



UNLEASH THE
POTENTIAL OF
YOUR WORKFORCE

Aiming High - Even During A Pandemic

How a Leading Retailer Used a Digital Workplace to Keep Ahead of COVID-19

How can businesses cope with – and recover from – the upheaval caused by COVID-19? Like many other companies, a leading retailer faced this exact problem.

And like many other companies, this retailer knew that clear and consistent communication with employees would be key to keeping their business running as smoothly as possible. Fortunately, they already had that level of communication, thanks to their digital workplace, WorkJam.

This was an entirely new challenge, however. How would the retailer and WorkJam handle the massively unpredictable—and unpredictably massive—demands involved in helping one retailer get through a global pandemic?

COMMUNICATION IN THE CHAOS

Facing the Challenge

Initially, the first ripples of COVID-19 were felt in the supply chain. Shortly thereafter, Australia was in full-blown damage control mode, trying to slow the spread of transmission and keep society humming along as smoothly as possible.

As a retailer, they knew it was essential to be there for their customers, who would need steady access to necessary supplies.

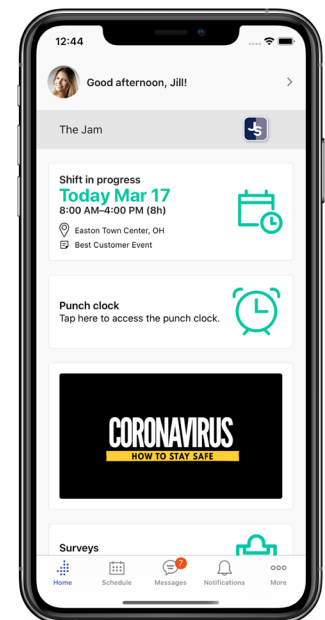
So, they kept the team working.

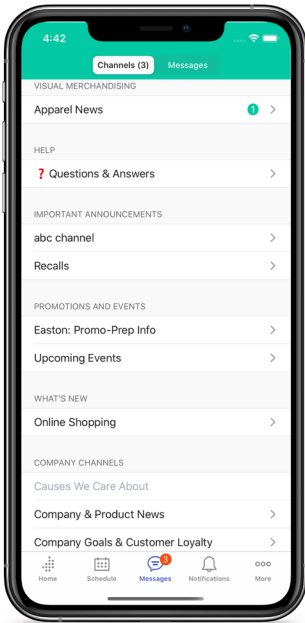
But it wasn't easy. Because COVID-19 was so new, and public health experts were still learning how to best protect the populace, there were government-issued updates and changes – sometimes several times a week. Plus, depending on infection rates, guidelines and regulations sometimes varied from state to state. As such a large organization, having to make such quick and frequent changes was a tall order, and they knew they had a job on their hands when it came to clearly communicating all of these new and changing rules to their staff.

A SINGLE SOURCE OF TRUTH

Applying the Solution

Many companies find their





employees communicate with each other via unsecured methods, like Facebook Messenger or WhatsApp. Not only does this present security issues, it can be a logistical nightmare when it comes to crisis communications and ensuring that consistent information reaches all employees.

This retailer, on the other hand, already had WorkJam set up as their digital workplace platform, and it quickly became a depository of every resource employees needed to stay informed, aware, and compliant. Whether it was a coworker or a customer asking about their COVID-19 procedures, the answer was in one place and easy to find for every staffer.

This became vital when it came to keeping up with official requirements and regulations. As soon as the government had done an update, This retailer's leadership was able to create a post or video sharing what they knew and what it meant for their company and employees. Additionally, they were able to segment their workforce communications when needed, so every region received the information that was accurate for their own situation and jurisdiction.

What made this even better? Instead of putting out an email to management and hoping it would be thoroughly disseminated to all staff, leadership knew that vital information would reach every employee. Instead of having to worry about information being presented in a scattershot fashion via message boards, phone calls, or emails, WorkJam allowed

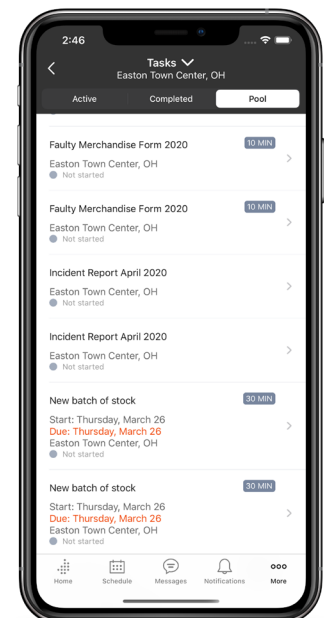
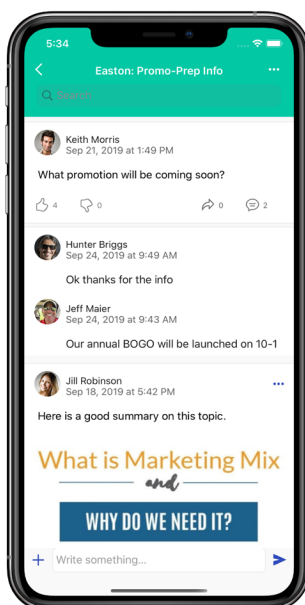
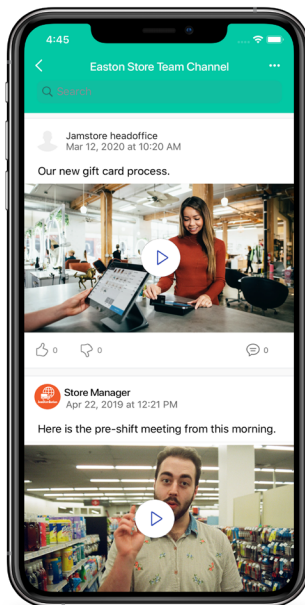
them to have one tool, one stop, and a lot less wasted time and effort. The communication went both ways as well: Frontline employees were able to easily communicate their own questions and feedback to their leadership, making it much easier for this leading APAC Retailer to address customer concerns, improve processes, and generally create a positive and safe experience for staff and customers alike.

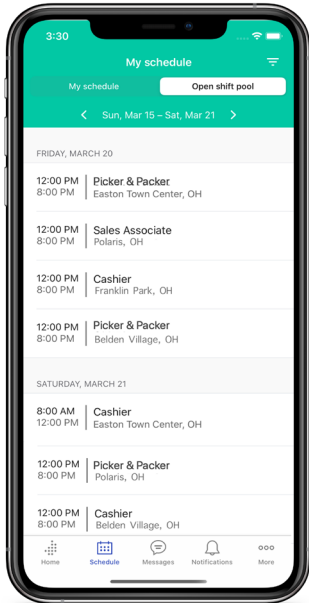
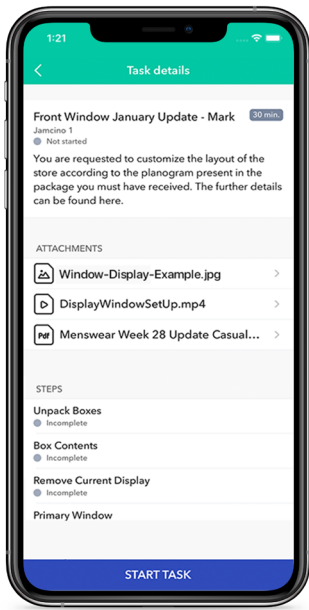
LOOKING BEYOND THE CRISIS

Loving the Results

This APAC retailer's early embrace of the digital workplace put them in an excellent position to react, adapt, and communicate quickly to any COVID-related changes or developments. But the team has noticed a lot of benefits which will stand them in good stead long after the pandemic is under control.

- The centralization of information-sharing has done wonders for in-store productivity. Purely from an





operational point of view, they can get information much more quickly to their teams and save massive amounts of time.

- The task management aspect of WorkJam has greatly improved both transparency and compliance. Leadership can send out a task and know it's been completed - and completed well. Training managers can send out a training, know who's completed it, who hasn't, what questions people struggle with, and what additional training might be needed. Even beyond the demands of COVID-related health and safety, being able to

get such a clear view into what staff know and what they're accomplishing is remarkable for any organization, let alone one with such a large and widespread employee base.

- WorkJam's open shift marketplace will continue to provide employees with the flexibility to pick up, give away, or swap shifts whenever needed, saving management from countless hours of facilitating shift changes. In a competitive marketplace, this can be the key to becoming an employer of choice.

I would tell anybody considering a digital workplace to go talk to people who use one. You'll see they have better informed team members and a more productive workforce. I can't imagine a world in which we'd be able to successfully run our business without having this tool.

-General Manager, Stores and Supply Chain

Request a Demo

WorkJam is the leading Digital Workplace Platform built for the frontline. With customers across the APAC region ranging from Chatime, to Woolworth's, Village Entertainment to Zagame's and Shell to Starbucks we equip any brand with resiliency: the ability to target and engage directly with the people representing your brand with a single mobile solution that facilitates communication, education, and optimized task management.



SOURCES

- 1 <https://www.workjam.com/portfolio-items/shadow-it/>