

WORKJAM WHITEPAPER

How to Adopt Flawless Frontline Task Management and In-Store Execution



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Corporate communication and task management are always difficult at the frontline level. Unlike desk employees who are often in front of their computers, those working on the frontlines are on their feet and don't have easy access to email and other company resources.

The key to improving communication, task management, and in-store execution is to bring all these components together into one platform - and one app. Doing so gives employees the tools they need to do their jobs well, while giving employers access to data and insights that can be used to further improve.

Most non-desk workers rely on their mobile devices, and in the absence of a formal corporate comms platform have created their own informal workplace communications solution, using text messaging, phone calls, or consumer apps like WhatsApp to communicate with their managers, fellow team members, and HQ.

However, these solutions come with a host of issues. For starters, they're not as secure as company-sanctioned platforms. What's more, these programs are fragmented as each location is usually on its own. Further they aren't built to facilitate the many steps and components that come with assigning tasks, ensuring proper execution, and monitoring compliance.

From a task management software perspective, some employers have tried to elevate their game by deploying a variety of task tools that while being available across mobile devices, does not fully meet the business opportunity as these solutions were born

on the PC, and thus work best that way.

Some employers have even gone with formal apps for each use-case: Comms, Task, Training, and Shift View but then you are asking way too much of your employees, and adoption of these tools suffer miserably.

WorkJam's digital workplace solutions address all these problems by digitising how companies orchestrate various tasks and activities at the frontline level. WorkJam breaks down silos and brings multiple employee engagements – Tasks, Trainings, Schedules, HR, operations, reporting, and communications – into one app.

Having all of the above on one platform not only streamlines employee engagement and program execution, it also enables companies to execute programs in an auditable way, making it simple to track data and ensure compliance with government regulations.





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Digitising task management and in-store execution

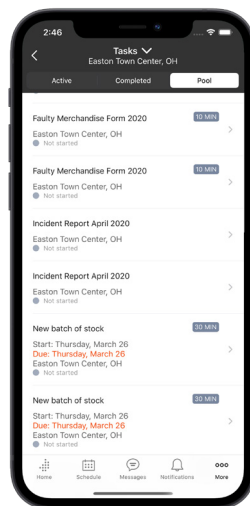
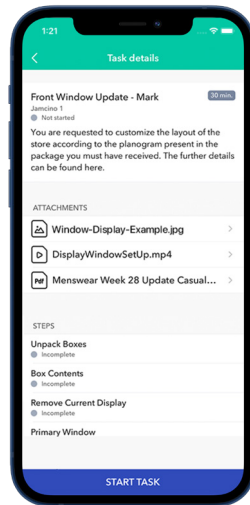
Let's take a closer look at how WorkJam takes task management and program execution to the next level.

More visibility into every step of the process

Assigning and managing tasks can be a complex process for large enterprises. Getting frontline workers to execute an initiative isn't just about sending them an email and hoping that everything gets done.

You need to track if the materials arrived at the proper location, if the task was completed on time, and whether or not it was implemented according to company standards.

WorkJam gives you visibility into all these components, so you're always in the loop when it comes to the status of your initiatives. Every phase of your program is documented, and you can be there for your employees every step of the way.



Effectively evaluate task completion

It's one thing to complete a task, but ensuring that it's implemented properly is a different story. The success of your programs and initiatives isn't just about checking off boxes on a to-do list. You must ensure that tasks are done the right way.

WorkJam enables you to do this by enabling you to gain visual confirmation of completed tasks. You can require your frontline team members to take photos or videos of the tasks they've done and send them through the WorkJam platform. Aside from promoting accountability, photos and videos also allow you to evaluate your team's work so you send corrections if necessary.

Let's so you're promoting a new product in multiple stores and want to ensure that that your visual merchandising is on point. With WorkJam, you can ask employees to take photos or even do a video walkthrough of the store so you can see exactly what the promotion looks like.

In the event that something looks a bit off, you can relay detailed instructions back to the store. Visual guides like photos and videos minimise the chances of miscommunication. Since you're all looking at the same thing, both HQ and store teams can communicate much more clearly.



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A stronger feedback loop

Every program or campaign can serve as a learning experience. Because you have more visibility and stronger communication with your frontline workers, you're able to collect feedback effectively.

WorkJam enables you to go through the task execution process **with** your team, allowing you to oversee program implementation and collect feedback all throughout.

That knowledge can then be used to improve future programs. Maybe you can optimise scheduling and give people more time to execute. Perhaps certain types of materials work better than others. In any case, having a strong feedback loop helps set up your frontline employees for success in the future.

Target remedial action

With WorkJam, you can integrate task management with training. If a program isn't executed properly, this could indicate a need for additional training programs or remedial action.

The good thing about having a digital workplace platform like WorkJam is that tasks and training both take place in one system. This makes it easier to connect the dots between which employees need to be trained and what tasks to focus on.

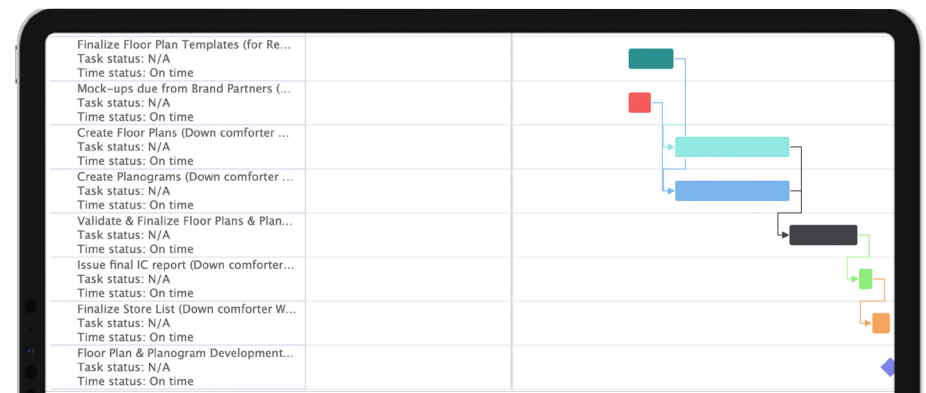
WorkJam lets you target your efforts. So, rather than sending

blanket training programs or corrective measures to all stores and teams (even those that completed tasks correctly), you can direct the materials only to those who need that extra training.

Adopting the benefits of a digital workplace

Streamlined task management is just the beginning. Using WorkJam to communicate, train the workforce as well as facilitate task and program execution delivers a ton of value down to your frontline which translates to superior adoption rates.

WorkJam customers regularly achieve 89% adoption on average and thus stronger store performance, lower risks, and a more productive frontline workforce. Consider the following.



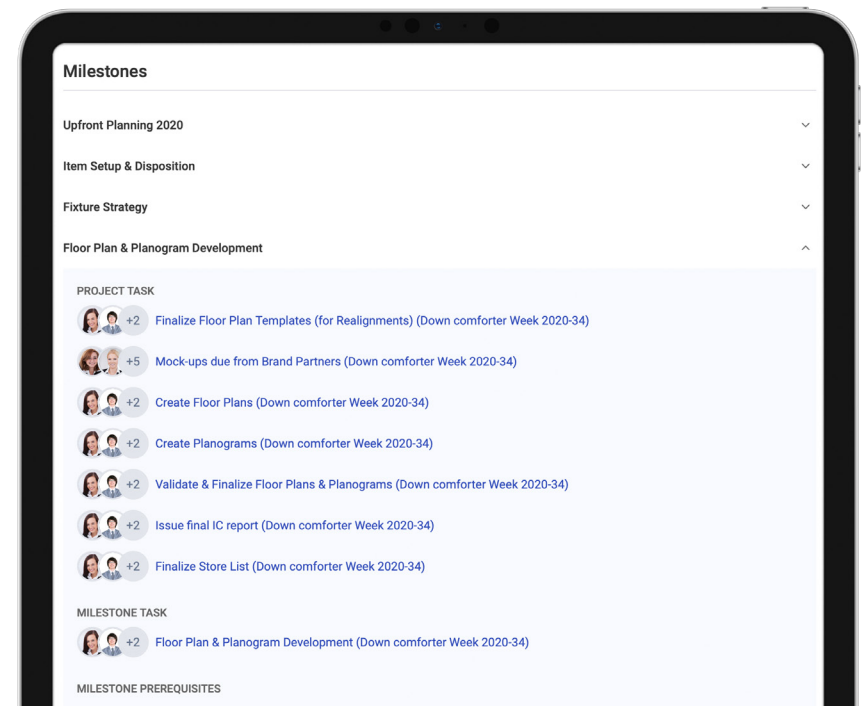
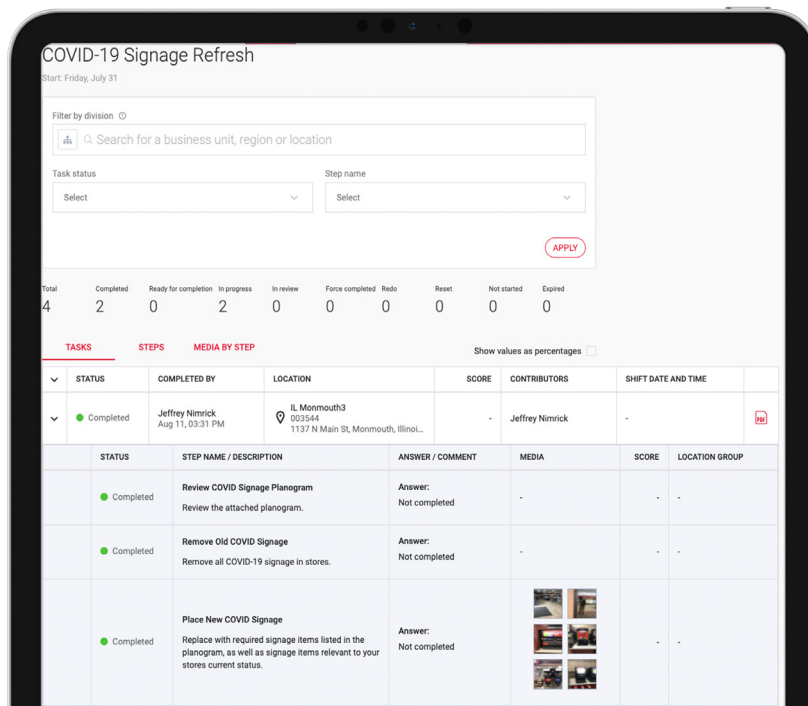


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Higher employee confidence and better customer experiences

When employees have clear instructions and feedback, they gain the confidence to execute tasks more effectively, which translates into better customer experiences. This is particularly true in the age of the pandemic when people need to feel more reassured in the things they do.

Take Shell Oil, which introduced new pump cleaning policies amidst COVID-19. Shell implemented task management and execution using the WorkJam platform, which helped frontline staff across multiple locations execute properly. The new policies – and their careful execution – also gave team members more confidence in Shell. The move conveyed that the company is looking out for its employees and customers, thus helping Shell maximise its relationship with them.



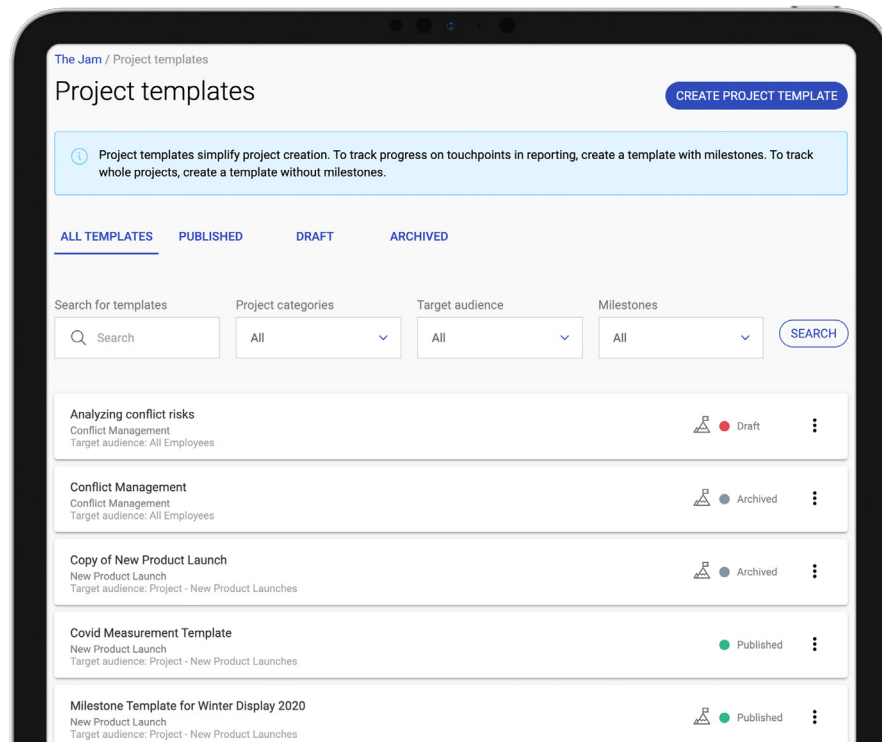


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More data for analysing trends and performance

With more visibility into how tasks are performed across all your locations, it's easier to spot trends and areas for improvement.

For example, you may find that some locations outperform



others with certain promotions. WorkJam lets you dig deeper into these findings so you can determine the correct factors affecting performance and results.

Poor execution isn't the only reason a program doesn't work at a particular location. In some instances, it could simply be the wrong market fit. Perhaps it was due to local events outside your team's control.

In any case, WorkJam sheds light on the data you need, so you can decide on the best course of action.

Better compliance

Tracking various task components – including when and where a task was completed and the people involved – is essential for record-keeping and compliance. With various regulations requiring employers to follow specific policies, it's critical to have a log of everything you've completed.

We can see this in action at Starbucks Australia. Starbucks is obligated to sit down with staff members once a month to review their schedules, and the company uses WorkJam to facilitate the process.

In doing so, Starbucks always has a record of employee meetings, enabling the company to demonstrate compliance whenever necessary.



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Facilitate remote communication

Research by PwCⁱ found that 83% of employers consider remote work successful in 2020. As far as going back to a physical workplace, less than one in five executives say that they want to return to the office as it was before the pandemic.

Remote work – or at least a hybrid version of it – is here to stay, and companies must adapt their communication accordingly.

WorkJam's built-in communication tools, which include group chat and direct messages, make it easy for your team members to stay on the same page even when they're not working face to face.

With WorkJam, communication happens in real-time so there's little delay between corporate and frontline employees.

The software's targeting capabilities allow you to send messages based on employees' location or role to ensure that the right people get the info they need. What's more, our software shows you when messages are received and seen, thus encouraging accountability and prompting team members to acknowledge your messages and act on them.

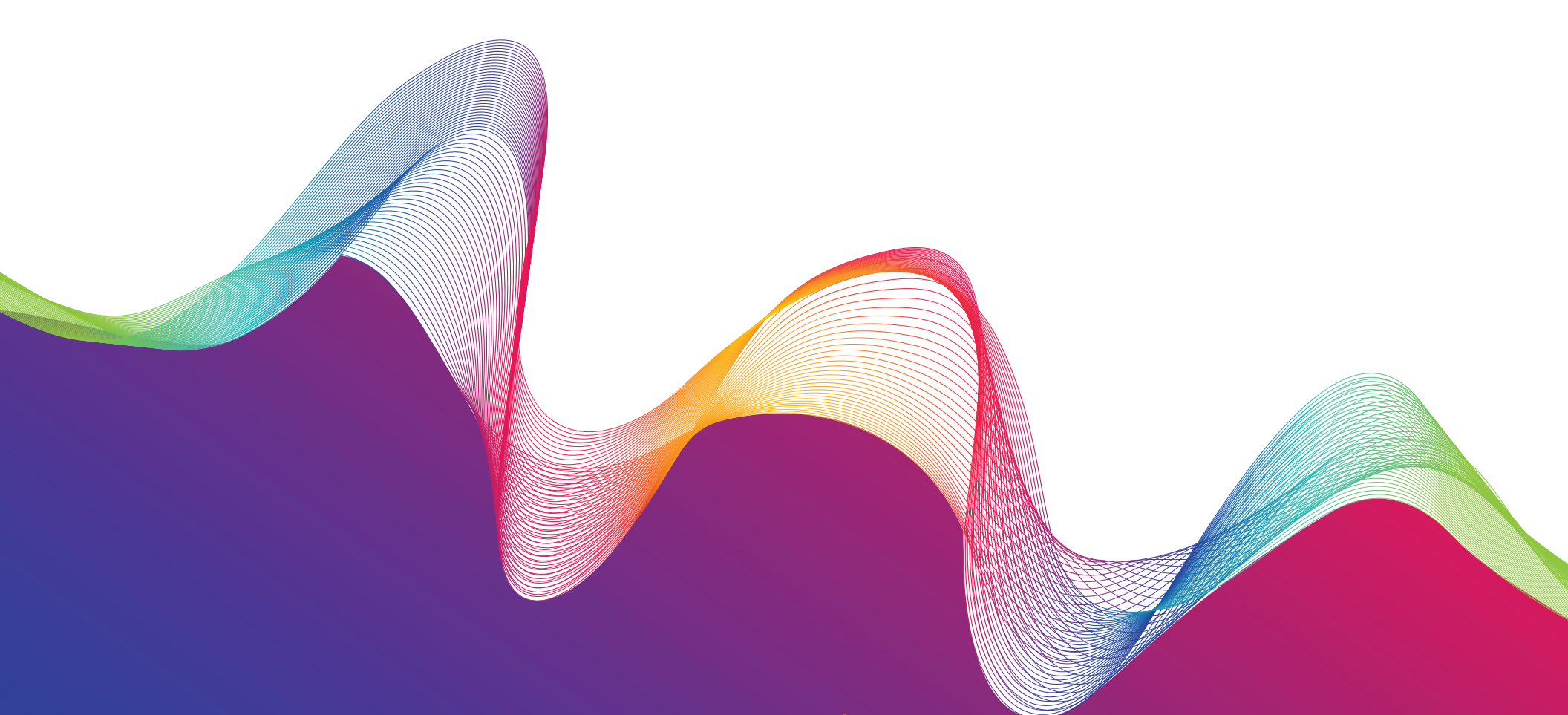
Bringing it all together

The key to improving communication, learning, task management, and in-store execution is to bring all these components together into one platform - and one app. Doing so gives employees the tools they need to do their jobs well, while giving employers access to data and insights that can be used to further improve.

See how WorkJam makes this all possible. **Take a demo of our digital workplace** and discover how it can help you communicate, train, and execute flawlessly across all your locations.

ⁱ<https://www.pwc.com/us/en/library/covid-19/us-remote-work-survey.html>





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

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