

Cheat Sheet

Choosing the Right Comms Channel for Frontline Workers

Making up **80% of the global workforce**, frontline employees are the backbone of most businesses, yet companies can find communicating with them an ongoing challenge.

Dispersed locations, diverse shift patterns, and the time pressures they're often under are all contributing factors – but the list goes on!

Use these tips to make sure you're meeting your frontline teams where (and when) they are.

1



Easy access for everyone

Frontline workers don't have as much time or the resources to search for company information or updates.

Consider:

- ✓ What channels would all your workers have access to – for example, an app for a mobile phone?
- ✓ How can you make your channels as easy as possible to use – Single Sign-On, face identification, etc
- ✓ How inclusive is the channel – does it have multi-language capability?

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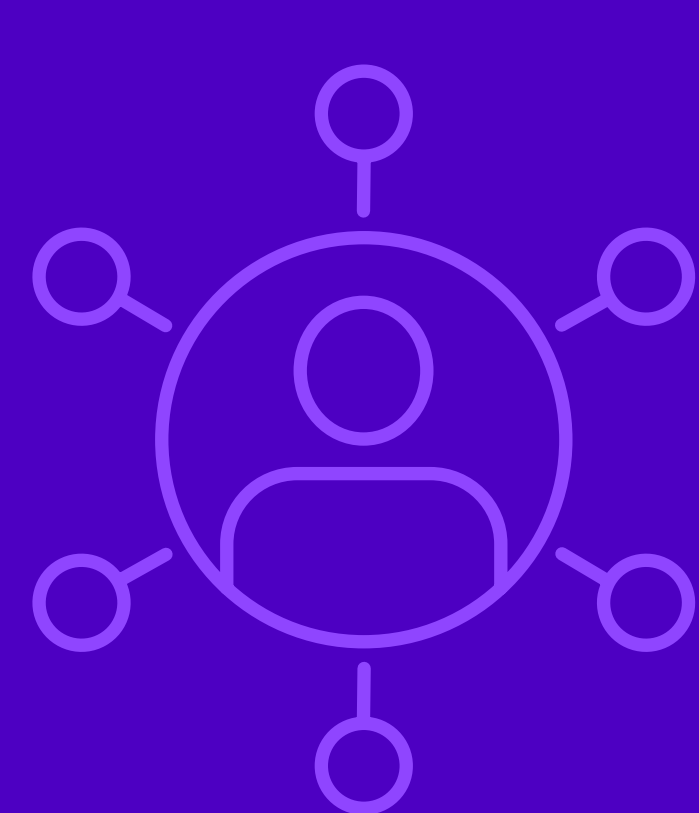


Available in real-time

Often, frontline workers hear company messages after their desk-based colleagues. To combat this, your channels should:

- ✓ Deliver messages in real-time – no lag between head office and the field.
- ✓ Be monitored live – so if workers have questions, they're answered as soon as possible.
- ✓ Signpost to further information – whether that's in the same channel or another.

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Draws on line managers as a channel

Frontline workers rely heavily, sometimes exclusively, on their managers for internal comms. In such a people-first environment, think about line managers as a critical channel and ask yourself:

- ✓ What information do they need, and when?
- ✓ How can we get this to them on time, every time?
- ✓ How do your other channels complement (not replace or duplicate) the information frontline workers will get from their managers?

4



Immediately relevant

Faced with the pressures of customers, orders, and quotas, it's a challenge to get (and keep) frontline workers' attention. Your channel choice must:

- ✓ Respect relevancy – it should be crystal clear what you need frontline workers to read, and why.
- ✓ Be action-based – frontline workers are action-based, so how is your channel helping them do their job quicker?
- ✓ Be visual-led – this is a verbal and visual culture, so long-winded emails from your CEO won't serve anyone. How can your channel accommodate attention-grabbing visuals that are immediately relevant and memorable?

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Engaging content

To engage frontline workers with your content, choose a channel that gives you the most options in terms of short, visual, impactful content.

To get a better understanding of what they want to see, consider:

- ✓ Surveying your frontline workers before making any channel decisions. What do they like or dislike about your current communications?
- ✓ Spending time doing frontline work – getting firsthand experience is a great way to better understand your audience, the nature of their work, and what they need from you.
- ✓ Keeping it short and simple – frontline workers are busy and often on the move. Snackable content such as short videos and reels or podcasts are more likely to suit their schedule and cut through.

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Two-way

Frontline workers can sometimes feel ignored and that they don't have a voice. So, think about channels that:

- ✓ Enable anyone to engage with content – whether that's liking, commenting, sharing, etc.
- ✓ Let people ask questions and get responses from head office.
- ✓ Provide real-time Q&A facilities, for example on live events (town halls) or AMAs.

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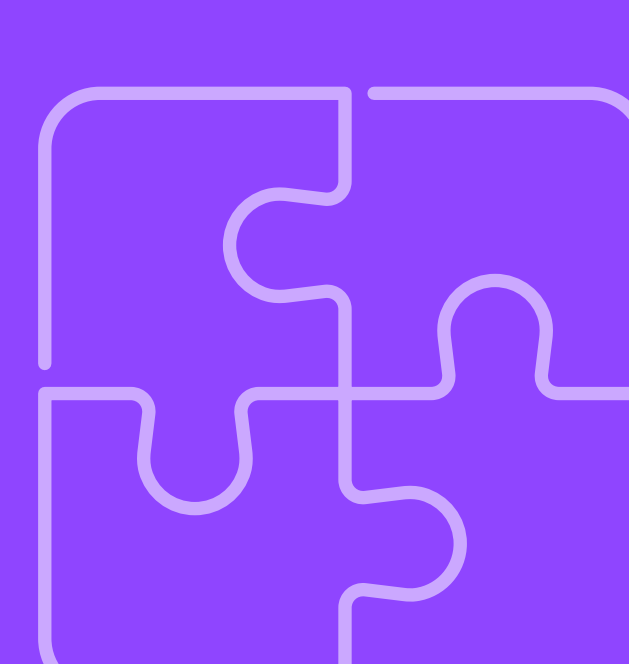
On-demand

By nature, frontline workers operate outside 'normal' working hours. They need to be able to access information on demand, at a time that suits them.

Consider:

- ✓ How can they get the latest information easily – such as through push notifications and alerts?
- ✓ Is it possible to tailor the content so it only shows information relevant to their role and location?
- ✓ How easily could they catch up on other news if they want to?

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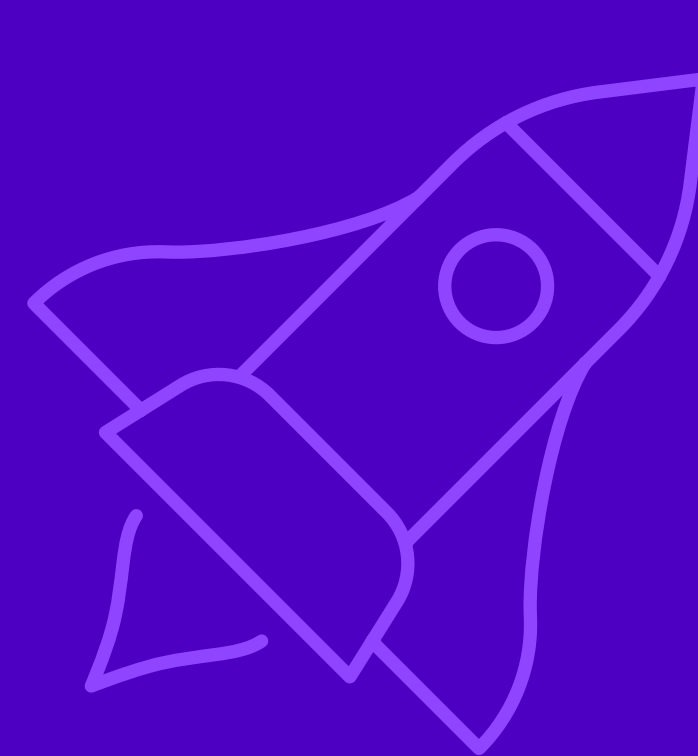


Creates community

It can be lonely on the frontline. There isn't always the sense of teamwork there can be in offices. When making channel choices for this group, remember that this is a great opportunity to:

- ✓ Build a community among frontline workers, regardless of location. Let them share stories, pictures, videos, and more as a great way to demonstrate local creativity.
- ✓ Showcase the critical role the frontline plays in your company's success.
- ✓ Forge closer ties with desk-based employees.

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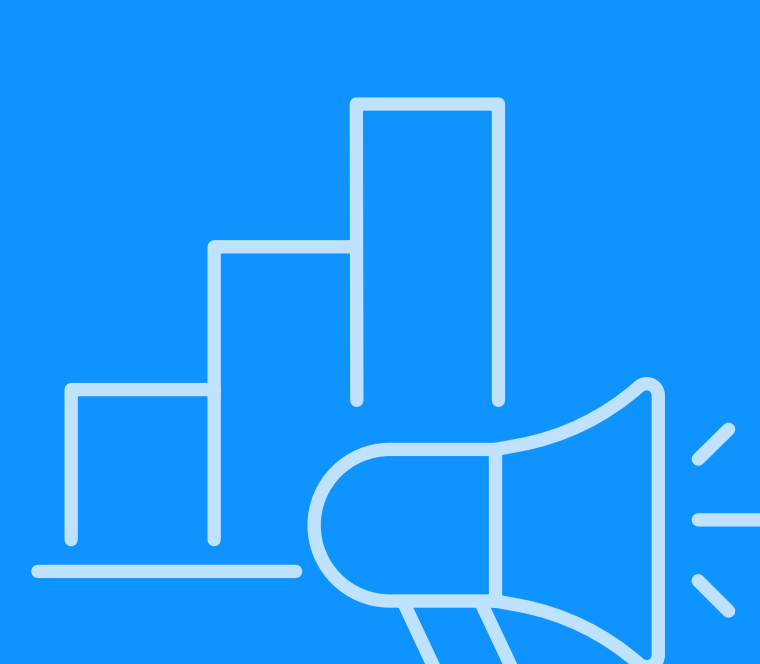
Works offline

Frontline workers are spending the majority of their time delivering for customers, whether in front of them or not. They may also be in places without internet access – for example, as a pilot or member of cabin crew on an airplane.

As a minimum, your channel needs to:

- ✓ Work offline – even in some capacity.
- ✓ Have content that is accessible when in airplane mode.
- ✓ Not rely solely on people having an internet connection.

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Measurable

Frontline workers are notoriously hard to reach and engage. So, choose a channel that gives you real-time data with which you can adapt your content strategy as needed.

You need to choose a channel that can:

- ✓ Measure engagement across a range of metrics.
- ✓ Provide custom reports on demand.
- ✓ Offers insights into channel performance vs. competitors and peers.