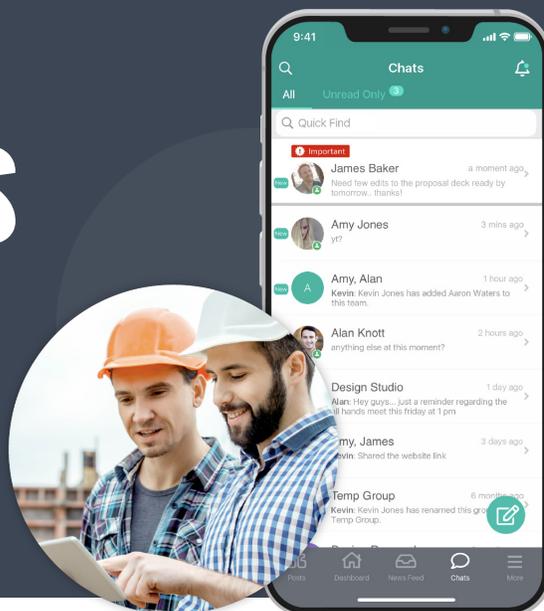


ENGAGE WITH YOUR DESKLESS WORKERS

How better communication fosters employee understanding and behavior change



DESKLESS WORKERS ARE AN UNDERSERVED MAJORITY

When we say deskless workers, we're referring to anyone whose job doesn't revolve around sitting at a desk all day—often also called frontline workers. This means retail employees, construction workers, nurses and doctors, and all the other people at the front lines of your industry.

Deskless workers make up 80% of the workforce¹, yet only 22% feel their job is important to the company vision.² This is a pretty extreme divide, and research indicates that it stems from lacking both communication from leadership and technological enablement.

DESKLESS WORKERS WANT MORE FROM THEIR EMPLOYERS:

70% want more technology ¹

84% say they don't get enough information from top management ²

In most industries, despite being the vast majority of employees, and often the ones making the product and/or interacting with customers, deskless workers are neglected or ignored—especially when it comes to decisions about workplace tools.

Most companies give their corporate teams modern devices and software for communication and collaboration, but decision makers don't have enough visibility into the needs of their deskless employees. The result is that those workers aren't given the tools they need, leaving them feeling undervalued. With poor access to communication, they also don't see the bigger picture to which their work contributes.

DESKLESS WORKERS FEEL DISCONNECTED FROM MANAGEMENT²:

 **ONLY 10%**
FEEL STRONGLY CONNECTED to the company itself

 **ABOUT 38%**
take all corporate **COMMUNICATIONS** with a grain of salt

 **NEARLY 84%**
feel that change of **MANAGEMENT COMMUNICATIONS** are handled poorly

THESE DISCONNECTED WORKERS ARE THE FACE OF YOUR COMPANY

When a potential customer interacts with your company, they are most likely going to be met by someone who falls into the deskless bucket, whether that's a retail associate, concierge, nurse, or any number of other positions.

In that context, the numbers above should disturb you. If there is any group that should be the most tapped into the company mission and communications from management—and the least disillusioned with their jobs—surely it is the people responsible for executing on positive customer experiences.

This white paper will explore the reasons why deskless workers are underserved with communications, and avenues that companies should pursue to better meet their needs. Our goal is to arm IT decision makers with data that draws a clear line between better engagement of deskless workers and company success metrics, and give them tangible solutions they can implement to foster employee understanding and behavior change.

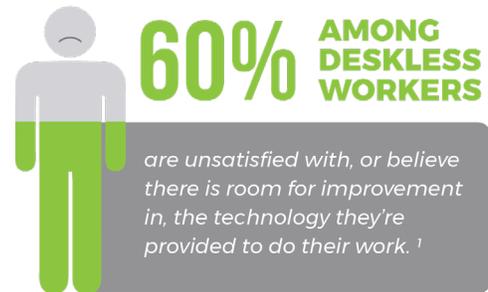


WHY ARE DESKLESS WORKERS UNDERSERVED WITH COMMUNICATION?

DESKLESS WORKERS ARE HARD TO REACH

People that sit at desks are easier to find and reach, for obvious reasons: they do most of their work from one location and one or two devices. It's not hard to justify providing your desk employees with a computer—and possibly a mobile device—because these devices are fundamental to their jobs as information workers.

Deskless employees, on the other hand, have a whole other set of barriers to communication that vary by sector and job role. When your job requires mobility in an ever-changing environment, it's not always possible for you to be reachable at any moment, especially by the old-fashioned channels that most companies rely on. Even something as simple as a store manager creating the store schedule each month and distributing it to the retail team can become a logistical nightmare, and a headache for everyone involved.



BETTER ENABLEMENT REQUIRES INVESTMENT

The people in charge of communication technology decisions at many companies don't see the need for deeper capabilities with regards to communicating with their deskless teams, so their companies don't ultimately invest in providing them.

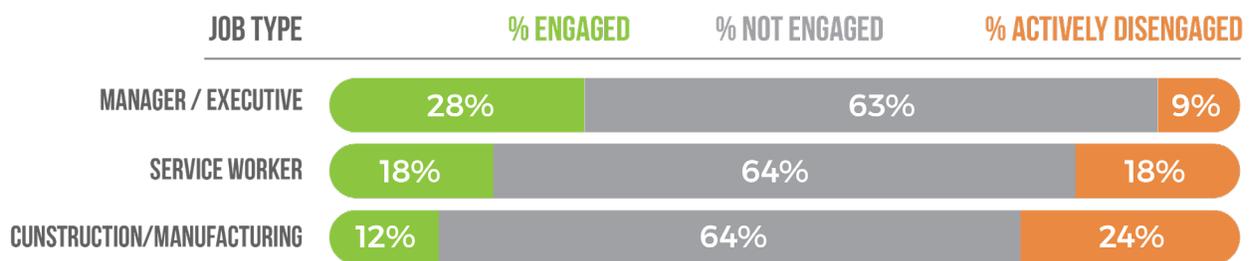
47% of deskless workers believe that their lack of better technology is due to budget constraints, and 30% attribute it to the company not understanding how technology would benefit them¹. Emergence found that rates of dissatisfaction and attribution to budget constraints were even higher among construction, education, healthcare, manufacturing, and retail employees.

The end result is that the people on the front lines are neglected, and the business suffers. While it may seem inevitable that deskless workers are unreachable, this is not the case. Refraining from investments in technology that enables communication with your deskless workers likely costs you more than it saves.

EFFECTS OF NEGLECTING YOUR DESKLESS WORKERS

LOW ENGAGEMENT

Gallup defines an engaged worker as someone who is “highly involved in and enthusiastic about their work and workplace” and drives performance and innovation. The rest are bundled into “not engaged”—putting in their time but not their passion—or “actively disengaged,” meaning they are “resentful that their needs aren’t being met and are acting out their unhappiness [and] potentially undermine what their engaged coworkers accomplish.”



As seen above, engagement rates among deskless workers are significantly lower than those of managers and executives. This sharp drop in engagement is perhaps not surprising, but it is alarming nonetheless. Deskless workers are likely the public face of your company and/or building the products you sell, and somewhere in the neighborhood of 1 in 5 of them are actively resentful and working to undermine your company goals.

So how do you fix this?

Gallup attributes stronger engagement to giving workers opportunities to “voice their opinions, to expand their skill sets and to use their unique combination of strengths.” When process is prioritized over employee well-being, or employees have little say in improving their job or workplace, disengagement is likely, if not inevitable.³

In short, bring your deskless workers into the fold with better technology, regular two-way communication with management, and better access to information and their colleagues.

Highly engaged employees perform better and stay in their jobs longer.

ENGAGED EMPLOYEES CREATE MORE VALUE³



POOR DATA SECURITY

When employees aren't given adequate technology solutions, they turn to ad hoc solutions. According to Emergence polling data, 56% of deskless workers are using their own technology to fill the gaps in their company's offering, and many do so without informing HR.

A lot of modern workers bring their own devices (mainly smart phones) to work, and according to Unisys research, 65% of these employees download apps and websites not supported by their organization's IT group because they are "better than what my company provided" or "their company did not provide an alternative".⁵

This practice creates a host of problems like siloed work and poor knowledge transfer, but the most important is poor data security. Employee devices and apps aren't always secure.

The best way to prevent security breaches, short of giving employees company devices, is to enable them with apps and tools that meet all their needs, so they don't have to look elsewhere for the functionality their jobs require.

DESKLESS WORKERS ARE USING THEIR OWN APPS & SOCIAL MEDIA TO COMMUNICATE ⁴



use messaging apps for work-related matters 1 - 6 times per day



use social media to communicate with colleagues, managers, and the head office

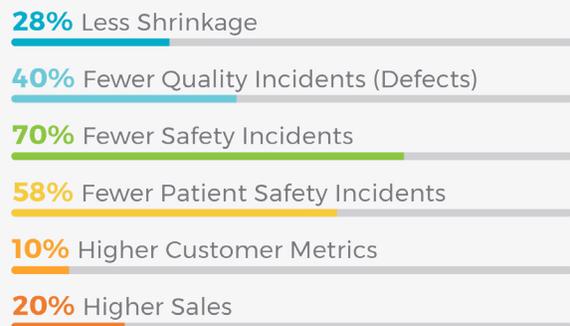
POOR PERFORMANCE AND BAD CUSTOMER EXPERIENCE

Customer experience is everything, and in many companies and industries, it rests mostly in the hands of deskless employees who have to find ways around their lack of technology enablement.

75% of deskless workers express frustration with their jobs when poor communication tools result in excessive service times for customers.⁶

On the other hand, Gallup finds that highly engaged employees in frontline roles result in 21% higher profitability, and better performance across the board. Every employee that becomes disengaged with their position chips away at these numbers.

HIGHLY ENGAGED EMPLOYEES IN VARIOUS ROLES CREATE:



THE SOLUTION IS SIMPLE: BETTER TECH AND COMMUNICATION

INVEST IN AND ENGAGE WITH YOUR DESKLESS WORKERS

Hopefully, this whitepaper has demonstrated that the benefits of a more engaged, better equipped deskless workforce outweigh the cost savings of leaving them to their own devices.

The first step is finding a tech solution that works for your deskless teams. 70% of deskless workers report that more technology would help them do their jobs better, especially for communications, operations & logistics, onboarding, and training.¹ Furthermore, 68% said they would stop using messaging apps and social media for their jobs if their companies provided a better solution.⁴



In our (biased) opinion, MangoApps is the best platform on the market. We can work with you to create a secure, intuitive company app for the smartphones your employees already have. It allows them to communicate, access company information and training, and much more, at prices that make sense for large frontline-oriented teams.

FEATURE SHOWCASE:
COMMUNICATING EMPLOYEE SCHEDULES




COMMUNICATING EMPLOYEE SCHEDULES

A MODERN APPROACH

Prior to their implementation with MangoApps, A.S. Watson Benelux store managers didn't have a unified way for store managers to share their schedules with employees.

"Before MangoApps," says store manager Vera Sobert, "I took a picture of the schedule and posted it in WhatsApp. But sometimes people lost it or deleted it, so they had to come into the store or text me the right before. Now, they can open the app, click on the schedule, and see when they have to work this week, or next week, or the week after that. They even contact me anymore with questions, they can see it themselves... it saves me a lot of time."

Schedules are now being communicated to a team of over 20,000 retail employees on a weekly basis through MangoApps, receiving their governing pricing employees in a mobile app format that is useful for them and doesn't require a company email address.

COMPANY:
A.S. Watson Benelux

HEADQUARTERS:
Herengracht, The Netherlands

EMPLOYEES/STORES:
22,000 employees / 1,700 stores

OVERVIEW:
A.S. Watson Benelux is the parent company of 4 major luxury retail and health and beauty brands, including **Deichmann**, **Topshop**, **ICI Paris XL**, and **Topshop**.

A.S. Watson Benelux stores are located in **Belgium, Luxembourg, Netherlands, and France.**

We integrate seamlessly with your corporate tools as well, so you can bring everyone into one platform, reach them all with targeted messaging, and see big-picture statistics that let you feel the pulse of the entire company's communications. MangoApps also has all the functionality required to set up a centralized employee schedule that everyone can access from within the app—see this example from our customer A.S. Watson.

Learn more at www.mangoapps.com/features/schedules

AS Watson uses MangoApps to send 20,000 employees their weekly schedules.

MangoApps has become an invaluable resource for our customers, but it's only one piece of the puzzle. You know as well as we do that a technology implementation is only as good as the strategy behind it. So how do you build a communication strategy that reaches your deskless workers and successfully combats the dismal statistics laid out above?

STRATEGIES TO ENGAGE YOUR DESKLESS WORKERS

Equipping your deskless workers with better technology will do wonders on its own to convince the people on the front lines that you value them, but what will really seal the deal is open and consistent conversation from top management. Don't just talk at them—reach out, ask for their feedback, and actually respond to that feedback, whether it's to fill in missing details or to implement their ideas. People who feel heard do the best work.

As Gallup puts it, “leaders in highly engaged organizations communicate openly and consistently, and they actively work on identifying and removing systemic barriers that prevent managers and employees from doing great work.”

Communicating out to the company on a regular, consistent basis allows you to track engagement metrics over time, and see how different types of messaging are received by different parts of your organization. This is especially easy to do when you have a single platform that can get targeted messages out to everyone and then give you actionable, deep analytics on how those messages are received.

ENCOURAGING FEEDBACK IS CRUCIAL

You should create a space where anyone in the company can submit ideas and feedback for management, within which upper management is actively involved and responding to people's feedback (MangoApps has a dozen different ways to implement this type of feedback mechanism).

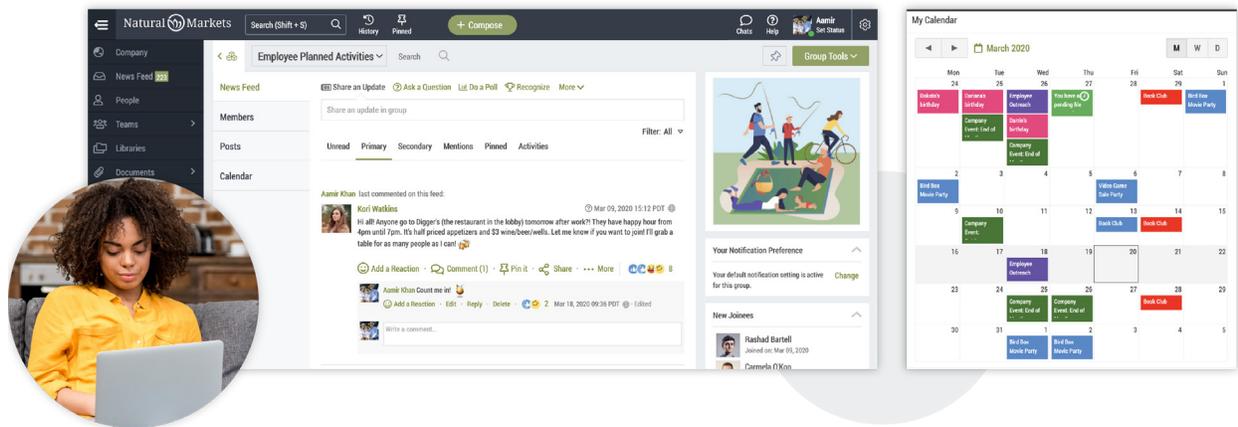


Actively seeking out feedback is a massive contributor to engagement. Think about it—if you're working in retail or manufacturing and company information is delivered to you via posters on the wall, or passed down through the chain of command and then by word of mouth, you're

essentially being dictated to, by someone with little to no understanding of your day-to-day experience. It can feel patronizing and demoralizing.

Executives might show up at your facility every now and again and talk to you for an hour, but then they disappear and you don't see them again for months or years.

Contrast that with an executive team that sends out a targeted monthly newsletter with updates that create a larger context around what the company vision is and how your role ties into it, and invites responses from everyone in the company, which they actually read and address.



At the same time, there's a forum, accessible from any phone or computer, where you can post your thoughts, ideas, or troubles, and the people with the power to improve your experience are actually there, giving thoughtful responses and implementing ideas where possible, with credit given to the originator.

This type of engagement makes a big difference, and we see it every day with our customers here at MangoApps.

SUPPORTING LOCAL MANAGEMENT

Another key is for leadership to support local team managers with training, data, and tech enablement. Gallup's research found a correlation between highly engaged teams and companies that "support local managers by providing ongoing education that helps them sharpen their managerial talents and stay attuned to the factors that help promote high engagement on their team."

On a day-to-day basis, local management are the face of your executive team for the deskless workforce. It is crucial that they are fully tapped into the company vision, empowered with strong training, and given the power to reach their superiors with data and takeaways from the front lines. The strategy here is similar to above—regular communication, feedback mechanisms, and encouragement.

CONCLUSION

Overall, the key to engaging people in any role is as simple as giving them strong tools and training, treating them with respect, and listening to them.

Deskless workers unfortunately do not receive this kind of support in most organizations, for the simple reason that without modern tools like MangoApps, it is challenging, expensive, and time-consuming to reach them.



The result is a large, disengaged workforce that lacks the motivation to put their all into their work, resulting in massive missed opportunities for enterprise companies.

Give your deskless workers better tech enablement and regular, two-way communication, and the results will speak for themselves.

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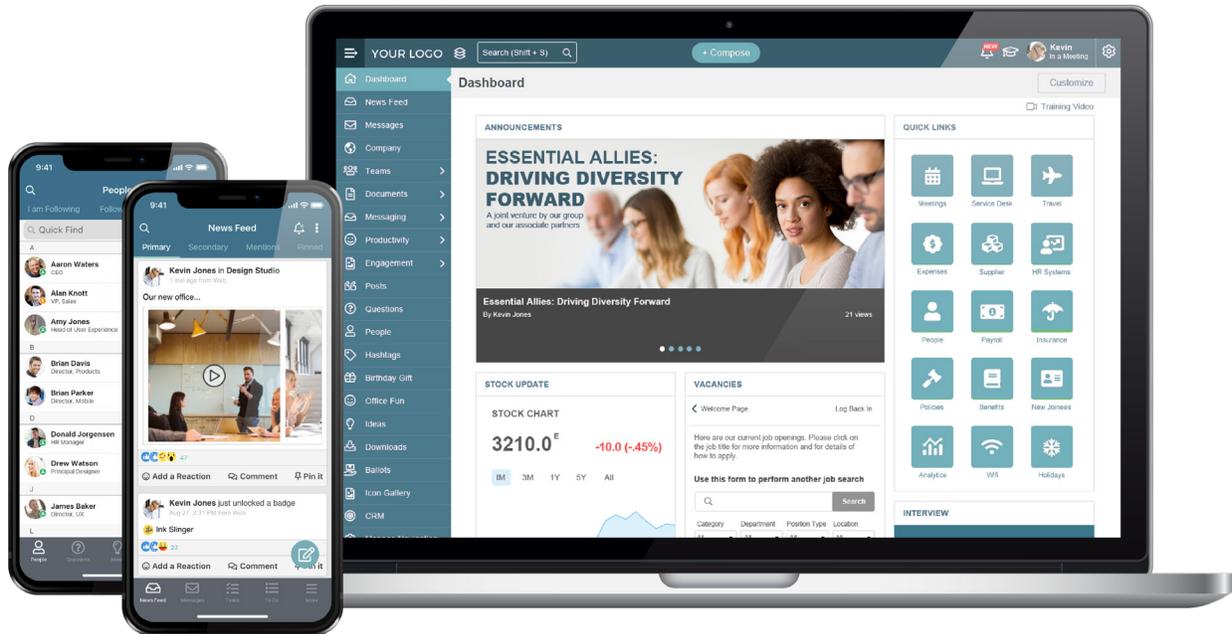
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ABOUT MANGOAPPS

MangoApps helps companies modernize their employee-facing applications. It brings intranet, communications, training & work management together in one platform to provide the most adaptable, intuitive, and unified experience in the market today.



TAKE THE FIRST STEP
SCHEDULE A DEMO!



BRIDGING THE GAP BETWEEN DESKLESS AND DESK WORKERS

Learn More: www.mangoapps.com

Email us: sales@mangoapps.com

Schedule a demo: <https://www.mangoapps.com/schedule-a-demo>