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Reaching Dispersed & Remote Workforce

What's the biggest challenge you face around HR communication?

"Communicating with remote team members that do not have company computers"

"Getting information out to all our sites"

"Dealing with a mobile workforce and some internal constraints"



Benefits matter a WHOLE LOT to the employees

A donut chart with a white center and a blue ring. The number 87 is displayed in the center. The ring is mostly blue, with a small grey segment at the top.

% say that benefits play a significant role in the choice of employer

A donut chart with a white center and a blue ring. The number 86 is displayed in the center. The ring is mostly blue, with a small grey segment at the top.

% say benefits play a significant role in their decision to stay with the employer

A donut chart with a white center and a blue ring. The text 50+ is displayed in the center. The ring is mostly blue, with a small grey segment at the top.

% of the millennials don't have a complete understanding of their benefits



Top 10 Tips to Strengthen Your Communications with Remote Workforce

1

Understand the remote workers' situation in and out?



Your
communications
roll-out needs to
take your
employees'
situation into
account

Geographies



- Dispersed worldwide, working remotely or in different locations?
- Current methods of communication?
- Different shifts or schedules?

Demographics



- Varying age ranges, languages, or methods of communication?
- How do they consume information outside of work?
- What kinds of devices are they on?

HOW RED ROBIN TRANSFORMED ITS BUSINESS WITH YAMMER

GIVING A VOICE TO ENTRY-LEVEL EMPLOYEES IS A POWERFUL NEW WAY TO IMPROVE YOUR BUSINESS. HERE IS HOW ONE COMPANY IS DOING IT.

BY DAVID LAVENDA

In retail, it's common knowledge that front-line employees understand the customer experience far better than managers sitting in remote corporate offices.

So why don't companies pay more attention to their front-line staff? Of course corporate culture plays a role, but a lot has to do with the difficulty of providing employees with a way to be heard.

One company that has overcome both these roadblocks and is now reaping the benefits is the restaurant chain Red Robin. With over 20,000 employees working in 355 restaurants in 42 states, Red Robin has embraced enterprise social networking to give front-line employees a voice—and it's paying off.

Source: Fast Company

The franchise's "**purpose-driven generation of workers**" (87% of employees are millennials) were **searching for meaning.**

"With over 20,000 employees working in 355 restaurants in 42 states, Red Robin has embraced enterprise social networking to give front-line employees a voice—and it's paying off."



Recruiting + Onboarding



Benefits



Termination + Offboarding



Workspace
Behavior



Wellness



Career
Development



Compensation



Performance
Management

2

**Think holistically
about engagement
touch points**



9 hospitals and **40 health centers** in Louisiana
15,000 total employees



Melissa Sparks, Director,
Learning and Development,
Talent Management

Engaged new hires with a **pre-boarding strategy**
by introducing a library of videos. (Before day 1!)

3

Introduce programs
that drive personal
connections with
peers



ABB engages blue collar workers with contests



JOIN THE
MADE IN
★ AMERICA ★
CHALLENGE

Get active, get points, get rewards
★ **May 8 - July 3** ★
Together We Can Do It!

Create or Join a Team | Sign-Up Starts **May 1**

MADE IN AMERICA
WIN PRIZES
CHALLENGE

- **Employees and spouses across all locations** compete in wellness challenges to get more active and win valuable prizes
- Team of blue collar workers in Tennessee was one of the winning teams!



4

Identify agents of change and create
an army of Brand Ambassadors



5

**Embed communications
in your employees'
workflow**

Paycheck stuffers

"Get Smart About Flu" Paycheck Stuffers



Get Smart About Flu
3 Reasons to get your Flu Shot

More than 36,000 people die each year from vaccine-preventable flu
Get Smart— Get Your Flu Shot
You cannot get sick from a flu shot!

Check with Employee Health, your supervisor or doctor to find out where and when you can get your flu shot.

1 Protect Yourself + 2 Those You Love + 3 Those You Serve

Remind staff about getting their flu shot on payday.
Fits easily into paycheck envelopes.

Healthcare Inspirations
(877) 646-5877



McDONALD'S. EMPLOYEE SCHOLARSHIP PROGRAM

Eligibility Requirements:

- Must be currently employed at McDonald's restaurant and have at least 4 months continuous employment at the time of application
- Must work a minimum of 15 hours per week
- Must be a high school senior, or returning student of a accredited education institution with a 2.5 or higher GPA.
- Must be employed by McDonald's at the time the scholarship awards are announced.

SEE YOUR MANAGER FOR AN APPLICATION TODAY!

Notices at the time clock



Break room signage



Push messages to handhelds



Electronic signage



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EMPLOYEE ENGAGEMENT GOES MOBILE



1 Text "OE" or "Healthy" to 88202
Keywords are customized to your brand.

2 Receive a text back with a link to a company video

3 Easily watch the video right on your mobile device!

Try it yourself

TEXT2ENGAGE

The easiest way to reach & engage your employees.

Texting is about
4x
more effective than email.

With **Text2Engage**, your employees can simply text a keyword that's customized to your brand and receive communications related to benefits, open enrollment (OE) and more.

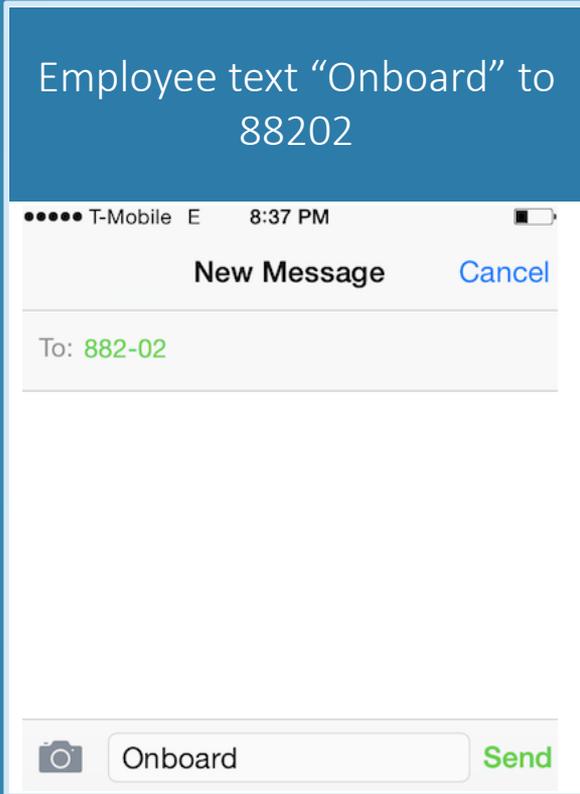
It's time to take your communications mobile. Reach out to sales@guidespark.com to learn more.

6

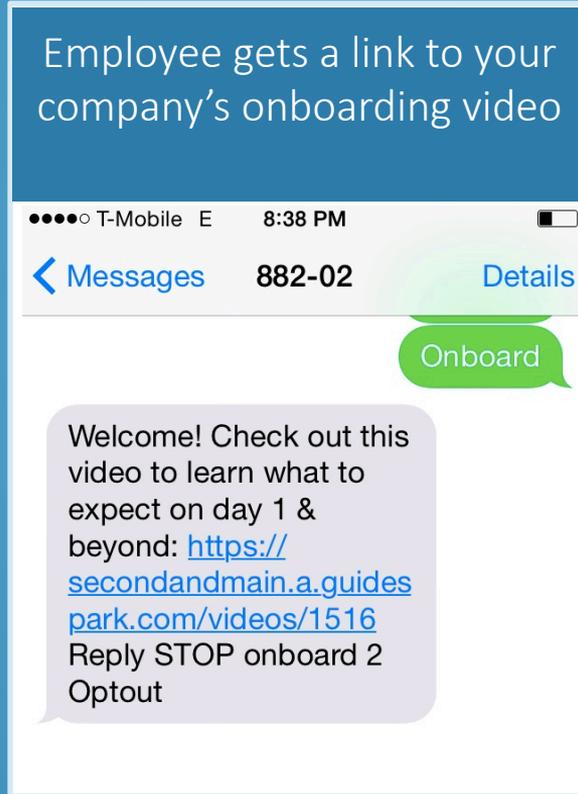
Leverage technology to empower them to access communication anytime anywhere

Text “Onboard” to 88202

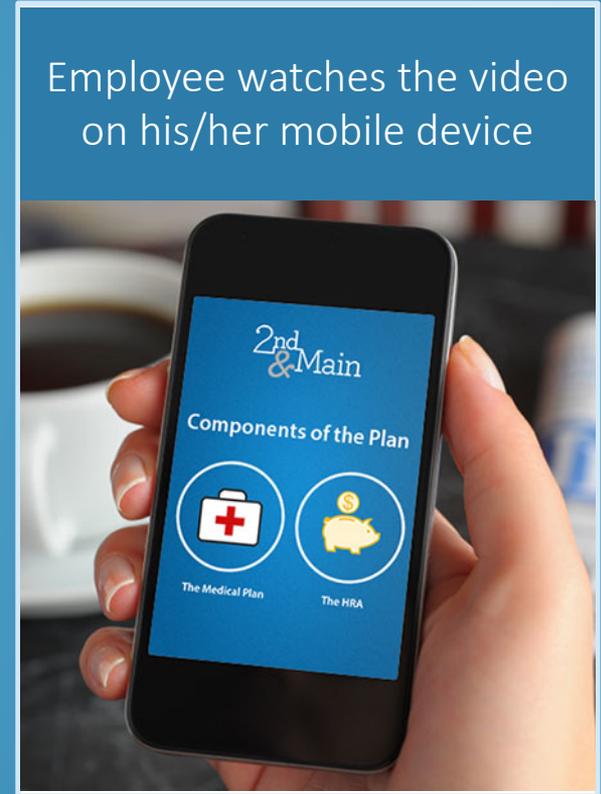
Employee text “Onboard” to 88202



Employee gets a link to your company’s onboarding video



Employee watches the video on his/her mobile device





7

Localize your communications to engage your global audience

8

Make every communication count

Subject: **Jay, Important message about benefits – RESPONSE NEEDED**

WIN an iPhone 6 Plus by getting 80% East branch workers to act on choosing benefits

Please notify all your employees that Open Enrollment starts on 11/3/2015 and ends on 11/17/2015.

All they have to do is:

1. Watch video
2. Enroll in CDHP
3. They are done!



RESPOND BACK saying that you are in it to WIN IT!

I AM IN!

8

Personalized & targeted

Subject: **Jay, Important message about benefits – RESPONSE NEEDED**

“What’s in it for me?”

WIN an iPhone 6 Plus by getting 80% East branch workers to act on choosing benefits

Embed multimedia

Please notify all your employees that Open Enrollment starts on 11/3/2015 and ends on 11/17/2015.



All they have to do is:

1. Watch video
2. Enroll in CDHP
3. They are done!

Clear call to action

RESPOND BACK saying that you are in it to WIN IT!

I AM IN!



9

Take a strategic approach
to internal constraints



10

Make employee engagement your priority



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Thank you!