

Are you a small or medium-sized business that would like to take advantage of a cost-efficient, accessible, and easy-to-integrate digital workplace platform designed for frontline employees? Give us a call.



For more information on WorkJam and how we can help you unleash the potential of your workforce, contact us today at sales@workjam.com

Request a Demo