



## CASE STUDY

# Beyond Employee Comms

## Turning frontline staff into brand makers

Retailers are increasingly concerned with the well-being of employees and, in particular front-line workers. This focus is understandable to retail employees feel higher rates of burnout than those in other industries. Those experiencing high levels of stress are more likely to downshift their careers, display higher absenteeism rates, and take a leave of absence or exit the workforce altogether.

Corporate decision-makers and those in supporting roles often become dissociated from front-line operators' reality. At the same time, front-line staff miss the opportunity to represent customer needs to the broader organisation.

There's a direct correlation between ethical and values-based brands and positive brand association by consumers and employees. This positive association ultimately leads to trust and brand loyalty — 71% of consumers say they're more likely to shop with a brand they view as ethical, and over 40% say it directly drives their purchase decisions. The opportunity lies in enabling and enrolling front-line staff to create the brand story.

There's a direction causal relationship (positive or negative) between **employee experience (Ex)** and **customer satisfaction (Cx).**"

Harvard Business Review

## Supporting frontline team

Organisations passionate about taking care of customer-facing team members move beyond supplying corporate news and organisational updates and access to payslips, policies and other fundamentals.

Retail is omnichannel; it involves social commerce, is influencer-driven and blends online and offline shopping experiences. The winning companies place a real emphasis on amplifying the voice of employees and technology can assist in many ways:



Giving shout-outs or 'kudos' to peers, staff and managers for their ideas, endeavours and service.



Sharing customer stories (successes, challenges, strategies and tactics) across online and offline channels, locations, different shifts and teams.



Bridging knowledge gaps and preparing the team for new retail trends such as immersive AR experiences, Chatbots, increasingly unpredictable market conditions, and supply chain issues.



Delivering to employees in their preferred context — multi-media, multi-device, time of day.



Creating bite-sized, snackable pieces of training and up-skilling 'infotainment' that can be easily and willingly consumed as a part of an employee's busy working day.



Providing two-way feedback through polls and surveys and ensuring employees acknowledge that important information, including policy updates, has been read.

The winning companies place a real emphasis on **amplifying the employee's voice.**

