



SOLUTION BRIEF

Frontline Communications

Attracting and retaining hourly employees is one of the biggest challenges businesses face today, and there's no sign of it getting easier. Poor communication can result in employees disengaging from their company or jobs, resulting in absenteeism, lower productivity, and turnover. Conversely, consistent communication can boost employee engagement and productivity.

For hourly workers, communicating with managers and peers is often a manual and inconsistent process that frustrates them. Traditionally, businesses invested in communications tools for desk workers who use computers. However, 80% of the frontline hourly workforce is "deskless," and businesses have been reluctant to provide digital tools, such as email, due to compliance and cost concerns. Transforming the communications dynamic for hourly employees is critical for retaining current staff and attracting new talent.

The Legion Solution

Unlock the Power of Digital Communications for Hourly Employees

With Legion Frontline Communications, you can use modern, schedule-aware employee communication software to transform how you update and engage hourly employees.

Frontline Communications offers a complete set of modern tools designed specifically to improve the experience for frontline hourly employees and enable them to easily communicate and connect with peers and managers. For example, companies can communicate with frontline employees about store closures, share kudos, build corporate culture, and empower employees with direct information from management.

Frontline Communications leverages policies, organizational hierarchies, roles, and permissions already set up in Legion Workforce Management (WFM), enabling faster rollout because a new app or IT project isn't required. The solution is highly adopted because hourly employees access the communications tools in the same Legion mobile app they use to view schedules, swap shifts, track time-off requests, or clock activity. As a result, businesses can leverage the high adoption rate to easily reach hourly employees where they are instantly, without having to provide them with separate communication tools, such as email.

Drive Higher Employee Engagement

Frontline Communications empowers employees with an easy-to-use mobile app with built-in Chat, Newsfeed, Announcements, Polls, and Surveys. Companies can communicate with frontline employees about store closures, share polls and surveys, and more while controlling off-clock activities. By sharing kudos and other updates, they can build corporate culture and empower employees with direct information from headquarters.

Polling and Survey capabilities enable managers to consistently listen to employees by conducting quick pulse surveys to get immediate feedback on employee sentiment and reduce avoidable attrition. Surveys and Polls make it easy for you to gather real-time feedback on employee satisfaction—using the same mobile app and communication tools they use daily.

The Benefits to Your Bottom Line

Legion Frontline Communications provides modern, consistent communication that can boost employee engagement, build trust and transparency, and increase retention.



42% of managers say they need tools to make it easier to communicate with their teams



23% of employees say better communication tools are a top reason why they stay with their employer

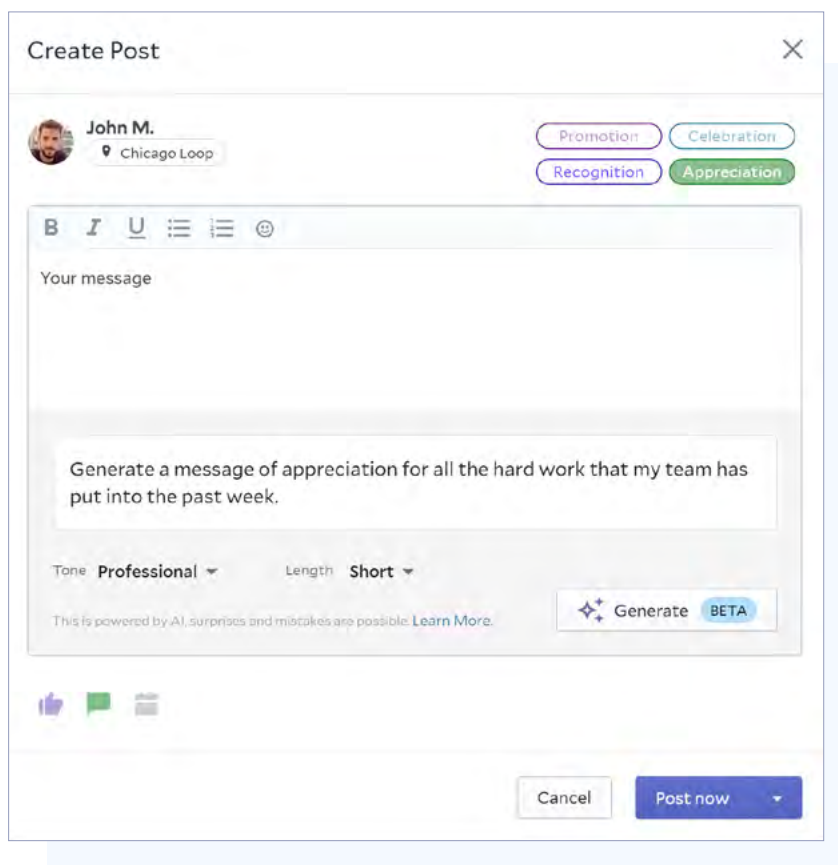


Improving communications with frontline workers can help drive a **5%** reduction in attrition.

Build Trust with Compliant, Transparent Communications

Legion WFM enables intelligent automation and frees managers from manual tasks, removing barriers previously preventing companies from providing modern communication tools to the frontline. Communication rules can be set through configurable policies based on your organization's hierarchy and granular permissions. Administrators get powerful moderation tools to quickly isolate and resolve improper use of communication tools.

Using the Generative AI Assistant, you can easily create and edit newsfeed posts, increasing manager productivity and ensuring effective and clear communications.



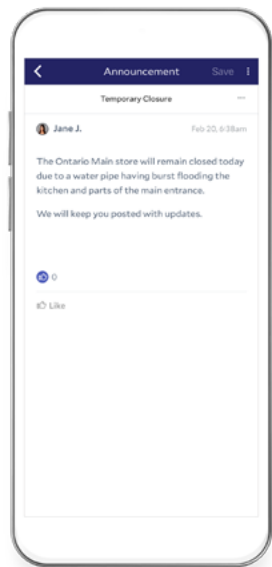
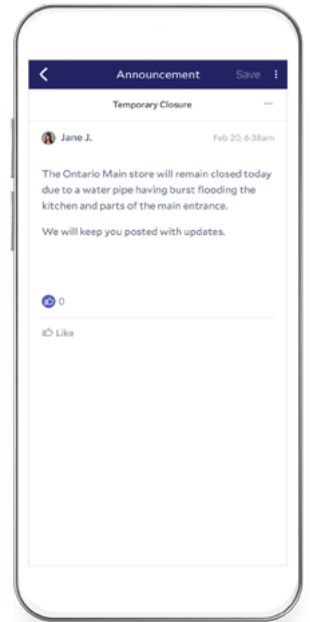
High Adoption Drives Value

Frontline Communications leverages policies, organizational hierarchies, roles, and permissions already set up in Legion WFM, enabling faster rollout and high adoption rates because a new app or IT project isn't required.

Features

Amplify Your Communications With Newsfeed

- Replace or complement in-store message boards and reach employees where they are.
- Build culture by sharing company news, leadership communications, and top-performer recognition.
- Share policy and health updates to all field locations, specific locations, or targeted roles.
- Measure reach with reports on posts, views, comments, and reactions.
- Set view, post, and edit permissions by role and enable or disable post reactions and comments.
- Create Newsfeed posts for immediate distribution or schedule posts to appear or expire on a future date.

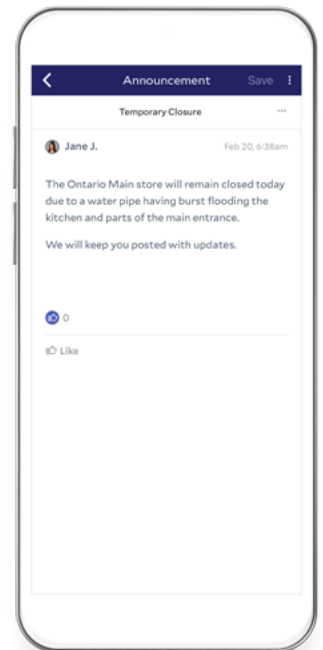


Target Your Message With Announcements

- Target messages to groups of employees based on work role, job title, location, badge, and more.
- Configure Dynamic Employee Groups that automatically update recipients as employees are hired, terminated, and transferred.
- Report on whether employees viewed, liked, or acknowledged the message.

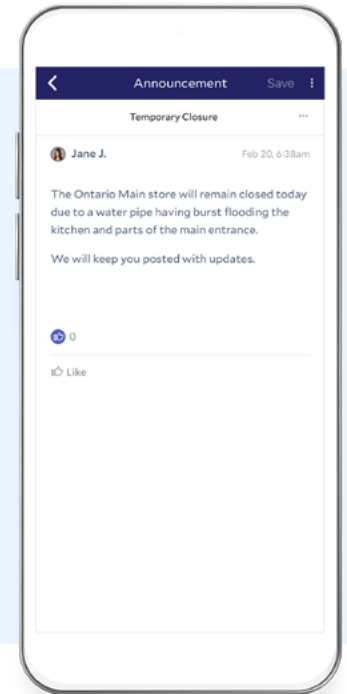
Support Group or One-To-One Messaging With Chat

- Facilitates employee/manager interactions when they can't meet face-to-face.
- Enables employees to contact each other in a secure, auditable channel.
- Allows you to define specific recipients or use pre-defined communication groups by roles, locations, and titles.
- Lets you snap and attach photos easily.



Optimize Employee Experience With Polls and Surveys

- Through Polls and Surveys, employees can give feedback and make their voices heard by management.
- Managers can create single-question polls on Newsfeed to get a quick pulse of employee sentiment or share fun questions to engage employees.
- For deeper insights, managers can develop multi-question surveys and use announcements to share them with a targeted group of employees.
- Anonymous feedback creates a safe space for employees, and all surveys can be marked anonymous to protect employee privacy.



Powerful Moderation Tools

- Businesses can restrict viewing (when an employee isn't working) of any or all communication channels and require associates to explicitly opt-in to view communications outside of work hours.
- Managers can override off-the-clock controls to send urgent messages to employees even when they're off the clock.
- Moderators can access a "Moderation Hub" and receive notifications when employees report content.
- Post edits and moderation actions are logged to provide audit trails.

Benefits

- **Achieve higher engagement** by empowering employees with flexible scheduling and intuitive self-service capabilities without downloading a new app.
- **Improve the speed and quality of field communications** using the generative AI assistant to create and edit new post content.
- **Improved compliance with** real-time schedules and clock awareness that enforces communication policies and off-clock rules.
- **Enhanced policy and permission enforcement** using embedded user roles, permissions, and placement in the organizational hierarchy
- **Complete reporting and analytics** on employees' views, clicks, likes, and comments.
- **Powerful moderation tools** quickly isolate and resolve improper use of communication tools.
- **Seamless on/off-boarding** through a unified process with communications built into Legion WFM
- **Capture the pulse of employees** with one-question polls or multi-question surveys to gain actionable data on engagement and satisfaction.

Request a [demo](#) to see Legion Frontline Communications in action. [Learn more](#) about how we can help you transform how you communicate and engage with your frontline employees by using a complete set of modern communication tools designed for them.

About Legion

Legion Technologies delivers the industry's most innovative workforce management platform, enabling businesses to maximize labor efficiency and employee engagement simultaneously. The award-winning, AI-native Legion WFM Platform is intelligent, automated, and employee-centric. It's proven to deliver 13x ROI through schedule optimization, reduced attrition, increased productivity, and increased operational efficiency. Legion delivers cutting-edge technology in an easy-to-use platform and mobile app that employees love. For more information, visit <https://legion.co> and follow us on [LinkedIn](#).

