

Creating Critical Connections for Deskless Workers

Employee experiences are often designed and measured around the roughly 1 in 5 employees who spend their day at a monitor. How can we build an experience of work that respects and reflects the day-to-day reality of all employees? By centering human connections.

Deskless workers exist across all industries and some of our most critical jobs. They range from highly skilled healthcare workers to sales professionals, manufacturing workers, field technicians, scientists, teachers, gig workers, trades workers — and an army of frontline and service workers.

These employees use as many or more technology tools as their colleagues in offices — accessing applications at shared workstations or through heavy use of BYOD, mobile devices, and other portable technology. But still, they often have to make do with technology that is poorly retrofitted to their needs — making them feel less connected and devalued.

Challenges of managing a deskless workforce

Technology implemented specifically for deskless workers is often tools for scheduling, shift management, and task management — not tools that help them feel connected to the organization, information, or their teams. This is something recent **RedThread Research** has identified as absolutely crucial for organizations — resulting in 2.3x engagement, 3.2x more customer satisfaction, and 5.2x organizational agility.

Human connection improves employee experience

Connections — with information, peers, managers, and the organization — provide the instrumental, informational, and emotional support deskless workers need to feel included, enabled, and valued.

Organizations must create opportunities for collaboration around work through a consistent flow of micro-interactions that:

- ✓ Connect them to information and tools to increase feelings of competency and confidence.
- ✓ Connect them with one another to encourage belonging and empathy.
- ✓ Convey culture and standardize experience no matter where or how someone works.

How Enboarder connects deskless workers

Enboarder can help you meet your deskless workforce's needs through technology that meets them where they are — including a flow of micro-interactions and a consistent cadence of nudges and information that matches with their flow of work.

Enboarder helps you meet the most human needs of deskless workers, and:

- ✓ Create a consistent channel for pushing out updates and communications.
- ✓ Encourage friendships and teamwork by bringing people into conversations.
- ✓ Leverage the mobile devices and apps deskless workers are already using.
- ✓ Highlight your most important, timely information for immediate action.

How does this look in practice?

HUGO BOSS

When Hugo Boss Australia needed to keep workers connected during the pandemic, emails were simply not breaking through to workers not sitting in front of their desks. The lifestyle brand used Enboarder to quickly reach every employee with critical information. New retail employees were also brought on board with Endoarder — resulting in a 77% decrease in <3-month attrition rates and a 75% decrease in absenteeism. “Enboarder absolutely felt like the best platform to use,” said Rhiannon Jarrett, Hugo Boss’s HR business partner. “It was clear to us that being able to reach our employees across any device (computer, phone, tablet) was the most efficient and effective way to reach all of our employees.”

“We received a lot of positive feedback and we’ve had employees reach out to the HR team to say thank you, feeling valued and that Hugo Boss really cares.”

Rhiannon Jarrett
HR Business Partner, Hugo Boss

WYNDHAM • DESTINATIONS

Hotel chain Wyndham has also been able to use Enboarder to create a more consistent onboarding journey and open up communication between new hires and hiring managers. Now Wyndham’s deskless workers feel more connected to the culture through meaningful relationships, buddy systems, and feedback loops. This has resulted in an improved NPS rating for employee experience, improved retention rates, and a decreased turnover rate.

“It’s so intuitive and it’s so easy,” said Simon Tufrey, HR director for Wyndham. “We [were] able to pick up and build something really effective and really impactful in a very short time.” For more about how Wyndham built an onboarding journey with Enboarder, watch [this video](#).

“Our NPS rating for the employee experience has improved significantly. We’ve also found that our retention rate has increased and our overall turnover rates have decreased.”

Bruce Harkness
SVP, HR & Customer Experience

Ready to learn more about how to connect your deskless workers? **Contact us for a guided tour of Enboarder.**

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