

A photograph of a man and a woman in a factory or industrial setting. The man, on the left, wears a white long-sleeved shirt, a dark tie, and a white hard hat. He is looking down at a tablet device held by the woman. The woman, on the right, wears a dark denim jacket over a light-colored shirt, a red hard hat, and a face mask hanging from her neck. She is also looking at the tablet. They appear to be discussing something on the screen.

GUIDE

# Improving the deskless employee experience

From the front lines to the factory floor, Appspace and Beezy create a workplace that reaches every employee, no matter where or how they work.



Beezy powers the modern intranet that's part of the Appspace workplace experience platform.

Frontline workers are the backbone of many organizations across industries, from healthcare to manufacturing to transportation.

So, why are these workers an afterthought in many cases when it comes to the **employee experience?**

Most digital workplaces have typically focused solely on desk-based employees. But if you ask internal communications and HR professionals working in a manufacturing company, for example, they'll tell you that their frontline workers are essential. The challenge involves reaching these workers.

**It's hard to engage with employees who have limited or no access to:**

- A company laptop or email address
- Communication and collaboration with peers in other locations
- Corporate documentation on the go
- Organizational news and updates



*Deskless workers are the people working in the field, who don't have access to dedicated workspaces. They make up **80% of the global workforce\***, in industries including healthcare, retail, hospitality, manufacturing, construction, and transportation.*

\*Emergence, The State of Technology for the Deskless Workforce

Many organizations are aware that their frontline workers are disengaged. And it's not surprising, given that these workers are often relying on outdated ways of communicating – like phone calls, face-to-face conversations, walkie-talkies, and paper documents.

These communication roadblocks impact the ability to share information between management and locations like factories and warehouses, for example.

Far too often, frontline workers don't know (or they find out too late) things like why production processes have changed, what the results of their work are, and what their company has recently achieved. As a result, these employees are left disengaged and without a sense of belonging.



## Most platforms for deskless workers don't cut it.

Let's take the manufacturing industry as an example. Many global manufacturing companies with large, distributed frontline workforces invest in platforms designed solely for connected, office-based employees. These platforms often can't be used without dedicated hardware in the physical office.

Beyond that, it doesn't make sense to deliver the same features and capabilities to deskless and desk-based employees.

Employees operating machinery or heavy equipment, for example, typically aren't permitted to access their phones outside lunch breaks. What's more, many manufacturing facilities have wireless challenges.



## To keep workers connected and engaged, you need the right technology.

Creating a better employee experience, in whatever industry you're in, starts with having the right technology in place. *The ability to reach your workforce directly is a must.*

Just like any other employees, deskless workers need effective ways to access information, news, ideas, and guidelines to perform their best and enjoy their work.

Beyond that, employees need to feel connected to the organization's big picture vision and values.

**51% of employees struggle to feel connected and engaged with their work.**

—  
Beezy 2021 Digital workplace trends & insights report

**Having the right digital workplace solution in place means you'll be able to:**

### **Share critical organizational information.**

From policies and processes to compliance, health and safety, and data privacy – this information needs to be available and accessible to the entire workforce.

### **Create better connections between coworkers (deskless and desk-based).**

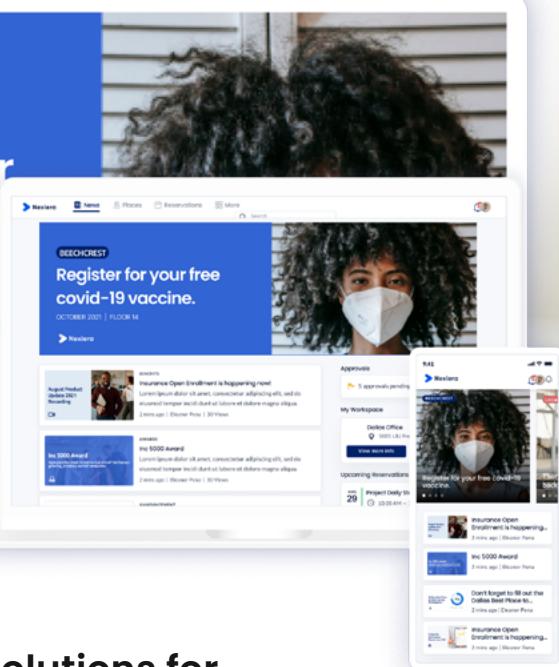
Let communication flow between senior management and staff. A lack of connection can have a negative impact on working relationships, distancing employees from the company's mission and goals, and making it harder for managers to address issues that may be contributing to disengagement.

### **Retain your talented people.**

According to the U.S. Bureau of Labor Statistics, the retail and hospitality industries have the highest employee turnover rate. Plus, negative employee experiences can spread quickly via social platforms and employee feedback sites, damaging an organization's brand. So, make it a priority to deliver an exceptional employee experience, and invest in a solution that delivers on that promise.

## Register for your covid vaccine.

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## Appspace solutions for frontline workers: A window into the organization.

### How does Appspace help?

Appspace's intranet, employee app, interactive kiosks, and digital signage features are designed for frontline and factory floor employees who need timely information and corporate data to support their day-to-day operations.

With an intranet or employee app, you can provide employees with a single destination for the latest announcements, videos, workplace tools, and processes when they're on the factory floor or on the go.

Enterprise messaging integration lets you send consistent notifications through enterprise messaging apps like Webex, Slack, and Teams – and even synchronize important updates with digital signage displays across the facilities.

When personal devices aren't allowed, frontline workers can interact with the digital workplace via an interactive kiosk that's available to all employees.

Through digital signage, you can share the latest announcements, workplace guidance, and safety standards on factory floors, warehouses, and other staff-only areas.



### How does it work?

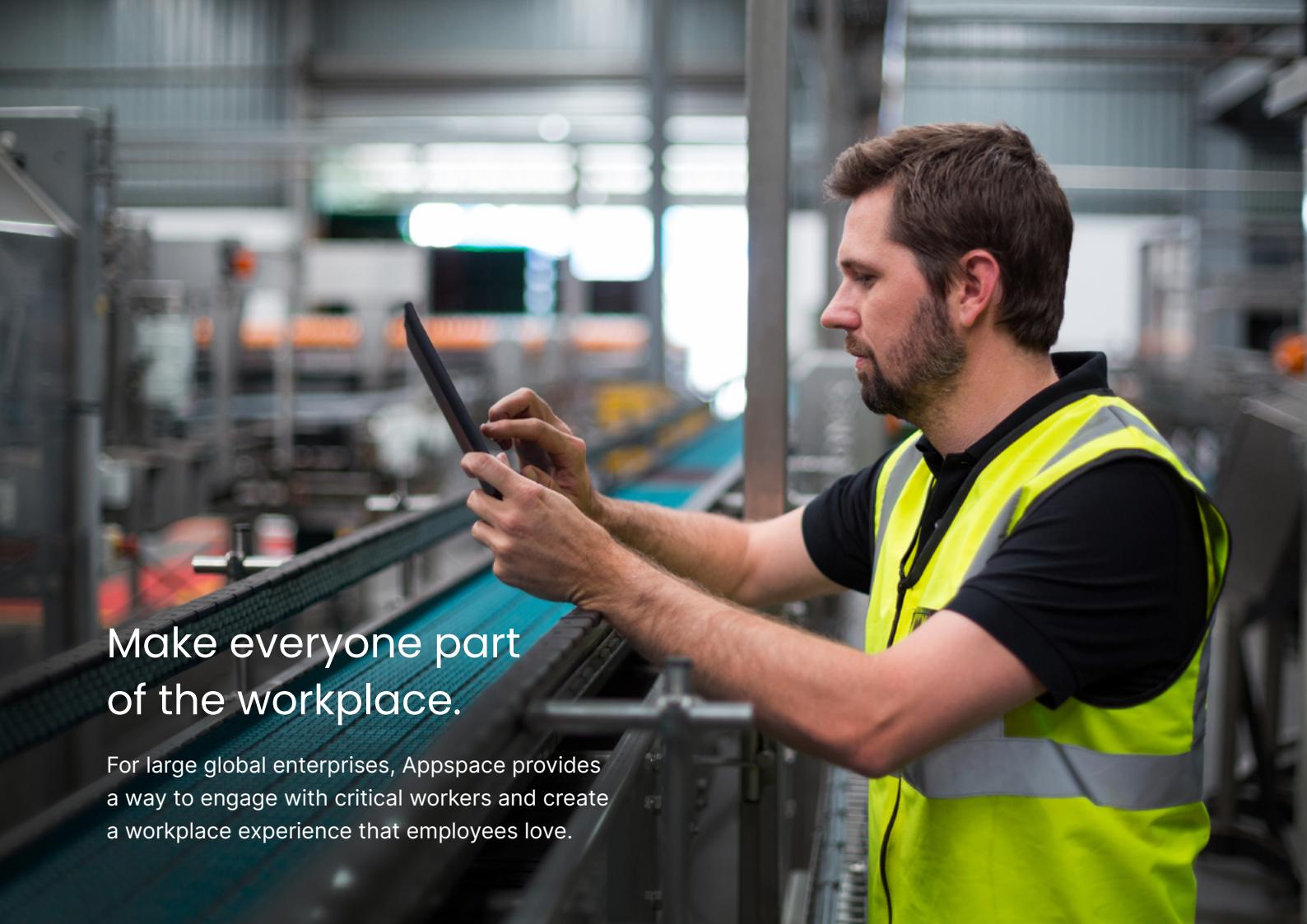
To ensure the right content is delivered at the right time, expert-created industry feeds and templates are available to simplify how your company shares critical updates, no matter where employees are located.

Organize templates into logical channels and reach individual employees or specific groups through workplace displays and apps like Teams and Slack, all in a single click.

### Appspace benefits for frontline workers

By making content and communications available to deskless employees, you can support and engage your frontline workforce to improve:

- Compliance procedures
- Processes, best practices, and knowledge sharing across locations
- Access to training documents, safety guidelines, and crisis communication
- Communication around operational changes and events
- The overall employee experience



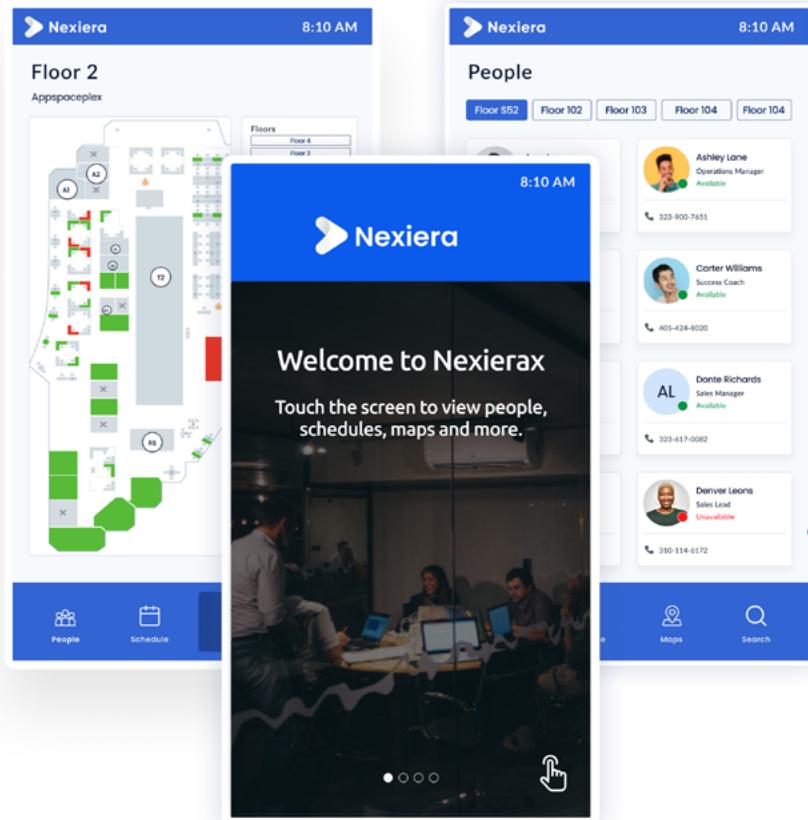
## Make everyone part of the workplace.

For large global enterprises, Appspace provides a way to engage with critical workers and create a workplace experience that employees love.

Before implementing frontline communication capabilities, it's important to collect feedback from line managers in different facilities and decide what kind of content and documents to share, which communities should be created, and so on.

### Tailor the user experience to your frontline workforce.

With customizable communication tools, you can broadcast news that's relevant to the employee's specific location. Or, create a community that makes sense for all users in a manufacturing facility, shop floor, and so on. You can tailor the user experience to any worker, regardless of where they work.





## Unify your workplace.

Bridge the deskless and on-site experience for employees with solutions that help teams share ideas, manage spaces, and keep everyone connected.



### Digital Signage & Kiosks

Appspace helps employees connect to a unified company message, and digital signs and kiosks can help that message get across at key moments.



### Intranet & Employee App

Our intranet, powered by Beezy, unlocks knowledge sharing and unites everything you need for work, and our employee app keeps everyone in the loop.



### Employee Check-In & Visitor Management

Appspace makes it easy to manage the flow of your workplace and helps everyone navigate your office, get where they're going quickly and easily, and stay safe doing it.



### Room & Desk Reservations

Appspace makes it easy to reserve rooms, desks, parking spots, and even equipment.

***Appspace replaces point products with a single platform, so employees can have access to:***

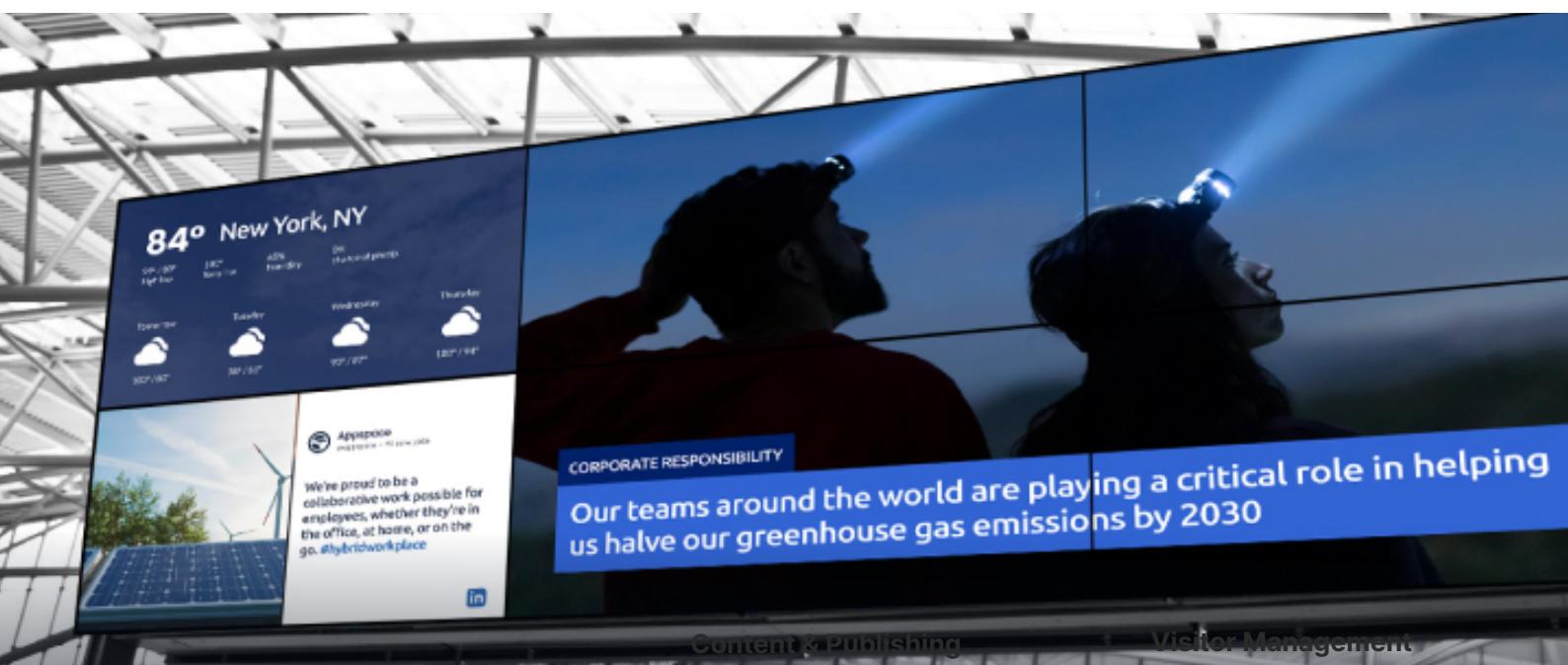
- Important internal communications
- A simple way to manage workspaces
- Space reservation features to book desks, meeting rooms, equipment, or other resources
- The company newsfeed – which provides information that's specifically relevant to frontline workers
- Public communities – which provide greater visibility into what's happening across the organization
- The same content that's shown on digital signage – a compelling and engaging way to connect frontline workers with corporate news and campaigns
- The organizational chart and the ability to locate expertise within the company
- Multilingual support, if they need to access information in their native language
- Corporate information like documents and presentations
- Apps and tools like SAP and ServiceNow

# Empower and value your workers, wherever they are.

There are many reasons why frontline workers feel isolated and disengaged. The good news is, the solution can be simple. And you can build a thriving workplace culture that engages and empowers your people, wherever they're located and however they're working.

Want to know more? Get in touch.

Learn more at [appspace.com](https://appspace.com)



## APPSPACE

Appspace is the workplace experience platform for communications and workplace management. It's the first to combine a modern intranet (powered by Beezy), space reservation, digital signage, and more – all in a single, easy-to-use platform. Now organizations can replace siloed products that are costly to integrate and unite their physical and digital workplace. More than 150 Fortune 500 companies, and 10 million on-site, remote, and frontline employees, are using Appspace to make work a more connected and engaging experience.

Learn more at [appspace.com](https://appspace.com)

-  Employee App
-  Intranet
-  Space Reservation
-  Wayfinding
-  Digital Signage
-  Content & Publishing
-  Visitor Management