



SOLUTION BRIEF

Frontline Communications

80% of the frontline hourly workforce is “deskless,” and businesses have been **reluctant to provide digital tools, such as email, due to compliance concerns.**

Attracting and retaining hourly employees is one of the biggest challenges businesses face today, and there's no sign of it getting easier in the coming year.

A recent study found that 84% of managers surveyed agree that efficiency and productivity would improve if they could communicate with employees through the same app they use to view their schedules.

Poor communication causes employees and managers to disengage with their company or jobs, resulting in absenteeism, lower productivity, and turnover. On the flip side, consistent communication can boost employee engagement and productivity.

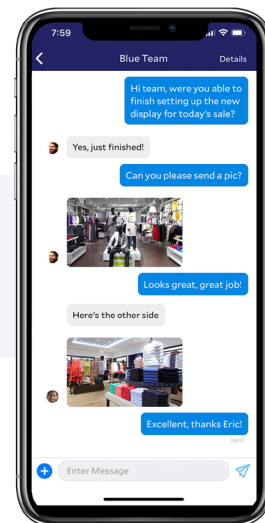
For hourly workers, communicating with managers and peers is often a manual and inconsistent process that's frustrating and disengaging. Traditionally, businesses invested in communications tools for desk workers who use computers. But, 80% of the frontline hourly workforce is “deskless,” and businesses have been reluctant to provide digital tools, such as email, due to compliance and cost concerns.

THE LEGION SOLUTION

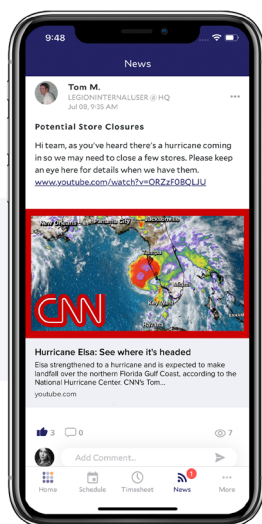
Unlock the Power of Digital Communications for Hourly Employees

Legion Frontline Communications enables businesses to transform how they communicate with employees. Removing barriers that stopped companies from providing hourly employees with communications tools, 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 polls and surveys, and more. And Frontline Communications enables managers to share kudos and other updates, building corporate culture and empowering employees with direct information from management.

Frontline Communications leverages policies, organizational hierarchies, roles, and permissions already set up in Legion WFM, enabling faster rollout because a new app or IT project isn't required. Plus, 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, in an instant, without having to provide them with separate communication tools, such as email.



With Frontline Communications, you get **compliant, schedule-aware communications** and **powerful moderation tools**.



Enhance the Employee Experience With Fully Compliant Communication Tools

Providing powerful communication tools to frontline employees should not mean sacrificing compliance or control. With Frontline Communications, you get compliant, schedule-aware communications and powerful moderation tools.

All user-generated content can be monitored easily with tools for employees to report offensive messages. Any inappropriate messages can be removed quickly through automated content hiding or manual moderator reviews.

Frontline Communications also provides powerful off-the-clock controls to help you ensure compliance. For example, because it's schedule-aware, the schedule and time clock data can be leveraged to hide content when employees are off-the-clock or unscheduled, and employees must opt-in to read messages.

Legion Frontline Communications Reaches Employees Directly

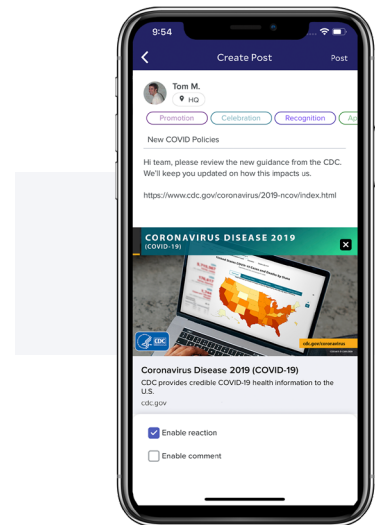
Frontline Communications makes it easy to broadly reach employees and achieve widespread adoption.

Regular communications, whether sharing operational updates or using polls and surveys to gather, analyze and improve employee sentiment, help engage employees.

Polling and Survey capabilities in Frontline Communications enable managers to understand employee satisfaction, get immediate feedback, and engage employees all in real time – using the same mobile app and communications they use daily.

And Frontline Communications enables managers to share kudos and other updates, building corporate culture and empowering employees with direct information from management.

The tools are fully embedded in Legion WFM, and employees access them through the mobile app, which 90% of customers' employees already use the app weekly to access schedules, swap shifts, or make other requests. No new app to roll out. No IT project required.



Case Study

A nation-wide quick-serve restaurant chain with approximately 40,000 employees is focused on attracting and retaining hourly employees. They wanted to improve how they communicate with their frontline staff because the restaurant believes communication is vital to improving the employee experience and reinforcing their frontline team's culture and core values. **Before using Frontline Communications, they couldn't communicate directly with their entire hourly workforce.** Instead, communication flowed from the corporate office to general managers, who forwarded messages to hourly employees via text messages. As a result, information was often lost in translation, and sending messages via text raised compliance concerns. And the pandemic intensified the challenges because the restaurant chain couldn't communicate key health and safety policies and protocols.

Legion WFM was the perfect platform to deliver better frontline communication. **The optional mobile app had a >80% adoption rate, so the team knew the hourly employees received the messages.** And the clock-aware communication tools ensure employees are on the clock and can receive messages, maintaining compliance. For additional protection, they prevented work-related task communications through the app. And, with strong moderation controls, the restaurant chain has peace of mind that their culture and message are consistent.

The results have been impressive. Communication reaches their hourly employees more effectively, and the frontline team engages with the content. The Frontline Communications module enables managers to communicate important and time-sensitive COVID-related information, such as vaccine policies and health and safety protocols, enabling the restaurant chain to reinforce corporate values and share philanthropic performance. Message view rates have been 51% higher than initially expected.

Key Features

- Communicate with employees through Newsfeed, Chat messaging, and Announcements
- Engage employees with surveys and polls
- Full reporting and analytics on views, clicks, likes, and comments
- Off-the-clock controls to ensure compliance
- Easy-to-use content moderation tools
- Granular permission controls
- Configure policies based on org hierarchy

Benefits

- Reach all frontline employees through easy-to-use communication tools for the first time
- Fast mobile app adoption with one place for employees to get company news and do all Legion WFM tasks
- Consumer-like design of Chat, Announcement, and Newsfeed provides a familiar experience for employees
- Improved communication with managers and coworkers drives higher employee engagement
- Tailored to the hourly workforce for manager, employee, and top-down corporate communications
- Capture the pulse of employees with one-question polls or multi-question surveys to get actionable data on engagement and satisfaction
- Rich controls in Legion WFM allow managers to set communication policies that are automatically enforced for compliant, schedule-aware communications
- Powerful moderation tools quickly isolate and resolve improper use of the communication tools
- Fast, easy rollout with high employee adoption – no new app to download or IT project required

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

About Legion

Legion Technologies' mission is to transform hourly jobs into good jobs. The company's industry-leading, AI-powered workforce management (WFM) platform optimizes labor efficiency and enhances the employee experience simultaneously – at scale. The Legion WFM platform has been 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.