

COMMUNICATIONS TO TRANSFORM THE FRONTLINE EXPERIENCE

FACILITATING SEAMLESS WORKPLACE INTERACTIONS

In today's fast-paced and interconnected work environment, fostering a culture of seamless and efficient communication within your organization is essential for operational excellence – especially for your frontline workforce. Employees expect tools that are user-friendly and effortlessly integrated into their daily routines, mirroring the convenience and familiarity of the social media platforms they engage with outside of work.

Meet WorkJam – the innovative solution engineered to revolutionize communication experiences for frontline staff and to foster a connected workplace.

PRODUCT OVERVIEW: A ROBUST COMMUNICATIONS MODULE

Designed with the dynamic nature of contemporary workplaces in mind, WorkJam's Communication module excels in settings where rapid and clear communication with and from frontline workers are crucial. Its design is especially beneficial for sectors that demand a competitive edge through immediate information exchanges and responsive feedback mechanisms. At the same time, WorkJam allows you to white label and customize all modules to meet your brand standards and set the desired tone.

Central to WorkJam's powerful capabilities is the Target Audience Engine, which serves as the core component for crafting customized employee interactions that are compliant with regional, state, and local regulations. With Target Audience Engine, you can create groups, channel communities, and audiences based on any mix of fixed parameters, like work location, job, and region. You can also set dynamic or gamified qualifications such as skills, certifications, training levels, and leaderboard attainment. As employees progress in engagement and training achieving new badges and skills, they'll be placed into new Target Audiences automatically, and earn points, badges, and rewards against a leaderboard. This drives engagement and provides your management with real-time reporting. This proprietary approach is proven to minimize distractions and maximize engagement and achievement, ultimately leading to a frontline workforce that is both informed and engaged.

COMMON CHALLENGES ADDRESSED

Without WorkJam, operations departments may grapple with:

Communication Barriers

Siloed communication leads to disjointed efforts across departments and between corporate and field operations.

Knowledge & Execution Gaps

Gaps and bottlenecks in communication getting to the frontline create knowledge and execution barriers. These barriers impact field managers, frontline workers, and ultimately, customer satisfaction.

Compliance Risks

Using non-compliant communication tools that do not fence or know when employees are on shift creates compliance and business risks.

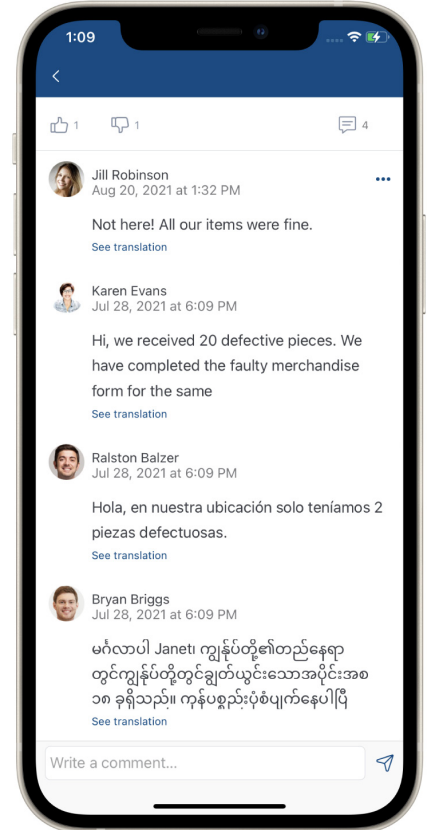
Disengaged Employees

When frontline employees get bombarded with everything they tune out. On the other end of the scale, when they aren't communicated with, they feel undervalued, both scenarios create disengagement and high turnover rates.

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COMMUNICATION BENEFITS

- **Personalize Like Never Before:** WorkJam's Target Audience Engine allows companies to craft messages that resonate and reach the right people without overwhelming them with a bunch of noise – because timing and relevance are the heartbeat of effective communication.
- **Brand Experience:** Brand and customize the app experience to meet your brand standards and set the desired tone.
- **Seamless Compliance:** Navigate the intricacies of labor laws confidently by controlling when communications are delivered and accessed.
- **Unparalleled Tracking:** Gain insights into message impact through comprehensive tracking features, ensuring nothing gets lost in translation.
- **Amplify Employee Voices:** Foster a culture where feedback is gold and voices are heard, lending an ear to the frontline for real-time communication fixes and effortless problem-solving.
- **Streamline Managerial Processes:** Liberate your managers from communication overload, paving the way for a focus on engagement and driving performance and operational excellence.
- **Fortify Your Organizational Culture:** Strengthen the cultural backbone of your company by having team members see their role in the grand corporate narrative, fostering loyalty and dedication.
- **Value Employees by Communicating in Native Languages:** Build trust and understanding by offering a solution that supports global languages and in-line translations that break down language barriers for your teams.



SUCCESS STORIES

Here's how WorkJam is making an impact for enterprises with frontline workers:

A global hospitality chain with 75,000 frontline workers saved

\$4M

by increasing productivity with targeted, clear messaging.

WorkJam customers have achieved a

410% ROI

in 6 months, as evaluated by Forrester Consulting.

A retail giant decreased store manager administration saving

\$7.6M

companywide a year by reducing administration time for communications and emails.

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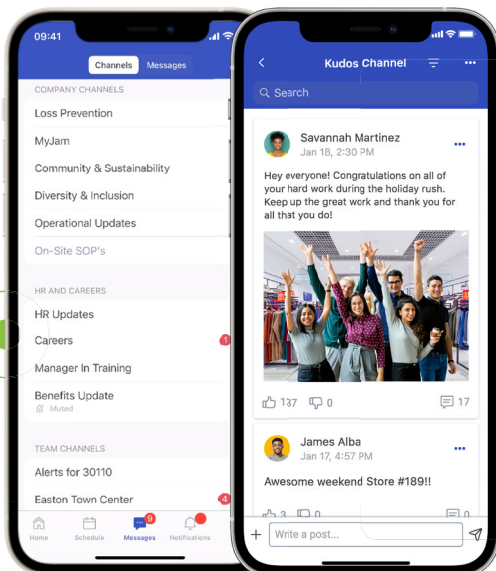
THE WORKJAM DIFFERENCE

- **Familiar Social Media Experience:** WorkJam's app has a user-friendly interface that mirrors everyday social media apps, ensuring ease of use without the need for extensive training.
- **Targeted Audiences:** WorkJam's Target Audience Engine drives personalization by directing vital messages and experiences through dynamic targeting based on personas, location attributes and static and dynamic user attributes. This enhances focus and eliminates irrelevant information.
- **Geofencing & Restricted Access:** Use geo and IP fencing, GPS range, or beacons to achieve compliance with the only solution that can fence several ways at once, ensuring your employees only receive communications on-shift.
- **Dashboard Cards & Quick Links:** The engaging top-of-app display ensures frontline employees see critical updates immediately upon login.
- **Communication Channels:** Customizable channels allow for the creation of both broad and niche communication streams based on various organizational criteria, enriched with multi-media content.

FACILITATING SEAMLESS WORKPLACE INTERACTIONS

Specifically designed for industries with large frontline workforces, WorkJam brings a groundbreaking approach to connecting companies with a modern, social media-like digital frontline workplace app. This comprehensive tool notches up engagement, cuts through clutter and noise, and ensures frontline teams stay informed and compliant every step of the way.

WorkJam has helped businesses around the globe reduce operating costs, enhance productivity, improve labor utilization, and significantly reduce turnover. WorkJam is the smart choice for enterprises with its scalable and adaptable modular approach to support the unique needs of large organizations. It is more than just a communication tool – it's a game-changer to redefine the frontline workforce relationship with brands, breaking down barriers, fostering empowerment, and enabling real-time feedback. **When your communications are in harmony, your frontline will feel connected and engaged!**



workjam

If you are ready to elevate your employee communications, contact our team to speak to an expert and get started on your journey to connect your frontline with WorkJam.

Let's get Jammin'!

Speak to an Expert