

workhuman*

Engaging Offline Workers With Workhuman Cloud





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



Some of our colleagues aren't on a laptop all the time and don't have a smartphone that they carry around with them. [We have] posters in the sites so they know it's available to them and they can log in at home, and there is an app if they're interested.

ELIZABETH ROSEMAN

Head of Broad-Based Compensation & Global Programmes
Merck

Source: "Micro-coaching and the Power of Yet: How Moments of Reflection Can Ensure Accountability to Drive an Inclusive Culture," breakout session, Workhuman Live, 2022, Atlanta



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 Workhuman Cloud in a similar way.

In addition to technological considerations, think about how you will promote the programme. 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.).



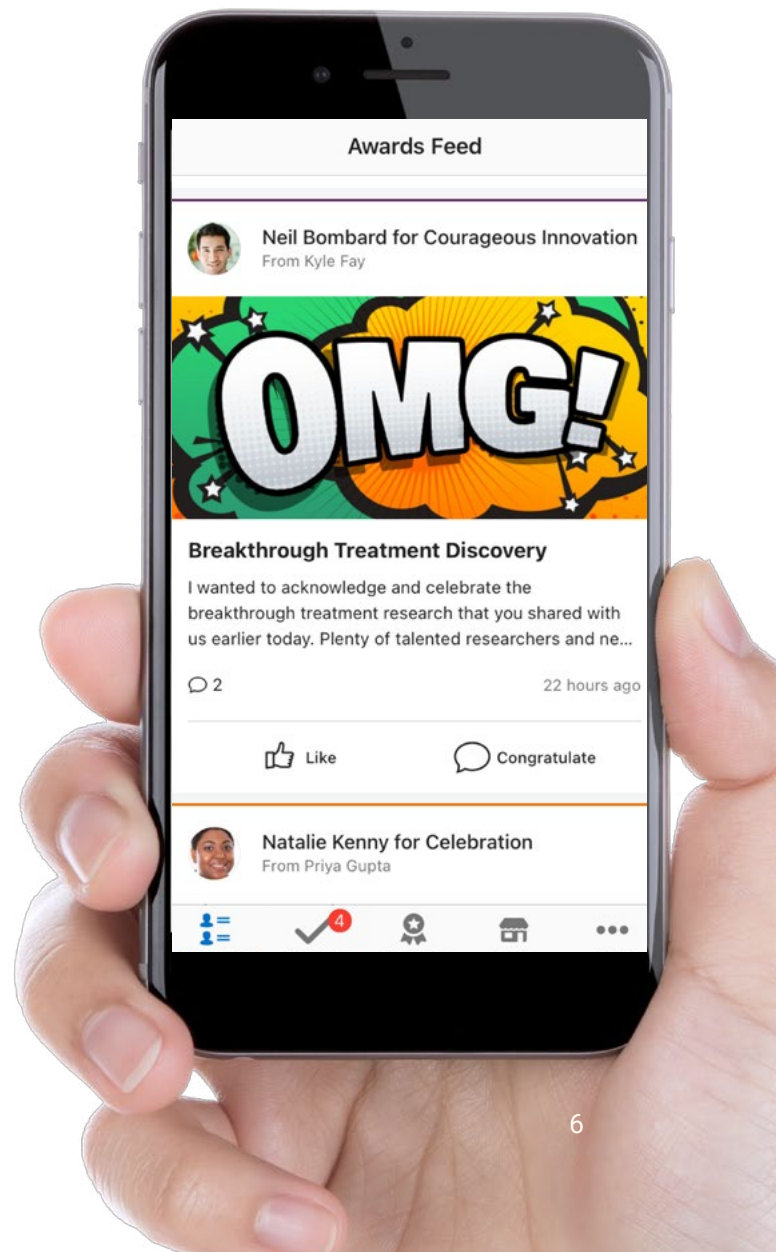
We recruited approximately 150 ambassadors to socialise the programme. They helped us get the word out in their work areas, showed their peers how to download the mobile app and staffed our launch Tiki huts.

MARY MARTINOLICH
Former Director of Organisational Effectiveness
Health First

Out-of-box solutions

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

- 1. Mobile app:** Employees with a company email address and/or SSO access can download our mobile app to access the full Workhuman Cloud experience on their personal or company-issued device.
- 2. Break room kiosks, shared computers/tablets and point-of-sale terminals:** Workers can use shared systems located in break rooms to access Workhuman Cloud (e.g., view their received awards, nominate colleagues, redeem awards, view the news feed and leave congratulations messages).
- 3. 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 programme manager can then submit the recognition awards on their behalf.





Most of our customers choose 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 programme 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 programme.'
- One customer **installed kiosks** and put a cardboard cutout with programme branding around the computer screen – an active reminder that the programme is there and the kiosks should be used to give recognition.
- A healthcare organisation's CEO **took the Workhuman mobile app to meetings** and encouraged people to download it to see the great work happening every day.



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.

DAVE BENDETTI
Senior Compensation Manager
NCR

Source: "How NCR Unlocks the Full Potential of Its Recognition Programme," breakout session, Workhuman Live, 2022, Atlanta



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 recognising colleagues up and down the organisation:

- What percentage of employees are offline/non-desk workers?
- Are these employees unionised 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, Yammer, Slack or another chat platform internally?
- Do you have an existing ambassador/champion network that includes offline/non-desk/front-line employees?

To learn more, connect with us directly or visit workhuman.com.

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

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