

WEBINAR



ROI of Frontline Connection

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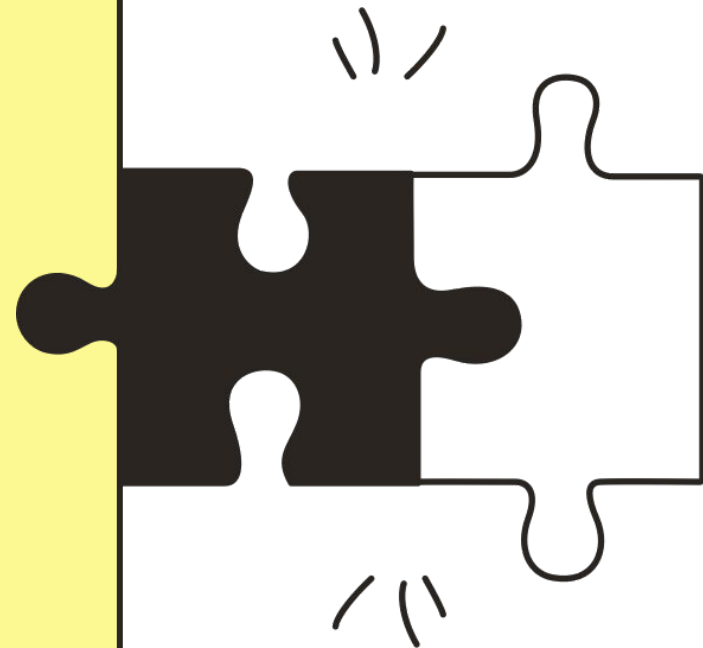
CEO, Swing Communication



Our goals for you today are:

- Enable you to challenge outdated assumptions about frontline communication
- Make a business case for investing in it
- Apply a simple framework to measure your impact
- Inspire you with content tips to *really* connect with your frontline

**So you can secure budget,
drive engagement, and prove the value
of your work.**

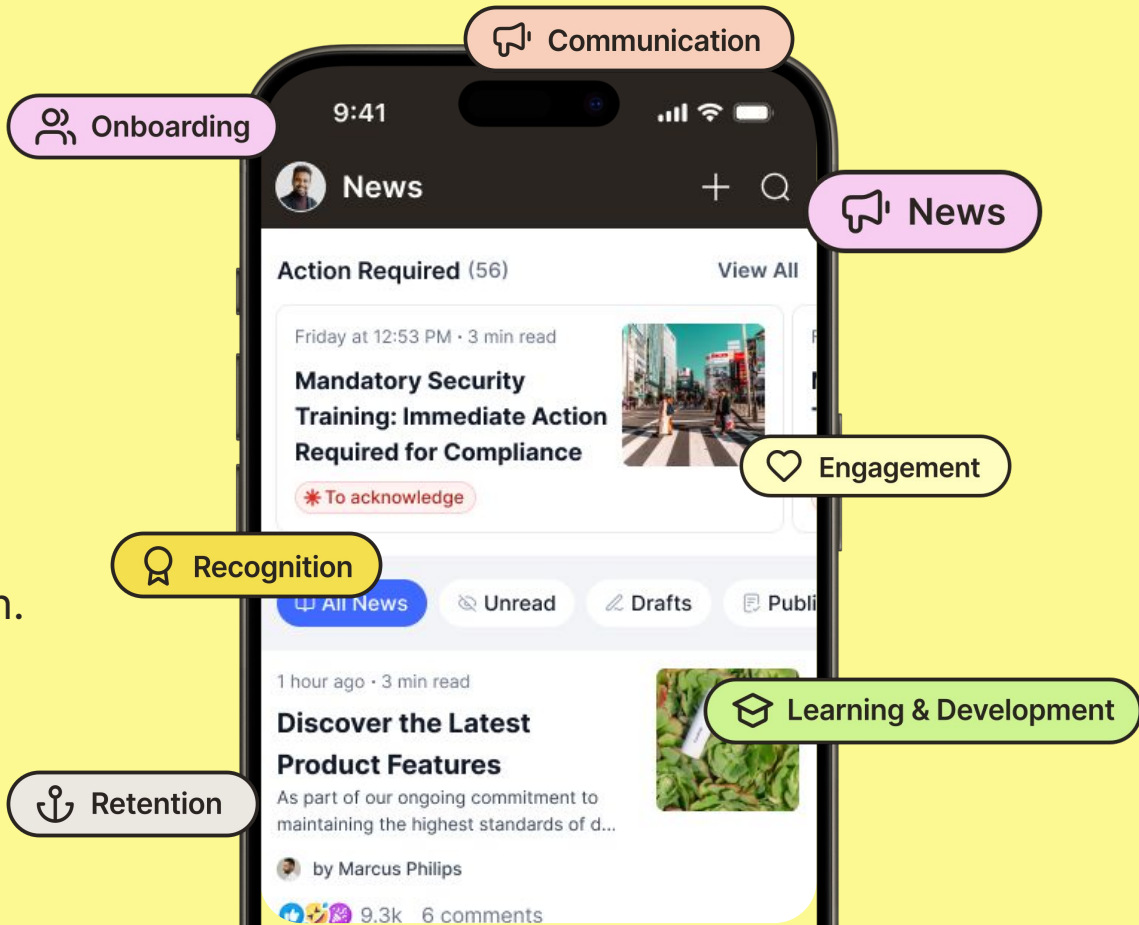


Today's agenda

- Myth-busting common misconceptions
- The business case for frontline connection
- The CORE Framework: measuring internal comms effectiveness
- The Pulse Audit
- Real world-insights
- Call to action

Employee experience starts on the frontline .

That's where Speakap comes in.



Myth:

Frontline workers are expendable and easy to replace.

Fact:

They are critical! Their absence impacts business operations, profitability and customer satisfaction.



Fact:

Frontline turnover costs millions and can be significantly reduced by better internal communications around key pain points.

Industry	Average Annual Attrition	Cost to Replace 1 Skilled Worker	Biggest Drivers of Attrition
Manufacturing	19.2% (BLS)	\$10k- \$40k	Lack of career development, Feeling undervalued, Pay competition (Gallup, PWC)
Hospitality	73% (Deloitte)	\$1.5k - \$5k	Pay Unpredictable Scheduling Lack of career growth Lack of recognition

Myth:

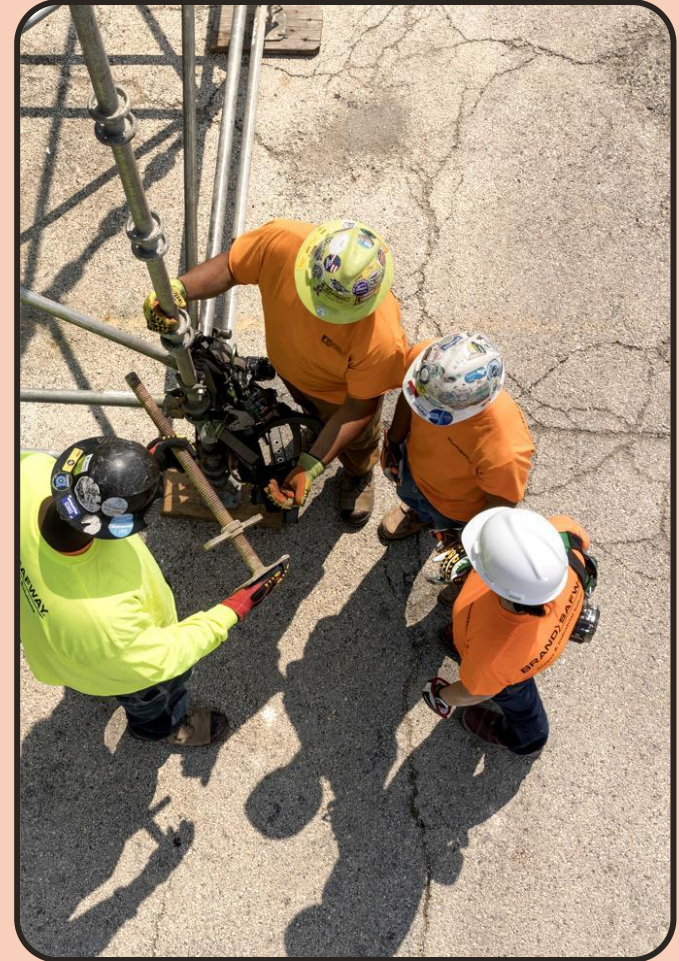
Frontline workers are not invested or ambitious in their careers.

Fact:

They care about career growth, recognition and are deeply invested in company performance.



- Lack of career development is in the **top 3 reasons frontline workers quit** (and #1 in construction & manufacturing)
- **64%** of frontline workers would stay an additional **6 years** if they had opportunities for advancement
- Even if you have **career development** and continuous learning opportunities, **frontline workers don't know about them.**



Myth:

Internal communications is just corporate fluff – it doesn't impact the bottom line.

Fact:

Internal comms *directly* impacts financial performance, customer satisfaction, and productivity.



- **Just 24%** of frontline workers are **confident** in their job skills and **know what's going on**
- Companies with **effective internal comms** programs enjoy:
 - ◆ 4.5x higher **retention** rates
 - ◆ 30% higher **engagement** rates
 - ◆ 12x higher job **satisfaction**
 - ◆ 25% higher **productivity**



Myth:

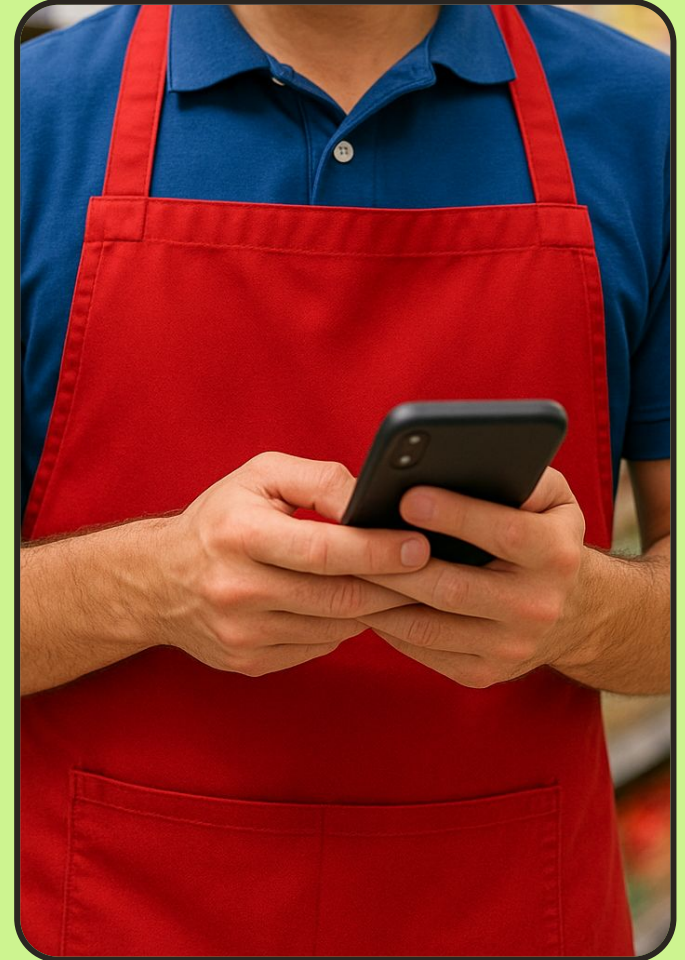
You have to convince your frontline employees to use their phones for work.

Fact:

They're already on their phones, waiting to connect.



- **86%** of frontline workers are open to using a communications tool for work, *even on their personal phones.*
- **Just 21%** have access to the company intranet
- **Only 17%** have company email addresses



Myth:

Improving frontline connection is too expensive.

Fact:

The cost of disengagement, turnover, and compliance violations are far higher.



Speakap ROI Case Study: Major Hospitality Entertainment Company

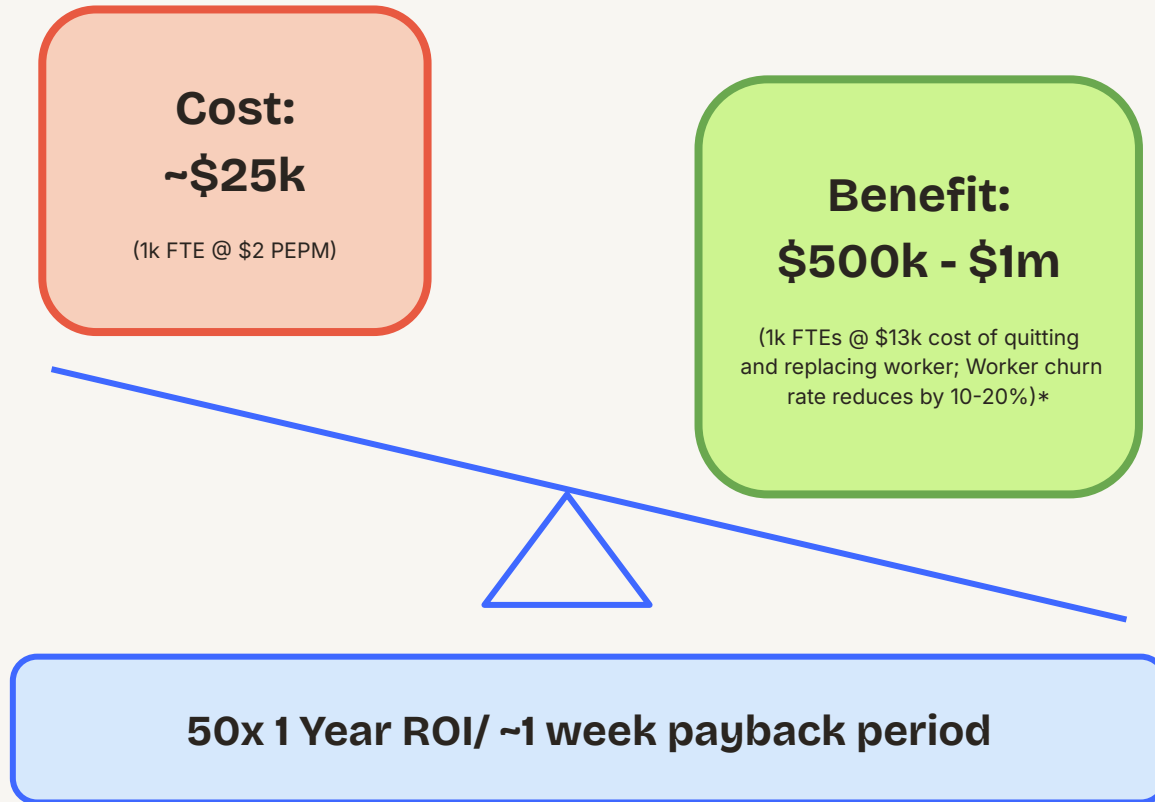
Frontline communications campaign focused on 3 KPIs for improvement

- Reduce turnover
- Reduce time spent in meetings
- Shorten training & onboarding time for certain roles

Results after 1 Year:

- 157 jobs saved → \$397k saved
- Time spent in meetings reduced by 15 minutes per day → \$59k saved
- Training & onboarding reduced from 2 shifts to 1.5 shifts → \$144k in savings

Total Savings in Year 1 = \$600k



The Business Case for Frontline Connection



“Being a good listener is absolutely critical to being a good leader; you have to listen to the people who are on the front line.”



— Richard Branson



Are your frontline workers disengaged? Or are they disconnected?

- **61%** of frontline employees say they feel **ignored or unheard** by leadership*
- Stop making assumptions. Start by **listening!**
- **Increased strategic communication = increased engagement.** But also improves safety, productivity, compliance and retention.
- Investing in frontline communication is an **investment in the future of your organization.**



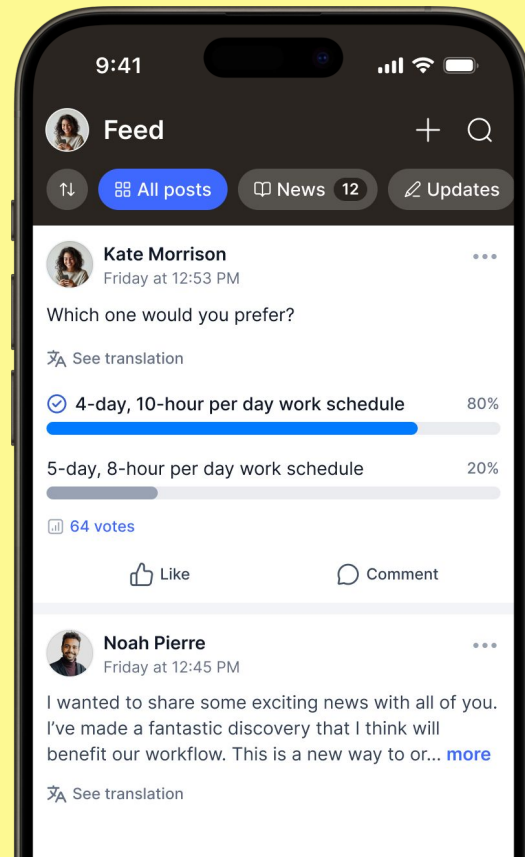
Speakap Case Study: Manufacturing

HR & Internal Comms ran a simple poll:

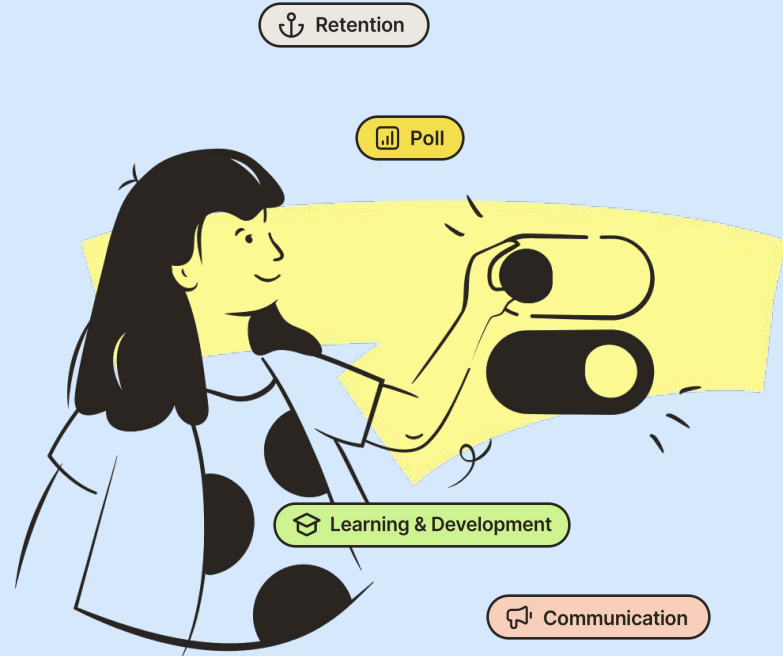
"Would you prefer a 4-day, 10-hour per day work schedule, or would you prefer our current, 5-day, 8-hour per day work schedule?"

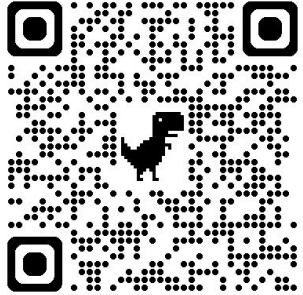
Results were overwhelmingly in favor of switching:

The company adopted this new schedule
Turnover rates dropped by more than 25%
Recruitment targets were met
Engagement rates soared



Measuring Internal Communications Effectiveness





Scan me to read
more about the
CORE framework!

C

Cost Per Engaged Employee

O

Ongoing Engagement Trends

R

Retention of Messages

E

Engagement Follow-Up Effectiveness

Use the **CORE framework** for measuring impact in business terms.



Cost per Engaged Employee

Total cost of your communications solutions divided by the total number of active users in one year

Benchmark = \$500 or 2% of annual salary (SHRM)



Ongoing Engagement Trends

Start with establishing a benchmark... any benchmark.
Measure against the benchmark over time

Overlay data with key moments in your campaign



Retention of Messages

Great way to use simple polling for your audience. Poll them on awareness of a specific topic before a campaign, immediately after, and 1 week later.

Remember the Curve of Forgetting

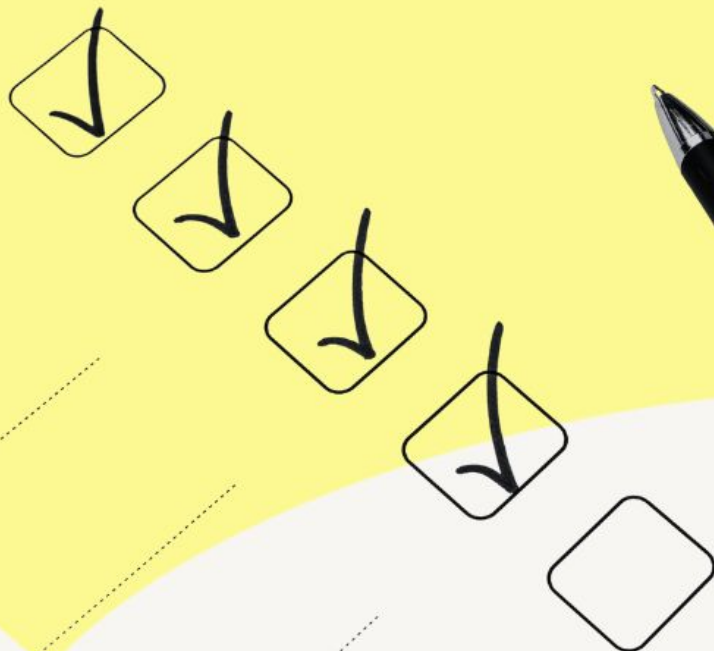


Engagement Follow-up Effectiveness

Do you want your audience to take action after a specific campaign?
How does it compare to previous periods?

Comparisons over time are very effective measurements

**You can do this
today!**



You can do this today: The Pulse Audit



Review the numbers

Dig into your analytics—logins, open rates, click-through rates and safety statistics can tell you what's being read and what's being ignored.



Ask your audiences

Conduct pulse surveys or hold listening sessions. For surveys, use QR codes and kiosks to make it easy for frontline employees to respond. Attend standups to gather feedback. Ask questions that help you determine if the right messages are getting through.



Connect with leadership

Meet with leaders to ask them what they think is working well and what could be improved. Ask them how they're empowering and training frontline supervisors to help them become better communicators.



Field Shadowing

Observe real-time communications on the floor, in the field or during the 3rd shift. It's an eye-opening way to understand what's working and what is missing.

You can do this today: The Pulse Audit



Do a mini materials review

Conduct a quick review of recent messages using consistent criteria, like clarity of key messages and alignment with organizational goals. Make sure you're including digital signage, shift notes and anything printed and posted in common areas.



Map your content

Take stock of everything you produce. What's redundant? What's missing? What no longer serves a purpose? Are you reaching all employee groups? Are they in the right languages and reaching every shift?



Weigh the cost

Compare the time and resources required to produce something against its impact. Could that effort be better spent elsewhere?

Writer's block?

**Here's what your
frontline are
actually looking
for.**



Content your frontline teams will actually care about

Posts from Local Leaders

- Posts from people they know & see regularly drives *trust & engagement*.
- Post about a recent group achievement or milestone
- Localized context about a recent policy update that's personal and relevant to the group.
- Relevant to their work that week or in the near term.
 - Events
 - Operations updates
 - Scheduling updates
 - Productivity goals



Pro Tip:

It's ok if people see similar posts from different authors.

Repetition isn't overwhelming – it's reinforcement.

Content your frontline teams will actually care about

Catching People in the Act (of something good)

- Recognize and praise frontline teams for doing something the right way
- Showcase creative ways of solving a problem or delivering exceptional results and service.
- Bonus points if you allow others in the group to share their own success stories



Pro Tip:

Tie recognition & praiseworthy events to their impact the business.

This reinforces the value of comms and strengthens the "why" for employees.

Content your frontline teams will actually care about

Promote Underutilized or Unknown Benefits

- Most organizations have programs that would drive connection but frontline teams don't know about them
- Career Growth Opportunities
 - Here's what's available and what you need to know.
 - Personal success story of an alumnus.
- Financial literacy programs
- Wellness programs
- Discounts on goods and services



Pro Tip:

Form alliances with your HR team on these initiatives for additional support & visibility.

Key Takeaways

Investing in
frontline
engagement is
always an
ROI-positive
decision

Frontline workers
have valuable
insights and they
care more than
they're given credit
for

Keep your cost per
engaged employee
below \$500 per
year for frontline

It's never been
easier to do this:

- Technology and tools are available and inexpensive
- Frontline workers *want* to feel engaged
- Reams of data exist to support your business case to leadership
- Frontline supervisors are ready and willing to assist

You can start NOW

- Begin your Pulse Audit
- Leverage local leaders and existing programs for content people will actually read

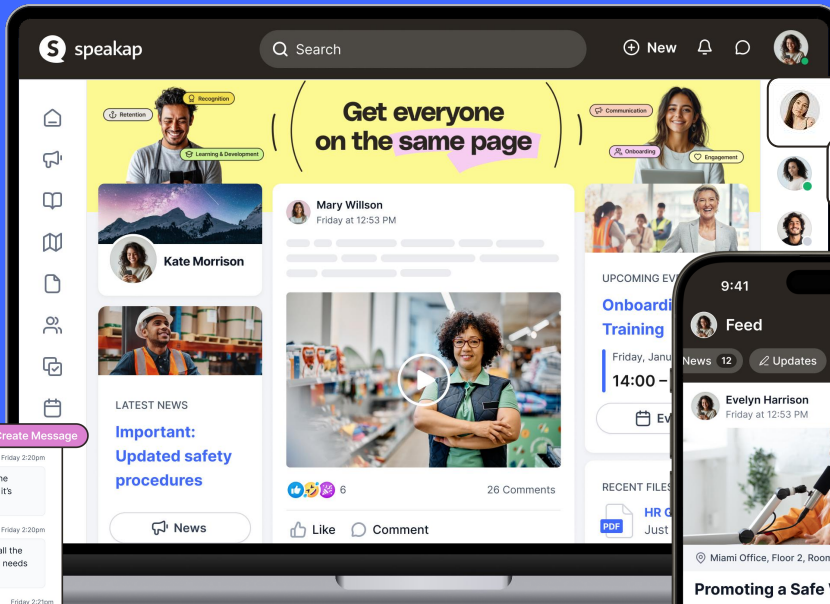
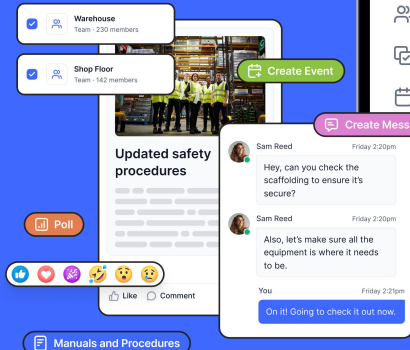
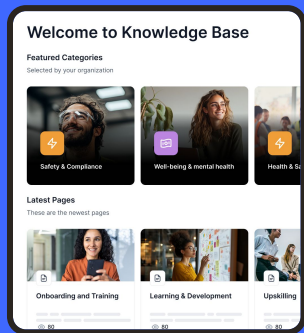
Can you afford **NOT** to connect with your frontline?



Speakap is the Employee Experience Platform built for the frontline.

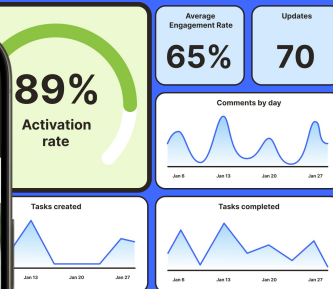
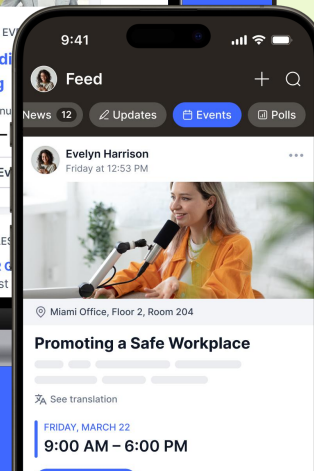


Your Company
Brand and Colors



Julia Willson has assigned you a new task
Friday at 12:53 PM

Sarah Taylor has assigned you a new task
Friday at 16:20 PM



A FRESH PERSPECTIVE ON INTERNAL & CHANGE COMMUNICATION

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swing
COMMUNICATION

Scan me for your ROI of Frontline Communication Toolkit



Q&A



**Scan the QR code to
connect with Daren!**



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