

# 5 Ways to SUPERCHARGE YOUR FRONTLINE WORKFORCE

Great guest experiences start with satisfied, engaged restaurant staff. But with all the new challenges of reopening while keeping everyone safe—including attracting a reluctant workforce back into hospitality—old approaches to managing employees' work experience may no longer be enough.

Companies that invest in employee experience are **4x** more profitable<sup>i</sup>

Here are five ways to support your staff through the recovery and beyond:

1

Build their knowledge.



Training is key to ensure staff understand how to make guests feel safe and comfortable amid continually evolving COVID-19 requirements—and stay safe themselves.

**75%** of hospitality and retail leaders call employee training their highest priority initiative<sup>ii</sup>

### Tools

Menu boards | Kiosks | Digital displays | Breakroom TVs

These tools can all be used to provide compelling, cloud-based video training.



2

It's not just guests who need reassurance. Staff need to feel cared about and understand how the business is protecting them.

Make them feel safe.

US workers:

Leadership cares for my well-being:<sup>iii</sup>

April 2020: 48% March 2021: 35%



### Tools

Digital displays | Breakroom TVs

Content illustrating safety and care measures provide both reassurance and visual reminders of best practices for staff and guests.

3

Keep them informed.

Regularly messaging from leadership featuring honest, authentic communication ensures everyone is up to date with fast-changing processes.



**87%** of employees feel the leadership does not communicate effectively with the rest of the organization<sup>iv</sup>

### Tools

Breakroom TVs | Kiosks | Displays | Tablets

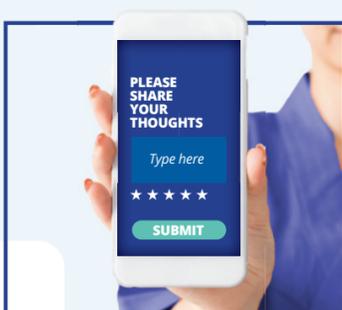
Frontline workers are harder to reach; these tools are great media for quick, compelling company-themed content.

4

Younger workers in particular are drawn to workplaces where they feel listened to. Hospitality operators should provide tools and opportunities for regular, two-way dialogue.

Listen to their feedback.

**Nearly 90%** of employees at organizations with strong cultures feel listened to by their senior leaders<sup>v</sup>



### Tools

Tablets | Kiosks | Smartphones

These tools and other small-screen devices enable individual employees to ask questions, submit ideas, and check personal data such as schedules and benefits.

5

Deepen their engagement.

Many restaurants are taking this opportunity to shift their cultures, and staff is a key constituency to consider. According to Forrester<sup>vi</sup>, employees are energized the most from:



- **Empowerment** - Knowing what's most important with the latitude and support to do it
- **Inspiration** - Believing in the company's core mission and values and having a voice
- **Enablement** - Having the technology and resources to get important work done

### Tool

Digital signage

In all forms digital signage can be used to empower, inspire, and enable staff through positive, inclusive dialogue.



Those who trust their employers are twice as likely to feel positive about returning to the workplace than those who don't (44% vs. 23%)<sup>vii</sup>

REFERENCES:  
 i Harvard Business Review  
 ii Multimedia Plus  
 iii Gallup  
 iv Gallup  
 v HR Technologist  
 vi Forrester  
 vii Manpower Group

## THE SECRET TO SATISFIED STAFF: COMMUNICATION

To deliver great service, hospitality staff must feel good about their jobs. Clear, frequent, and meaningful communication is key to ensuring employees have all the information they need to work safely and effectively and feel cared about and appreciated. In the fast-moving, mobile world of hospitality, visual displays are the most effective way to deliver that message.

Click here to learn more about Hughes digital signage solutions that help hospitality companies keep frontline staff engaged and informed.

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