

Empowering Frontline Workers with Workgrid

INDUSTRY
Food and Beverage



Workgrid



By implementing the Workgrid Assistant, Integrity Business,* an Aroma Joe's franchisee with four locations and 65 frontline/deskless workers, was able to arm their staff with the tools and information they needed to increase employee satisfaction and create a high-quality onboarding and training experience.

* Disclosure: An owner of Integrity Business is also employed by Workgrid Software.



Company at-a-glance

- **Industry: Food and Beverage**
- **Number of Workers: 65**
- **Number of Locations: 4**

Challenge

Integrity Business is a small, family-owned franchise of the drive-thru coffee shop Aroma Joe's, a chain that prides itself on delivering personal, personalized service and a coffee experience that "fuels the modern world."

Staffed with frontline customer service workers, the business was burdened with many of the same issues as traditional restaurants, including a high turnover rate and no way for management to send employees important information. This made it difficult for Aroma Joe's to operate efficiently and deliver a level of employee experience to their team that was consistent with their brand aspirations.

There were a number of key problem areas Integrity Business wanted to target in their search for an employee app:

Communications

Because employees didn't have company email addresses, communications about news, performance, and updates were restricted to group chats and bulletin boards. It was an unstructured approach that led to the majority of important information being lost or overlooked.

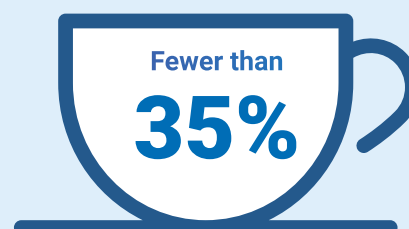
Information finding

Business efficiency — as well as the quality of the customer and employee experiences — required fast answers to common questions and the ability of staff to quickly find the resources they needed. Yet with no central repository for information, that generally wasn't possible.

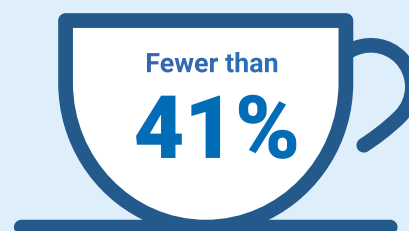
From basic HR-related information like PTO balances, job descriptions, and discount policies to process-related information like opening and closing procedures and equipment usage and troubleshooting, employees were reliant on the knowledge of others — even if it meant calling a manager on their day off.

Training, performance management and retention

With a paper-based process for onboarding and training, as well as an unreliable communication mechanism for sharing orientation and procedural information, training was time-consuming, inconsistent, and expensive. The result was poorly prepared employees and a high turnover rate.



of employees receive important communications



of staff are aware of mystery shopper results



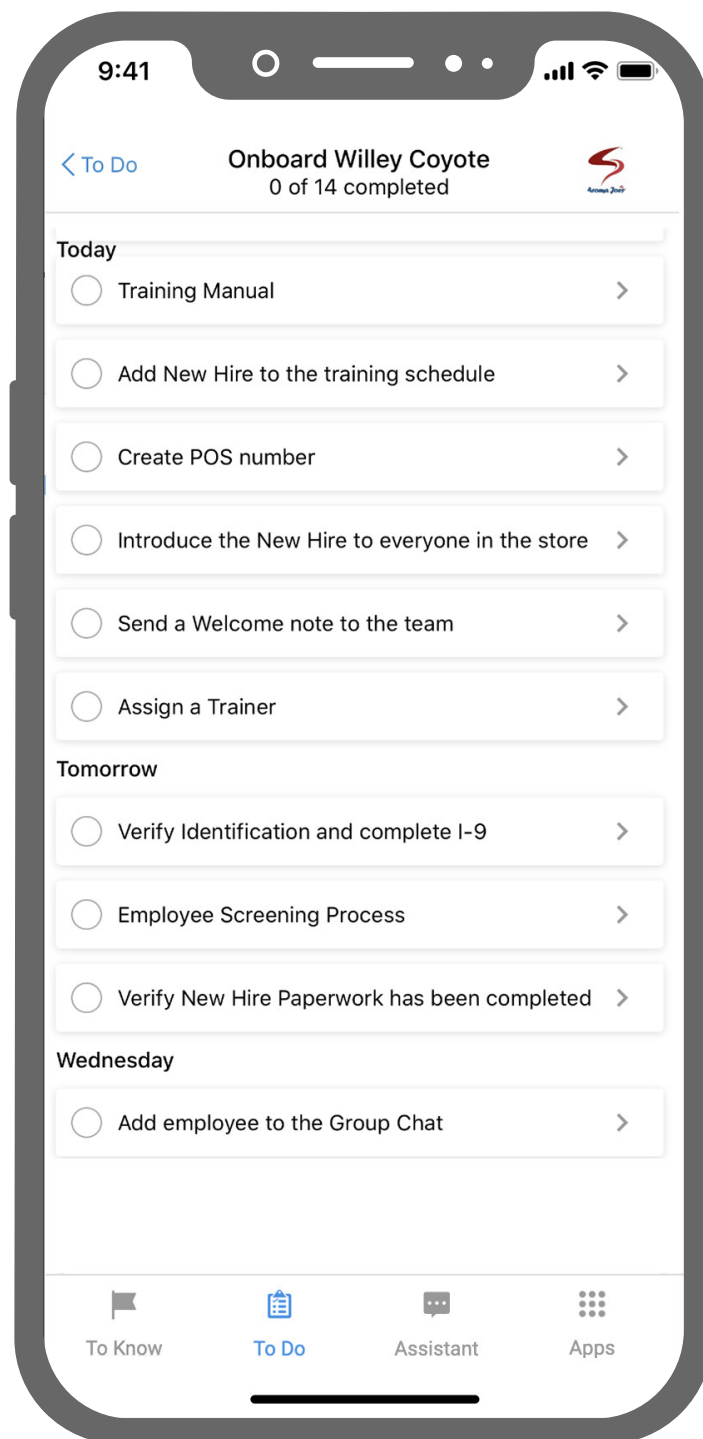
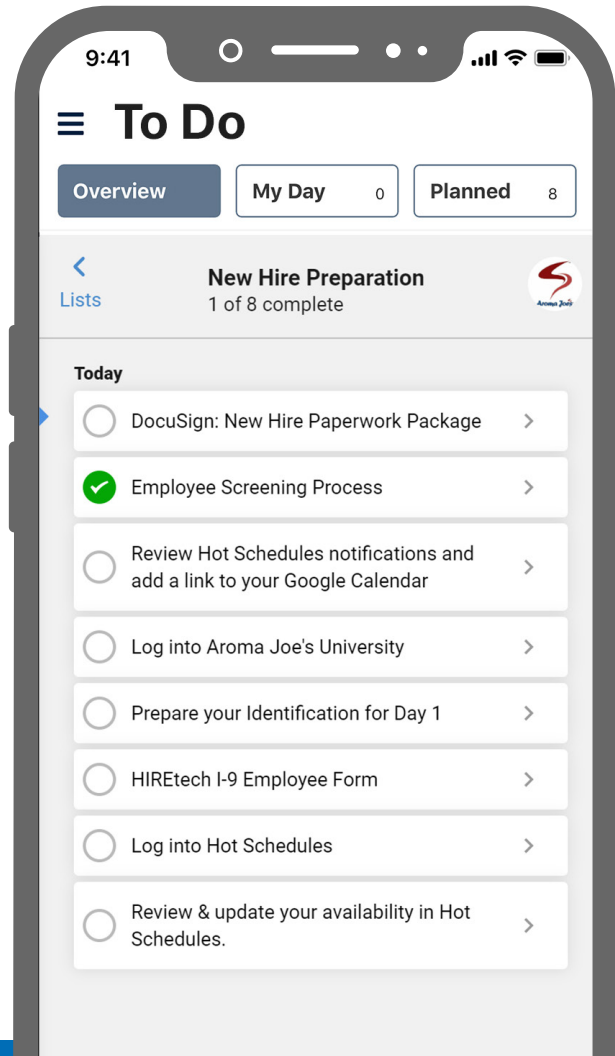
of employees are aware of store evaluation results



Solution

While there were a variety of solutions Integrity Business could choose from to help centralize the sharing of information or streamline communications, none offered the full breadth of functionality as Workgrid. With the Workgrid Assistant, Integrity Business was able to provide their Aroma Joe's employees a mobile app that:

- Centralizes important tasks and information so employees know what they need to pay attention to.
- Uses push notifications to make sure the right messages get to the right people at the right time.
- Digitizes the onboarding process to get workers started on the right foot with the company.
- Integrates with key HR systems so employees have easy access to their important personal information.
- Makes completing tasks easier with assigned tasks lists than can be shared among managers and other employees.
- Uses a friendly, natural language chatbot to make finding information and answering questions fast and easy.





Benefits

With Workgrid in place, Integrity Business has finally begun to overcome the communication and efficiency challenges that have been holding their Aroma Joe's locations back. Within just a few months of implementation, employees are already reporting reduced frustration as a result of better organization, higher engagement from more impactful communications, and more confidence in decision making with easier access to information.

All of these improvements are the result of the benefits Workgrid has delivered - benefits that will continue to drive long-term business value for the company.

✓ Easier to find information

Microapps integrated with core enterprise systems finally gave staff the one-click mobile access they needed to get employee-specific information like net pay, college savings benefits, and PTO balances.

A natural language chatbot also empowered employees by making information finding as simple as asking a question. Not only does the friendly conversational interface give them quick answers that are customized for their specific hut or role, it also provides easy access to resources like videos and links, eliminating the need to bother other employees on the group chat.

This intelligent technology offers discoverability prompts to help employees know what topics the chatbot can help them with, plus it anticipates what information might be needed next based on questions that are asked. Unanswered questions are captured in an easy-to-use analytics dashboard so managers can understand what employees are struggling with and continually improve the content.

✓ Improved communication

Smart Notifications elevated "need to know" information into a central location outside the chaos of the Group Chat, making it easier for employees to know what they needed to pay attention to. Functionality such as targeting and mobile push notifications increased employee engagement even further, making it easy for management to send contextual information — like individual or hut achievements or updates on various improvement projects — to just the right employees at the right time.

✓ Simplified and standardized training & performance management processes

Task and workflow features streamlined onboarding and simplified training by creating an easy-to-follow, repeatable process that engages employees from the very first day they're hired.



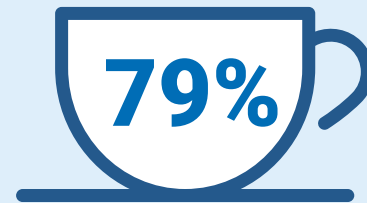
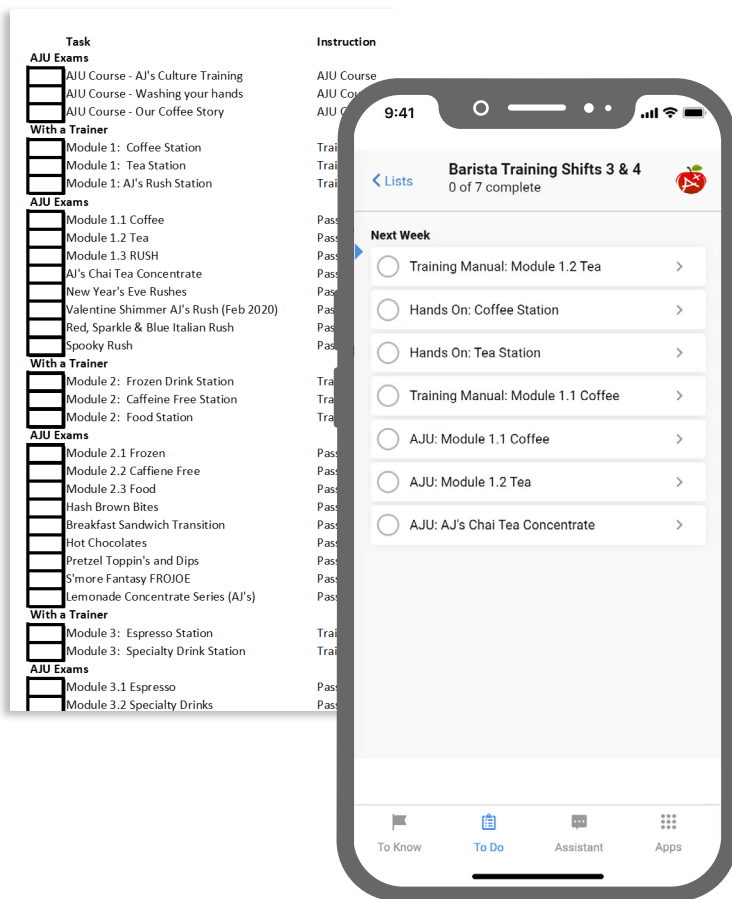
Better experience for employees

New hires receive pre-boarding instructions through the Workgrid Assistant that walk them through the required paperwork and preparations for their first day so they can hit the ground running. This includes the on-demand new hire orientation process that involved a checklist and a short series of videos that help employees learn about Aroma Joe's policies and procedures. The app also provides new hires with a step-by-step training plan created by their manager so they know what to expect and can see their progress throughout the process.

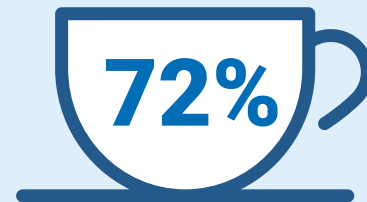
Better planning for managers and trainers

Task and workflow functionality also made onboarding and training easier to administer. Managers can easily create a checklist that guides them through the necessary tasks of every employee's first day and trainers can create shareable training plans to ensure that the experience is the same from one trainer to another. Trainers can also keep track of what has been mastered so they know what to teach next. The ability to add comments in the workflows kept the trainers in sync and gave managers visibility into how trainees were doing.

To round off the process and make sure that the goal of a consistent, organized, and welcoming employee experience was being achieved, pulse surveys in the Workgrid Assistant are regularly sent to employees to check in with them and see how they're feeling.



of employees receive
important communications,
an increase of 44%



of staff are aware of mystery
shopper results, an increase of 31%



of employees are aware
of store evaluation results,
an increase of 43%

The positive sentiment from
Managers for onboarding and training
has risen dramatically:

Onboarding Positive Sentiment

40%  86%

Training Positive Sentiment

22%  67%



"Alexa, ask Workgrid
how to calibrate the
Rush tap"



Flexible multi-channel delivery

The Aroma Joe's team is taking full advantage of all the functionality the Workgrid mobile has to offer. The desktop application will be available soon and the long-term plan is to integrate the Workgrid Assistant with Alexa devices for a voice-enabled, hands-free experience.



Interested in seeing Workgrid in action yourself?

Sign up for a free trial!



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