workhuman*

Engaging Offline Workers With Workhuman

FOSTER RECOGNITION ADOPTION AND PARTICIPATION ON THE FRONT LINE

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When considering an employee recognition solution, it's important to think through the experience for frontline and offline worker populations such as manufacturing line employees, nurses and medical staff, truck drivers, and retail clerks. The Workhuman® platform is a SaaS solution that relies on access for participation, but there are ways we can optimize the experience and enable everyone to give and receive recognition – even for employees who do not have a company email address or SSO access.

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That's where our turnover is – on the factory floor. So, whenever we put a program in place, the first thing we solve for is how we get traction within that population. … That includes access to the awards feed and this platform [on tablets in work centers]. Separate from that, we're pushing the Workhuman app they can use on their personal devices.

BRADY BAGWAN
Former VP, Human Resources
Morgan Truck Body, LLC

Source: Morgan Truck Body, LLC, case study, Workhuman, 2023

The basics

Regardless of industry, most employees access a system for payroll, to track their hours, or to perform other administrative tasks. Talk to us about how your people complete these tasks and we can help come up with a plan to get them onto the platform in a similar way.

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> **It's super easy. [Physicians] can do it from their phone. We have it integrated with Microsoft Teams and Microsoft Outlook.**
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> **AMANDA R. NIPPER**
> Director of Culture, Talent, and Performance
> Arkansas Children's, Inc.
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> Source: "A New Era of Recognition: Arkansas Children's Workhuman Experience," breakout session, Workhuman® Live, 2024

In addition to technological considerations, think about how you will promote the program. Consider the overall experience and build anticipation and excitement into the change-management process. Select ambassadors and create branded materials promoting employee recognition and your solution of choice. The Workhuman team can help with a variety of templates (e.g., posters, direct mail, physical and digital signs, etc.).
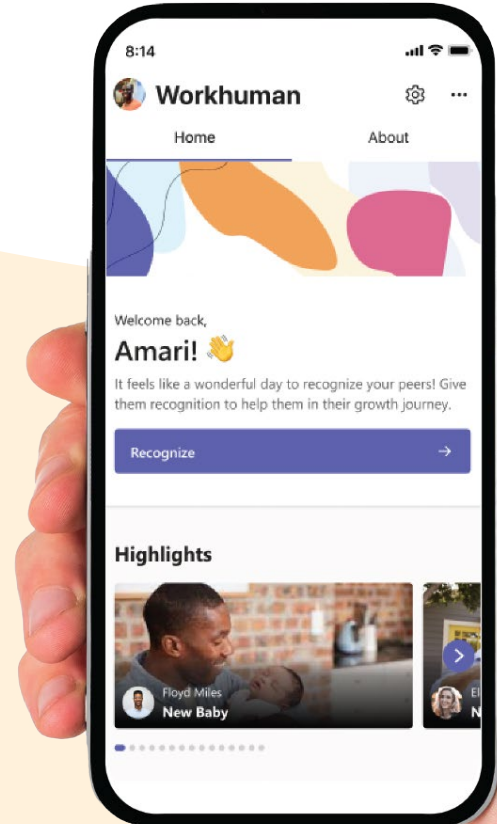
Out-of-box solutions

There are three standard options for engaging employees with limited or no system access:

Mobile app. Employees with a company email address and/or SSO access can download our mobile app to access the full platform experience on their personal or company-issued device.

Break room kiosks, shared computers/tablets, and point-of-sale terminals. Workers can use shared systems located in break rooms to access the platform (e.g., view their received awards, nominate colleagues, redeem awards, view the news feed, and leave congratulations messages).

Paper nomination forms. For employee populations that are truly offline, we can provide paper nomination forms for them to fill out. An HR team member or program manager can then submit the recognition awards on their behalf.

Most of our customers opt for one of the first two options combined with an internal communications campaign. Here are some examples:

A global manufacturing company with 13,000 employees **secured an iPad** in each break room. They added a background image promoting the recognition program and a quick link for access.

Another global manufacturing customer **offered internet access and allowed mobile device use** only in break rooms. They posted signs reading, "Wi-Fi was provided so you can access the Bravo recognition program."

One customer **installed kiosks** and put a cardboard cutout with program branding around the computer screen – an active reminder that the program is there and the kiosks should be used to give recognition.

A healthcare organization's CEO **took the Workhuman mobile app to meetings** and encouraged people to download it to see the great work happening every day.

> **"**
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> **The thing that really opened things up for us was the mobile app, especially for technicians out in the field being able to leverage it as they're on the move. That was huge.**
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> **DAVE BENDETTI**
> Former Senior Compensation Manager
> NCR
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> Source: "How NCR Unlocks the Full Potential of Its Recognition Program," breakout session, Workhuman Live, 2022

Getting started

No matter your situation, our team can work out a solution. Preparing answers to the following questions will help us get your entire employee base recognizing colleagues up and down the organization:

- What percentage of employees are offline/non-desk workers?

- Are these employees unionized or part of works councils?

- Do employees have email addresses?

- Do employees have access to single sign-on (SSO)?

- How do you communicate with employees today?

- Do you use Microsoft Teams, Slack, or another chat platform internally?

- Do you have an existing ambassador/champion network that includes offline/non-desk/frontline employees?

Consult with our team of experts for more guidance on how to best meet the needs of your offline workforce.

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Or read more on our blog: workhuman.com/blog

Join HR's leading innovators and trailblazers at our next Workhuman Live conference.

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