

COMMUNICATING WITH NON-WIRED EMPLOYEES

Benchmarking Report



2022 SURVEY RESPONDENTS

Communications professionals in large companies

- 10 global companies
- Over 50,0000 employees
- Primarily in manufacturing, power or infrastructure



How do the world's largest companies reach their unplugged workers?

LARGE NON-WIRED AUDIENCE

Over half the workforce is unplugged in 33% of these companies

- We're able to reach all audiences effectively 0%
- Reaching the non-desk audience is not a priority 0%
- We use front line managers to cascade info 25%

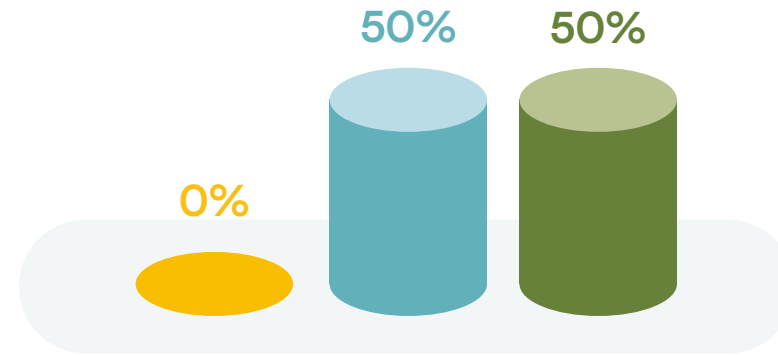


Several respondents mentioned using manager communications toolkits to improve success with the cascade method.

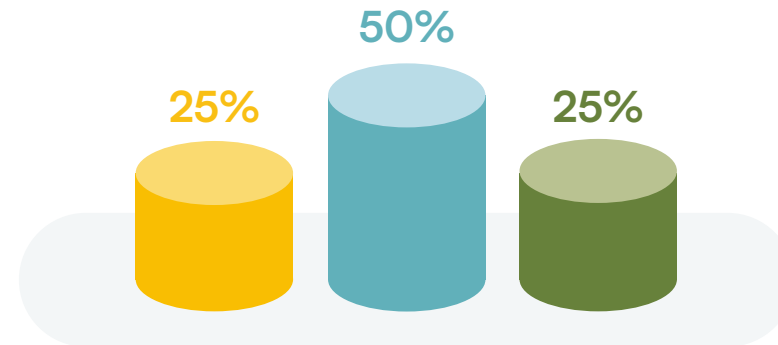
HUMAN CHANNELS: HUDDLES AND TOWN HALLS

These verbal communications were cited as the top two most effective channels.

- NOT VERY USEFUL
- IT'S OKAY
- SUPER USEFUL



PRE-SHIFT HUDDLES/CASCADES



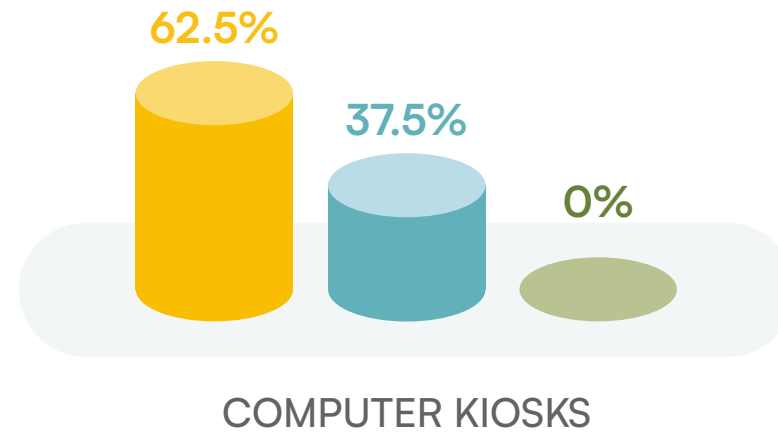
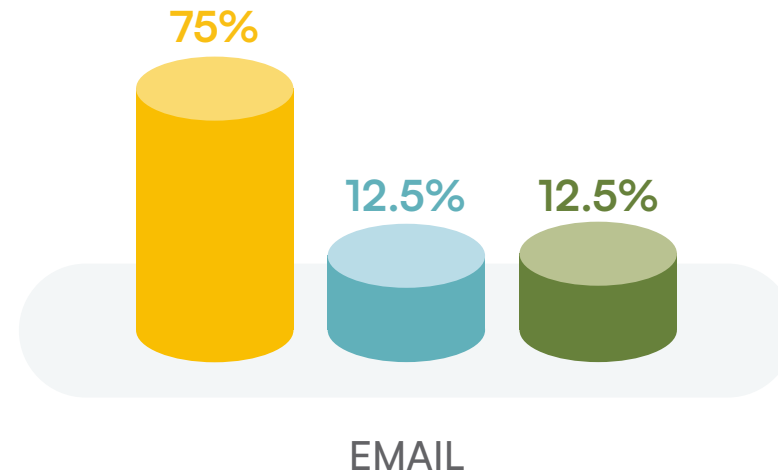
ALL HANDS MEETINGS/TOWN HALLS

RELYING ON COMPUTERS:

EMAIL AND KIOSKS

Email and computer kiosks ranked as two least effective channels.

- NOT VERY USEFUL
- IT'S OKAY
- SUPER USEFUL

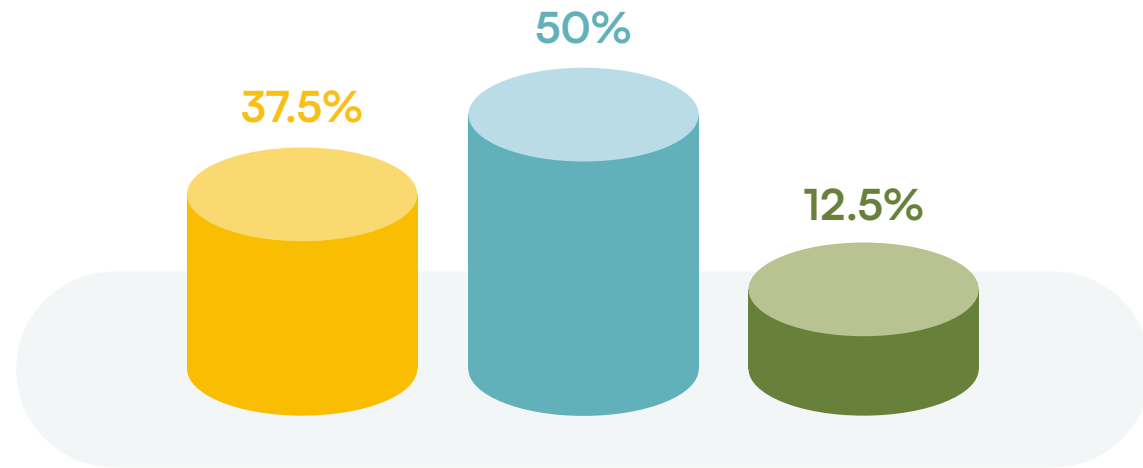


MONITORS THEY WALK PAST:

DIGITAL SIGNAGE

Many respondents said monitors can be useful for short messages.

-  NOT VERY USEFUL
-  IT'S OKAY
-  SUPER USEFUL



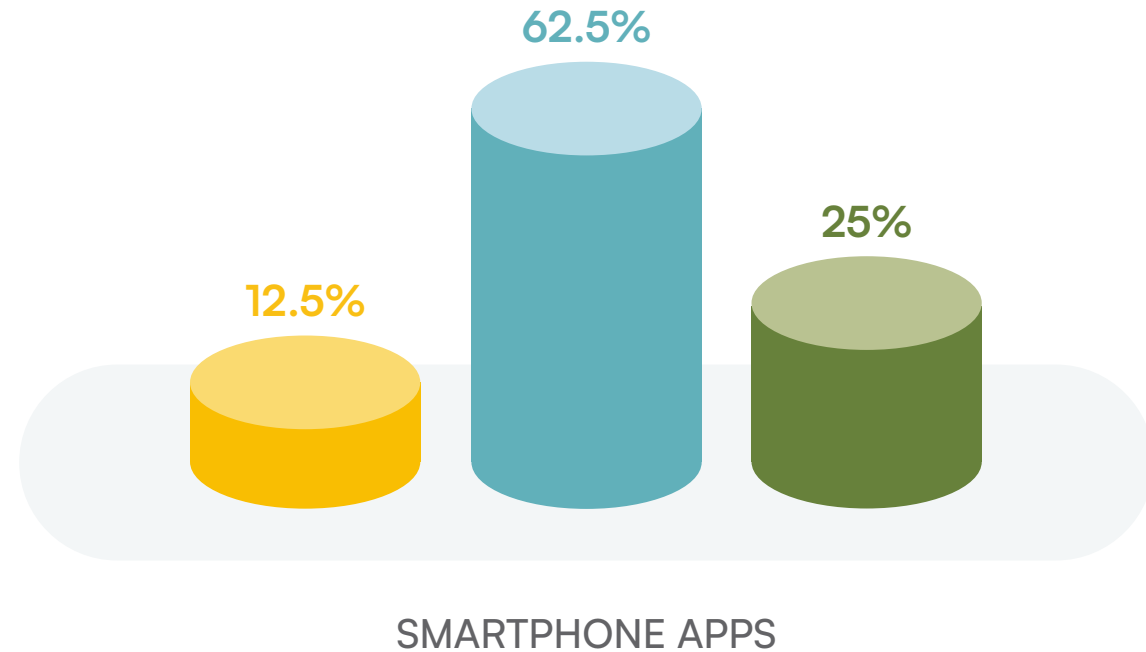
DIGITAL SIGNAGE/MONITORS

CAN BE A LITTLE BUGGY:

EMPLOYEE APPS

Some respondents warned of technical issues with Smartphone apps.

- NOT VERY USEFUL
- IT'S OKAY
- SUPER USEFUL



NO SILVER BULLET

There's no perfect way to reach every unplugged audience

At Tribe, we've worked with non-wired employee audiences in manufacturing, construction, retail, QSR, hospitality, healthcare and even sub-sea employees working under the ocean.

Just like the culture of every company is different, the physical reality of each non-wired employee audience varies widely. There's not one single solution that works for every audience in every work environment.

Interested in finding new ways to communicate with your non-wired employee audience?

We'd be happy to talk, and to share some of our past solutions for other clients.

Please reach out to:

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