

Frontline Workforce Communications Playbook

Practical strategies for reaching
employees beyond the inbox



Flimp

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Today's workforce doesn't all work the same way.

While some employees spend their day at a desk with regular access to email and company systems, others work in the field, on manufacturing floors, in healthcare settings, retail environments, warehouses, transportation roles and other frontline positions where traditional communication methods may be less effective.

At the same time, employee expectations continue to evolve. Mobile-first behavior, communication overload, multilingual workforce needs and growing demand for self-service support are creating new communication challenges for employers.

The good news? Organizations don't necessarily need more communication. They need communication strategies that better reflect how employees actually access, consume and engage with information.

This playbook explores seven practical plays designed to help employers improve communication reach, accessibility and engagement across today's dispersed workforce.

Why This Matters

COMMON CHALLENGES EMPLOYERS FACE

- Not all employees have company email.
- Important communications are missed.
- Resources are difficult to find or inaccessible to families.
- Employees struggle to locate information when they need it.
- HR teams spend significant time answering repetitive questions.
- Different workforce populations have different communication needs.

THE RESULT

- Employees may technically have access to information without being able to easily find, understand or use it.
- Availability doesn't always equal accessibility.

The Goal

THIS PLAYBOOK IS DESIGNED TO HELP YOU

- Reach more employees
- Improve communication accessibility
- Increase engagement and understanding
- Support frontline and deskless workers
- Reduce communication gaps
- Reinforce key messages across channels
- Create better employee experiences
- Reduce administrative burden on HR teams



The Seven Plays

PLAY #1

Meet Employees Where They Are

PLAY #2

Build Mobile-First Experiences

PLAY #3

Bridge Print and Digital with QR Codes

PLAY #4

Use Multiple Channels to Reinforce Key Messages

PLAY #5

Create a Centralized Source of Truth

PLAY #6

Support Multilingual Workforces

PLAY #7

Reduce HR Workload with Self-Service Tools



PLAY #1

Meet Employees Where They Are

Why It Matters

Many communication strategies are designed around organizational processes rather than employee behavior. Employers often focus on how information is distributed, while employees care about how easily they can find it when they need it.

The reality is that today's workforce is incredibly diverse. Some employees spend their day in front of a computer, while others work in the field, on manufacturing floors, in retail locations, healthcare settings, warehouses or other frontline environments where access to company systems may be limited.

Reality Check:

The people who need your information aren't always sitting at a desk—or even at work.

When communication strategies align with the way employees actually work, engagement becomes easier. When they don't, important information may be missed regardless of how often it's distributed.

The Challenge

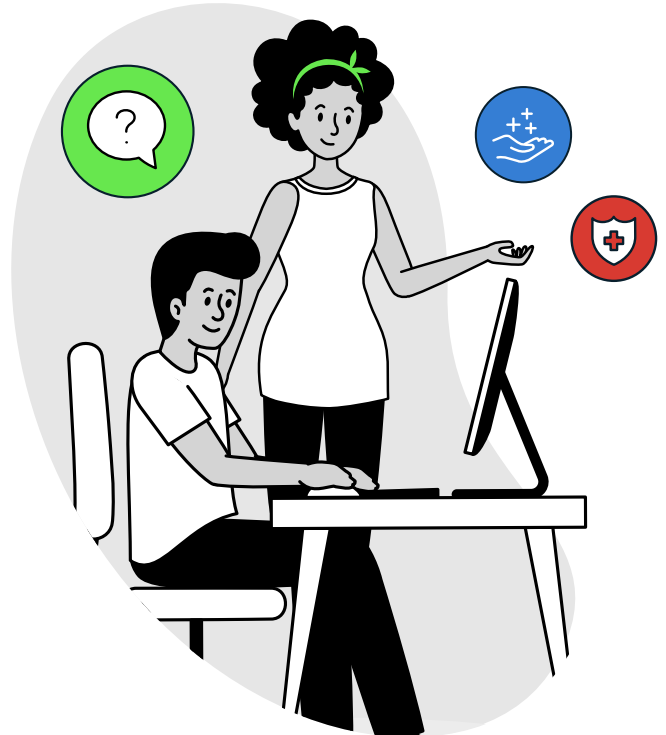
Many communication strategies assume information only needs to reach the employee.

However, benefits decisions often involve spouses, partners, caregivers and other household members. Materials that can be easily shared, taken home or accessed outside the workplace may play an important role in helping employees understand and use their benefits.

For example:

- An email is sent, but employees don't regularly check company email.
- Resources are posted on an intranet, but employees don't know where to find them.
- A benefits guide is distributed, but employees can't locate it when they need it months later.
- Important reminders are shared once and quickly forgotten.
- An employee's spouse is the decision-maker but doesn't have access to company resources.

The issue isn't a lack of information. It's a lack of alignment between communication channels and employee behavior.



What Employees Are Experiencing

Employees may be thinking:

- "I never saw that."
- "Where do I find that again?"
- "I don't have time to sit down and read all of this."
- "I know HR sent something, but I can't remember what."
- "I'll deal with it later."

Most employees aren't intentionally ignoring communications. They're juggling competing priorities and consuming information in different ways throughout the day.



Common Mistakes

ASSUMING ALL EMPLOYEES HAVE EQUAL ACCESS TO COMMUNICATION CHANNELS

Not every employee has a company email address or regular computer access.

USING THE SAME COMMUNICATION APPROACH FOR EVERY WORKFORCE SEGMENT

Different employee populations often engage differently.

ASSUMING THE EMPLOYEE IS THE ONLY AUDIENCE

Many benefits decisions involve spouses, partners and other household members who may influence or participate in the decision-making process.

EXPECTING EMPLOYEES TO SEEK OUT INFORMATION

The more effort required to access information, the less likely employees are to engage with it.

TREATING COMMUNICATION AS A ONE-TIME EVENT

One message rarely reaches everyone.

Best Practices

START WITH EMPLOYEE BEHAVIOR

Consider how employees spend their days, where they work and which channels they already use.

IDENTIFY COMMUNICATION BARRIERS

Look for gaps in:

- Access
- Awareness
- Convenience
- Language
- Timing

SEGMENT YOUR WORKFORCE WHEN APPROPRIATE

Communication strategies don't always need to be identical across employee populations.

REDUCE FRICTION

Make it as easy as possible for employees to access information when and where they need it.

BRING COMMUNICATIONS INTO EXISTING WORKFLOWS

The most effective communications often appear where employees already spend their time.





Questions to Ask

- Do all employees have access to company email?
- Which employee groups are hardest to reach?
- How do employees typically receive important information today?
- Where do employees go when they have questions?
- Are there opportunities to make information easier to access?

Example in Practice

INSTEAD OF:

Sending a single email announcing Open Enrollment and expecting employees to take action.

CONSIDER:

- Series of email communications
- Text message reminders
- Posters with QR codes in common areas
- Home mailers with QR codes
- Mobile-friendly resources
- Short videos
- Manager reinforcement
- Self-service support tools

The goal isn't to use more channels.

The goal is to use the right channels to make information easier to access.

Solutions to Consider

- ✓ Multichannel communication campaigns
- ✓ Text messaging
- ✓ Companion pieces
- ✓ Digital Postcards
- ✓ Video communications



Key Takeaway

Communication strategies are most effective when they reflect how employees actually work, access information and seek support. The more closely communications align with employee behavior, the more likely employees are to engage with them.

PLAY #2

Build Mobile-First Experiences

Why It Matters

For many employees, a smartphone is their primary connection to work-related information. Whether they're on a job site, in a warehouse, traveling between locations or simply away from a desk, employees increasingly expect information to be accessible from the devices they already use every day.

Yet, many communication materials are still designed primarily for desktop viewing and later adapted for mobile devices. This can create unnecessary friction and reduce engagement.

A mobile-first approach starts by designing for the employee experience on a phone, then expanding to larger screens as needed.

Reality Check:

Mobile friendly isn't the same as mobile first.



The Challenge

Many employers have mobile-friendly resources. Far fewer have mobile-first communication strategies. There's a difference.

A communication may technically work on a mobile device while still being difficult to:

- Read
- Search
- Revisit later
- Navigate
- Complete

Employees are unlikely to engage with information that requires excessive scrolling, downloading, zooming or searching.



What Employees Are Experiencing

Employees may be thinking:

- “I’ll look at that later when I’m at a computer.”
- “This is impossible to read on my phone.”
- “I can’t find what I need.”
- “I don’t want to download another PDF.”
- “This takes too long.”

When accessing information becomes difficult, many employees simply postpone it—or forget about it altogether.



Common Mistakes

DESIGNING FOR DESKTOP FIRST

Communications may look great on a laptop but create a poor mobile experience.

RELYING HEAVILY ON LARGE PDFS

Lengthy documents can be difficult to navigate on smaller screens.

MAKING EMPLOYEES CLICK THROUGH MULTIPLE SYSTEMS

Every additional step increases the likelihood of abandonment.

ASSUMING MOBILE FRIENDLY EQUALS MOBILE FIRST

A responsive design doesn’t automatically create an intuitive mobile experience.

PRIORITIZING ORGANIZATIONAL STRUCTURE OVER USER EXPERIENCE

Employees care about finding answers quickly, not understanding how information is organized behind the scenes.



Best Practices

DESIGN FOR THE SMALLEST SCREEN FIRST

Prioritize clarity, simplicity and ease of navigation.

MAKE KEY INFORMATION EASY TO FIND

Employees should be able to locate important resources in just a few taps.

BREAK INFORMATION INTO MANAGEABLE SECTIONS

Smaller, focused content is often easier to consume than long-form documents.

REDUCE CLICKS WHENEVER POSSIBLE

Every extra step creates friction.

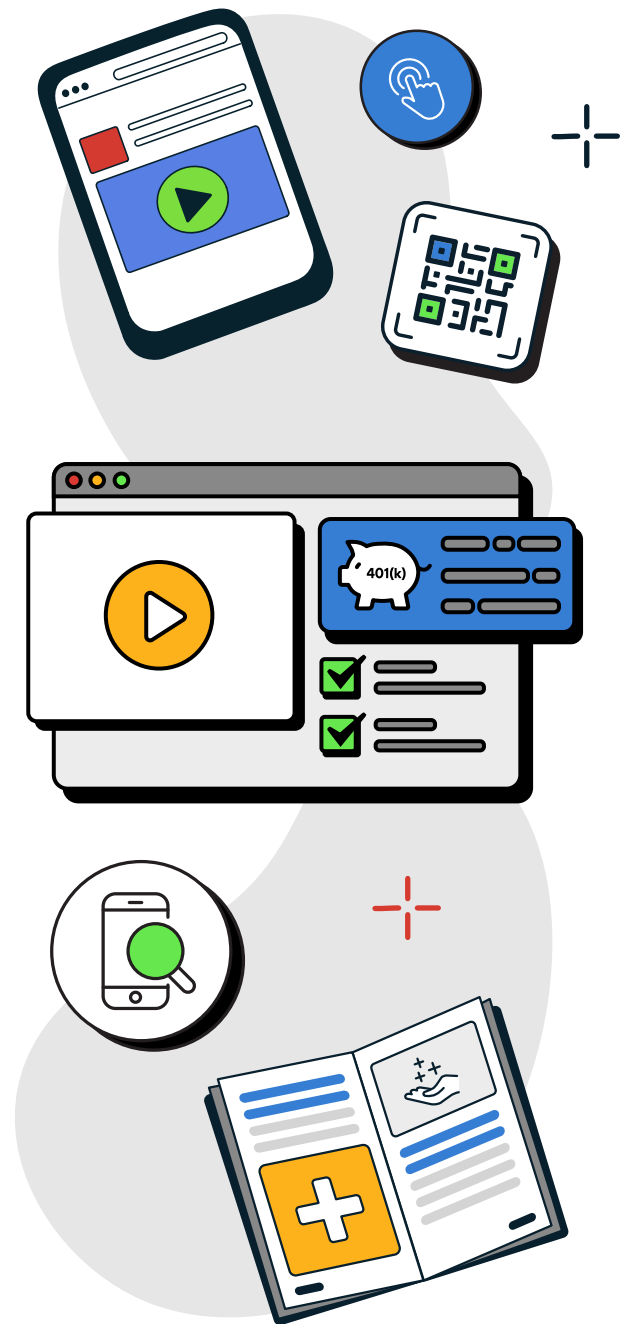
TEST THE EXPERIENCE ON ACTUAL MOBILE DEVICES

Don't assume it works well because it looks good on a desktop monitor.

CONSIDER HOW EMPLOYEES ACCESS INFORMATION IN REAL-WORLD ENVIRONMENTS

Many employees may be:

- Standing
- Walking
- Driving
- Between tasks
- Working outdoors
- Using one hand



Questions to Ask



- How many employees primarily access information on their phones?
- Can employees easily find answers without downloading documents?
- How many clicks does it take to reach key resources?
- Have communications been tested on multiple devices?
- Does the mobile experience support quick, on-the-go access?



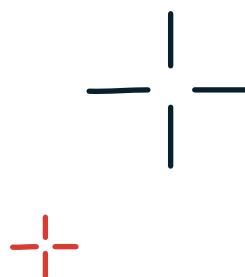
Example in Practice

INSTEAD OF:

Sharing a lengthy benefits guide and expecting employees to scroll through dozens of pages on a mobile device.

CONSIDER:

- Mobile-friendly microsites
- Searchable resources
- Embedded chatbots
- Short videos
- Quick-reference materials
- Mobile-accessible FAQs
- Text message links to key information



Solutions to Consider

- ✓ Mobile-friendly microsites
- ✓ Digital Postcards
- ✓ Explainer videos
- ✓ AI Agent

The goal isn't simply to make content available on mobile devices.

The goal is to make it easy to access, navigate and use.



Key Takeaway

Employees increasingly expect information to be available at their fingertips. A mobile-first communication strategy reduces friction, improves accessibility and helps employees engage with information wherever they are—not just when they're sitting at a desk.



PLAY #3

Bridge Print and Digital with QR Codes

Why It Matters

Despite the growth of digital channels, physical communications remain one of the most visible ways to reach frontline and deskless workers.

The challenge is that printed materials often provide only a snapshot of the information employees need. QR codes help extend the reach of printed communications by connecting employees—and sometimes their families—to richer digital experiences that can be accessed anytime and anywhere.

Reality Check:

**Print isn't dead.
It just needs a digital
destination.**

The Challenge

Many organizations treat print and digital as separate communication channels.

In reality, they work best together.

Printed materials are often highly visible but limited in depth. Digital resources offer greater flexibility but can be harder to discover.

QR codes help connect the two, allowing employees to move seamlessly from a flyer, poster, benefits guide or wallet card to online resources, videos, FAQs, enrollment tools or support information.

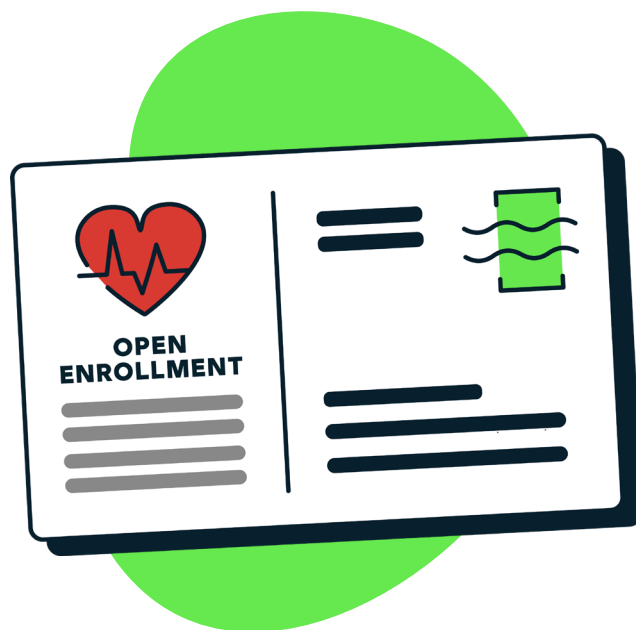
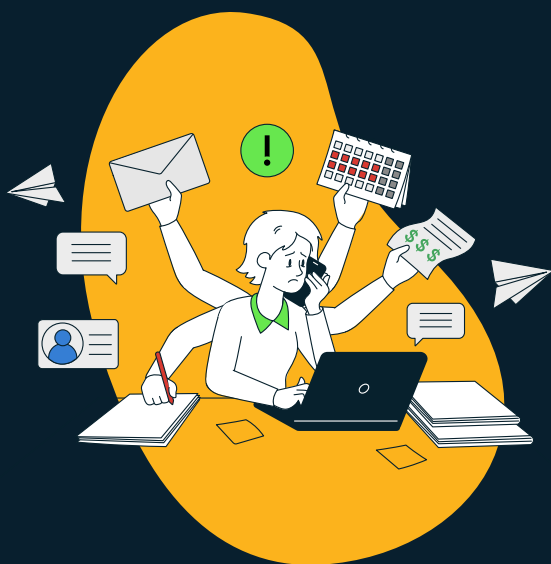


What Employees Are Experiencing

Employees may be thinking:

- “This flyer looks useful, but where do I go next?”
- “I don’t have time to read all of this right now.”
- “I’d like more information.”
- “I wish I could save this for later.”
- “How do I get back to these resources when I need them?”

QR codes create a simple next step and help employees access information when they’re ready to engage.



Common Mistakes

TREATING PRINT AS A STANDALONE COMMUNICATION

Printed materials often work best as an entry point rather than a complete communication experience.

LINKING TO DIFFICULT-TO-NAVIGATE DESTINATIONS

A QR code should lead employees directly to relevant information—not a generic homepage.

USING QR CODES WITHOUT EXPLAINING THEIR VALUE

Employees are more likely to scan when they understand what they’ll find.

ASSUMING EMPLOYEES WILL REMEMBER URLS

QR codes eliminate unnecessary effort and reduce barriers to access.

MAKING QR CODES TOO SMALL OR DIFFICULT TO SCAN

Placement and usability matter.

Best Practices

USE PRINT TO DRIVE DIGITAL ENGAGEMENT

Think of printed materials as a launch point rather than a destination.

CREATE A CLEAR CALL TO ACTION

Tell employees exactly what they'll gain by scanning.

Examples:

- View your benefits resources
- Watch a short overview video
- Get answers to common questions
- Access enrollment tools

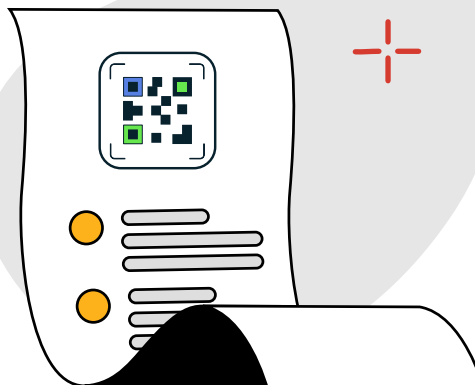
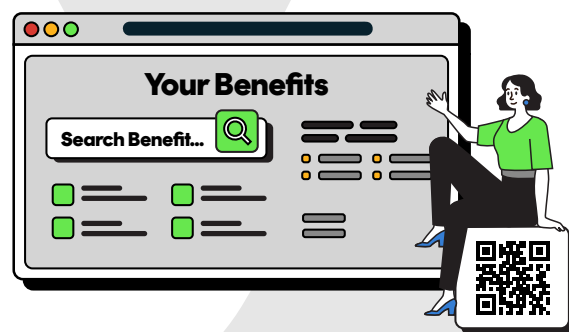
LINK TO MOBILE-FRIENDLY EXPERIENCES

QR codes and mobile-first design should work together.

PLACE QR CODES WHERE EMPLOYEES NATURALLY GATHER

Consider:

- Break, locker or rest rooms
- Common areas
- Time clocks
- Vehicle fleets
- Training materials
- Benefits guides



REINFORCE KEY MESSAGES ACROSS CHANNELS

QR codes work best when they're part of a broader communication strategy.

Questions to Ask



- Where do employees naturally encounter printed materials?
- What additional information would employees benefit from accessing digitally?
- Are QR-code destinations mobile friendly?
- Is the value of scanning clearly explained?
- Can employees easily return to resources later?

Example in Practice

INSTEAD OF:

Posting a benefits flyer with limited information and hoping employees remember key dates and resources.

CONSIDER:

A flyer, poster, home mailer or other printed communication featuring:

- Key highlights
- Important dates
- A QR code linking to a mobile-friendly benefits hub
- FAQs
- Enrollment resources
- Self-service support tools

The printed piece creates awareness. The digital experience provides depth.



Solutions to Consider

- ✓ QR-enabled companion pieces
like posters, flyers, wallet cards, magnets, hanging air fresheners, breakroom signage. All can become gateways to digital resources through QR codes.
- ✓ Benefits guides
- ✓ Digital Postcards
- ✓ Microsites

Key Takeaway

Print and digital communications shouldn't compete with one another. When used together, they create a more accessible and engaging employee experience. QR codes provide a simple, effective way to connect physical communications with the digital resources employees need most.



PLAY #4

Use Multiple Channels to Reinforce Key Messages

Why It Matters

Employees are bombarded with information throughout the day. Between work responsibilities, personal obligations, digital notifications and information overload, even important communications can be overlooked.

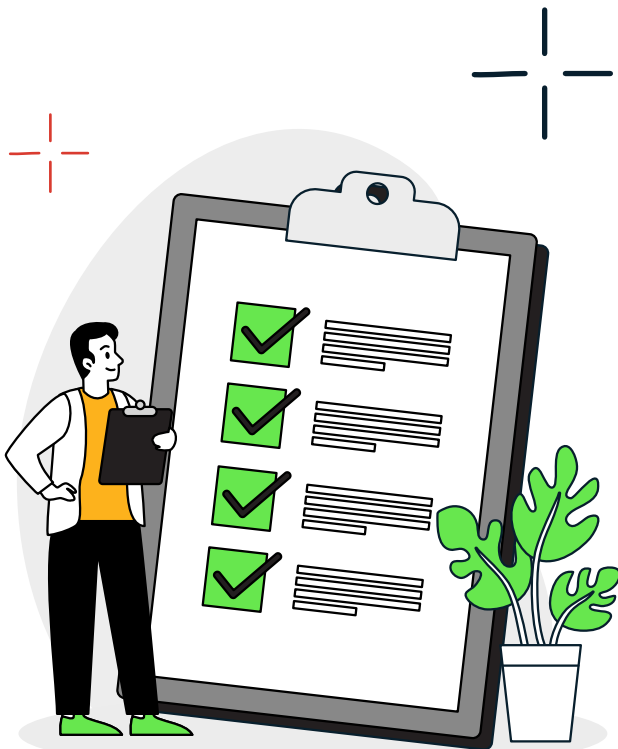
One of the biggest communication mistakes organizations make is assuming that sending a message once is enough.

In reality, understanding often comes through reinforcement. Employees may need to see information multiple times, through multiple channels and in multiple formats before they fully engage with it.

The goal isn't to communicate more. It's to communicate more effectively.

Reality Check:

**One message creates awareness.
Reinforcement drives understanding.**



The Challenge

Many organizations approach communications as individual events rather than coordinated campaigns.

For example:

- An email gets sent.
- A flyer gets posted.
- A meeting takes place.

Then everyone moves on.

The problem is that employees don't all engage with information at the same time or through the same channel.

What one employee notices immediately, another may completely miss.

Common Mistakes

RELYING ON A SINGLE CHANNEL

No single channel reaches every employee.

SENDING ONE COMMUNICATION AND MOVING ON

Awareness doesn't happen instantly.

DELIVERING THE SAME MESSAGE IN EXACTLY THE SAME WAY

Reinforcement should support understanding, not create fatigue.

EXPECTING EMPLOYEES TO REMEMBER INFORMATION AFTER SEEING IT ONCE

People are busy and priorities shift throughout the day.

TREATING COMMUNICATIONS AS ISOLATED ACTIVITIES

The strongest communication strategies connect multiple touchpoints into a cohesive experience.



What Employees Are Experiencing

Employees may be thinking:

- "I saw something about that but didn't have time to read it."
- "I forgot about it."
- "I remember hearing about it, but I don't remember the details."
- "I didn't realize it was important."
- "Nobody reminded me."

Employees rarely ignore communications because they don't care. More often, they simply need additional opportunities to engage.



Best Practices

THINK CAMPAIGNS, NOT COMMUNICATIONS

Individual messages create awareness.
Campaigns drive understanding.

REINFORCE KEY MESSAGES ACROSS CHANNELS

Consider combinations such as:

- Email
- Text messaging
- Posters
- Videos
- Microsites
- Manager communications
- Self-service resources

DELIVER INFORMATION OVER TIME

A series of touchpoints is often more effective than a single communication blast.

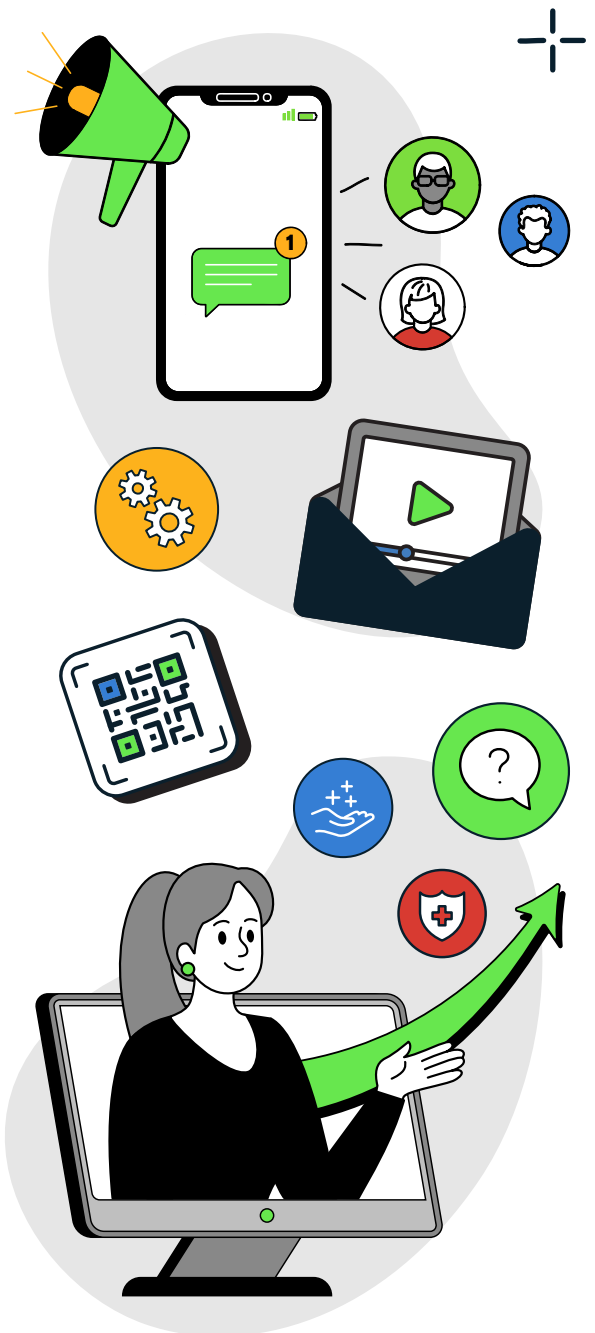
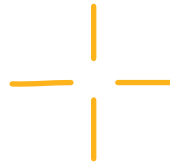
ADAPT CONTENT TO FIT THE CHANNEL

The same message may appear differently in:

- A text message
- A poster
- A video
- An email

FOCUS ON CONSISTENCY

Employees should encounter the same core message regardless of channel.



Questions to Ask

- How many times do employees encounter key messages?
- Which channels are being used today?
- Are communications coordinated or isolated?
- Where are opportunities for reinforcement?
- Are important messages being delivered over time?

Example in Practice

INSTEAD OF:

Sending a single Open Enrollment announcement email.

CONSIDER:

Week 1:

- Awareness email
- QR-code poster

Week 2:

- Text reminder
- Short video

Week 3:

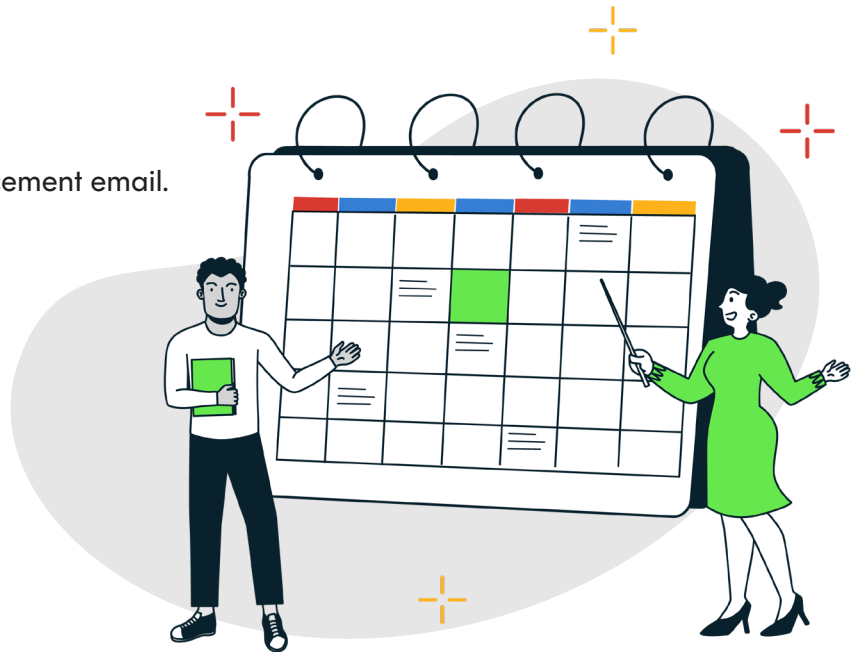
- Manager talking points
- Microsite updates

Week 4:

- Enrollment-deadline reminders
- Self-service resources

The message stays consistent. The channels vary.

Employees receive multiple opportunities to engage.



Solutions to Consider

- ☒ Flimp Connect
- ☒ Digital Postcards
- ☒ Video campaigns
- ☒ Multichannel communication strategies



Key Takeaway

Effective communication is rarely about a single message or channel. Employees are more likely to engage when key information is reinforced through coordinated touchpoints over time. Think campaigns, not communications.

PLAY #5

Create a Centralized Source of Truth

Why It Matters

Employees can't use information they can't find.

Many organizations provide valuable benefits resources, educational materials, forms, policies and support tools. The problem isn't that the information doesn't exist. The problem is that it's often scattered across multiple systems, documents, emails and locations.

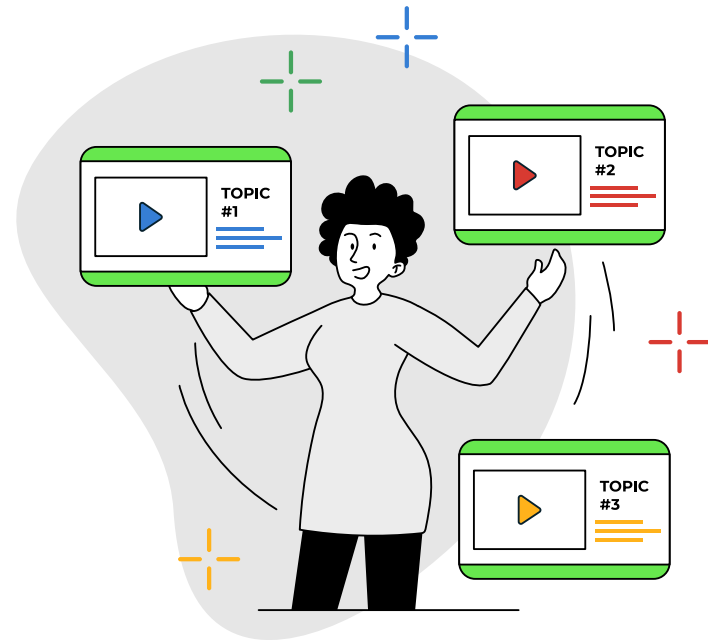
When employees have to search for answers, they often become frustrated, give up or contact HR directly.

A centralized source of truth helps employees quickly access the information they need while creating a more consistent communication experience.



Reality Check:

If information lives everywhere, employees may not know where to start.



The Challenge

Over time, benefits communications tend to accumulate across multiple channels and locations.

Employees may receive:

- Emails
- Printed materials
- PDFs
- Links
- Videos
- Enrollment resources
- FAQs
- Vendor information

Each resource may be useful individually but, collectively, they can create confusion if employees aren't sure where to go when they need help.

The result is often information overload rather than information access.

What Employees Are Experiencing

Employees may be thinking:

- “I know I saw that somewhere.”
- “Where do I go for benefits information again?”
- “Which version is the most current?”
- “I don’t remember what HR called that site.”
- “I don’t know who to ask.”

Employees don’t want to spend time searching through emails, folders and documents to find answers.

They want one reliable place to start.



Common Mistakes

STORING RESOURCES IN MULTIPLE DISCONNECTED LOCATIONS

Employees shouldn’t need to remember where different types of information live.

EXPECTING EMPLOYEES TO SAVE EMAILS FOR FUTURE REFERENCE

Messages are often read, deleted or forgotten.

MAKING EMPLOYEES NAVIGATE COMPLEX SYSTEMS

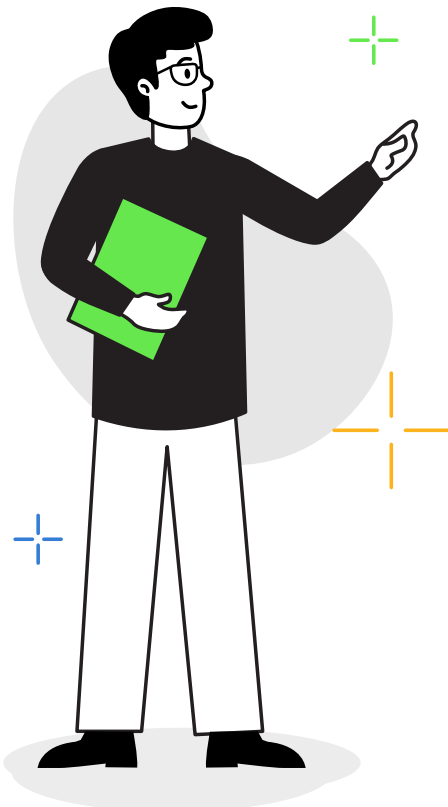
The harder information is to find, the less likely employees are to engage with it.

CREATING RESOURCES WITHOUT A LONG-TERM ACCESS STRATEGY

Information shouldn’t disappear after the initial communication campaign ends.

ASSUMING EMPLOYEES KNOW WHERE TO LOOK

What seems obvious to HR/benefits teams may not be obvious to employees.



Best Practices

CREATE A SINGLE DESTINATION FOR BENEFITS INFORMATION

Employees should know exactly where to go when they have questions.

ORGANIZE INFORMATION AROUND EMPLOYEE NEEDS

Structure resources based on what employees are trying to accomplish, not internal organizational structures.

MAKE RESOURCES EASY TO SEARCH AND NAVIGATE

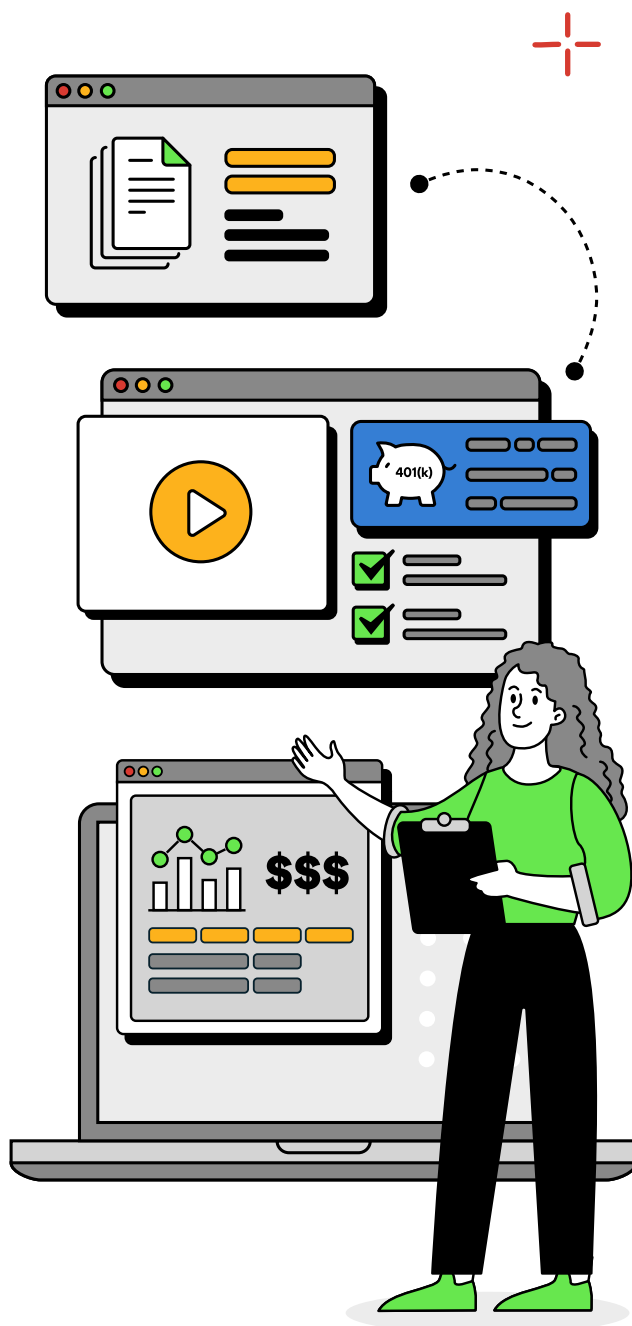
The fastest path to an answer is usually the best path.

PROMOTE THE DESTINATION CONSISTENTLY

A centralized resource only works if employees know it exists.

MAINTAIN CONTENT REGULARLY

A source of truth must remain current and trustworthy.



Questions to Ask

- Where do employees go first when they have questions?
- How many different locations contain benefits information today?
- Can employees quickly find answers without contacting HR?
- Are resources organized from the employee's perspective?
- Is there a clearly communicated go-to destination?

Example in Practice

INSTEAD OF PROVIDING EMPLOYEES WITH:

- Multiple PDFs
- Scattered emails
- Separate vendor websites
- Disconnected resources

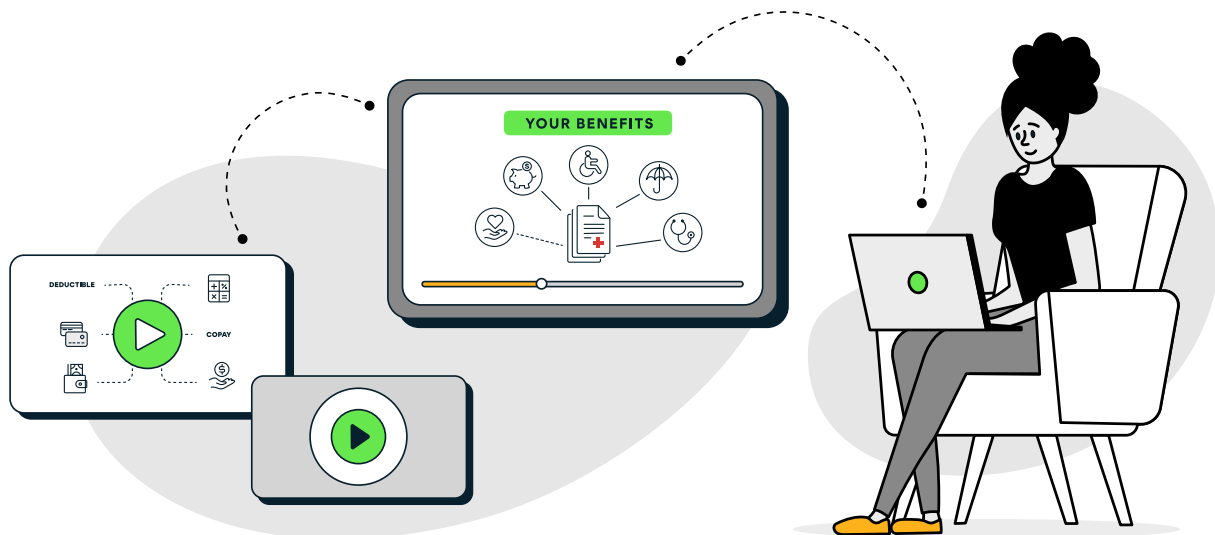
CONSIDER A CENTRALIZED BENEFITS HUB THAT INCLUDES:

- Plan information
- Enrollment resources
- Educational materials
- Contact information
- Videos
- Self-service support tools
- FAQs

Employees know exactly where to begin and where to return when questions arise.

Solutions to Consider

- ✓ Benefits microsites
- ✓ Benefits guides
- ✓ AI-powered search experiences



Key Takeaway

A centralized source of truth reduces confusion, improves accessibility and creates a better employee experience. When employees know where to find information, they're more likely to engage with it—and less likely to rely on HR for routine questions.



PLAY #6

Support Multilingual Workforces

Why It Matters

Effective communication depends on more than simply making information available. Employees need to be able to understand, access and act on the information they receive.

For organizations with multilingual workforces, language can become a significant barrier to understanding. Even when information is translated, employees may still face challenges related to communication format, accessibility and confidence when making important benefits decisions.

Organizations that prioritize language access create a more inclusive employee experience while improving understanding, engagement and outcomes.

Reality Check:

Translation alone doesn't guarantee understanding.

When communication strategies align with the way employees actually work, engagement becomes easier. When they don't, important information may be missed regardless of how often it's distributed.

The Challenge

Many employers recognize the importance of translation and provide materials in multiple languages.

However, language access is about more than translating documents. Employees may also have varying levels of digital comfort and familiarity with workplace technology, creating additional barriers to understanding and access.

EMPLOYEES MAY STILL ENCOUNTER BARRIERS WHEN:

- Information is difficult to find
- Resources aren't available in preferred formats
- Support tools are only available in one language
- Communications rely heavily on industry jargon
- Important details become lost in lengthy documents

The goal is not simply to provide translated materials. The goal is to make information easier to understand and use.



What Employees Are Experiencing

Employees may be thinking:

- "I can read this, but I'm not sure I fully understand it."
- "I wish I could watch a video instead."
- "I don't know who to ask for help."
- "This feels complicated."
- "I'm worried about making the wrong decision."

Benefits can be complex even for employees communicating in their primary language. Additional language barriers can make decision-making even more challenging.

Common Mistakes

ASSUMING TRANSLATION ALONE SOLVES THE PROBLEM

Translation improves access, but understanding requires more than language conversion.

OFFERING ONLY ONE CONTENT FORMAT

Employees have different learning preferences and comfort levels.

USING COMPLEX TERMINOLOGY AND JARGON

Even accurately translated content can be difficult to understand if the underlying language is overly technical.

PROVIDING TRANSLATED MATERIALS ONLY DURING OE

Employees may need access to benefits information throughout the year.

LIMITING SUPPORT RESOURCES TO A SINGLE LANGUAGE

Employees should be able to access help when questions arise.

Best Practices

PROVIDE INFORMATION IN MULTIPLE LANGUAGES WHENEVER POSSIBLE

Focus on the languages most commonly spoken within your workforce.

OFFER CONTENT IN MULTIPLE FORMATS

Consider:

- Videos
- Companion pieces
- FAQs
- Digital resources
- Self-service support tools

USE PLAIN LANGUAGE

Clear communication benefits all employees, regardless of language.

MAINTAIN LANGUAGE CONSISTENCY

Use the same terminology and messaging across channels and resources.

EXTEND LANGUAGE SUPPORT BEYOND OE

Benefits education is most effective when it continues year-round.





Questions to Ask

- Which languages are most commonly spoken within the workforce?
- Are key resources available in those languages?
- Do employees have access to multilingual support throughout the year?
- Are communications written in clear, easy-to-understand language?
- Are multiple content formats available?

Example in Practice

INSTEAD OF:

Providing a translated benefits guide as the only multilingual resource.

CONSIDER:

A communication experience that includes:

- Translated materials
- Videos with subtitles
- Multilingual FAQs
- Mobile-friendly resources
- AI-powered self-service support
- Year-round access to educational content

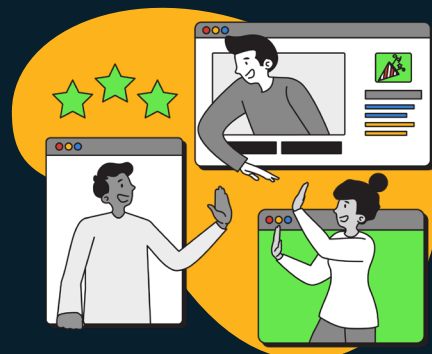
This gives employees multiple ways to access and understand important information.

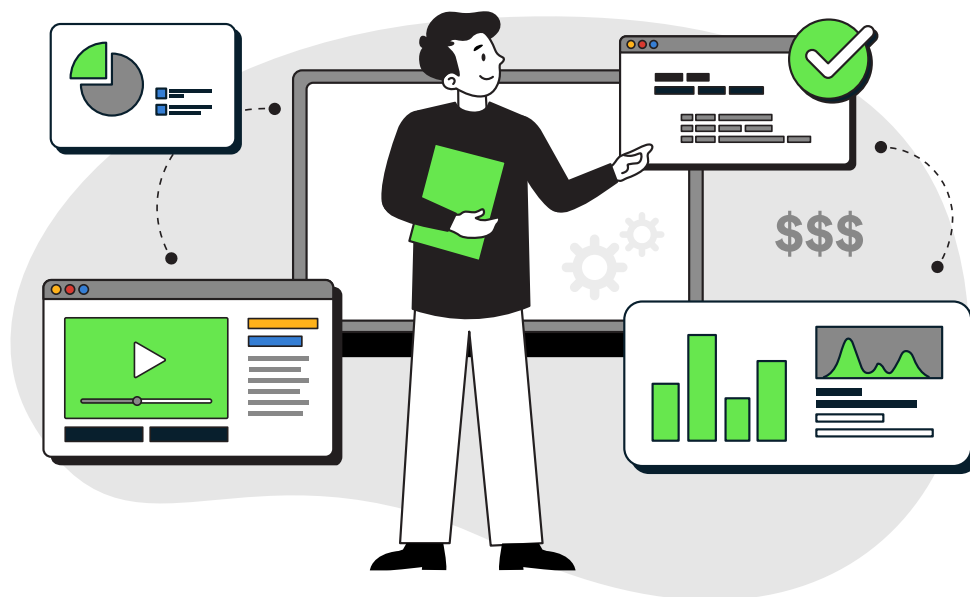
Solutions to Consider

- ✓ Multilingual videos
- ✓ Companion pieces
- ✓ Microsites
- ✓ AI Agent
- ✓ Benefits guides

Key Takeaway

Supporting multilingual workforces requires more than translating content. The most effective communication strategies combine language access, clear messaging and multiple formats to help employees understand and confidently use their benefits.





PLAY #7

Reduce HR Workload with Self-Service Tools

Why It Matters

HR teams are often the first place employees turn when they have benefits questions. While personalized support is important, many questions are repetitive, time sensitive and easily answered through existing resources.

At the same time, employees increasingly expect immediate access to information. They don't want to wait until business hours, search through multiple documents or submit a request and wait for a response.

Self-service tools help employees find answers when they need them while reducing the volume of routine questions directed to HR.

Reality Check:

Employees want answers when questions arise—not just during business hours.

The Challenge

Many organizations have already created valuable benefits resources.

The problem is that employees often don't know:

- Where to find them
- How to navigate them
- Which resource contains the answer they need

As a result, HR teams frequently spend time answering questions that have already been addressed elsewhere.

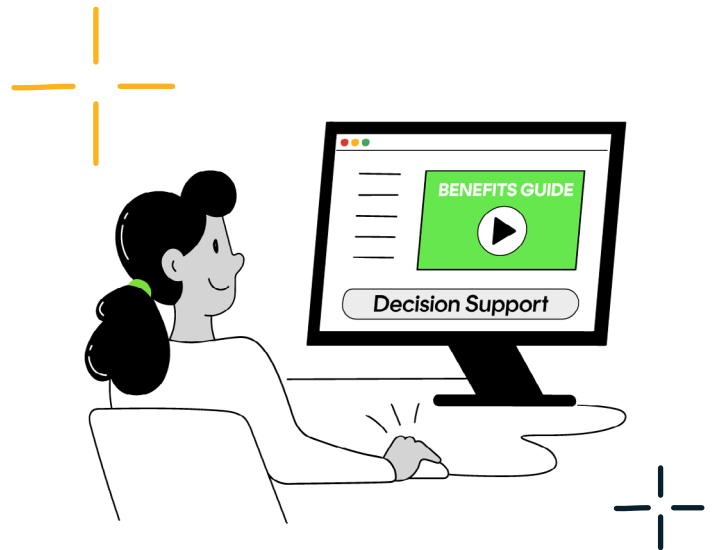
This creates frustration for employees and consumes valuable time that HR could spend on more strategic initiatives.

What Employees Are Experiencing

Employees may be thinking:

- “I have a quick question.”
- “I don’t know where to find the answer.”
- “I’ll just email HR.”
- “I need help right now.”
- “I can’t wait until Monday.”

Employees have become accustomed to self-service experiences in many areas of their lives. They expect similar convenience when accessing workplace information.



Common Mistakes

ASSUMING EMPLOYEES WILL SEARCH FOR INFORMATION ON THEIR OWN

Employees are more likely to seek answers when resources are easy to find and simple to use.

CREATING RESOURCES WITHOUT MAKING THEM SEARCHABLE

Information has limited value if employees can’t quickly locate what they need.

RELYING ENTIRELY ON HR TO ANSWER ROUTINE QUESTIONS

Many common questions can be addressed through self-service resources.

PROVIDING SUPPORT ONLY DURING BUSINESS HOURS

Employees may have questions at any time, especially during Open Enrollment and important life events.

MAKING EMPLOYEES NAVIGATE MULTIPLE SYSTEMS

The more effort required, the more likely employees are to seek direct assistance.

Best Practices

MAKE ANSWERS EASY TO ACCESS

Employees should be able to find information quickly and independently.

CREATE A CLEAR STARTING POINT

Provide a centralized destination where employees can begin their search.

SUPPORT SELF-SERVICE THROUGHOUT THE YEAR

Questions don't only happen during Open Enrollment.

MAKE RESOURCES SEARCHABLE

Employees should be able to locate specific information without reading through lengthy documents.

USE TECHNOLOGY TO IMPROVE ACCESS

Tools such as AI-powered assistants, searchable resource hubs and FAQs can help employees find answers faster.

CONTINUE MEASURING COMMON QUESTIONS

Recurring questions often reveal opportunities to improve communications and resources.



Questions to Ask

- What questions does HR answer most frequently?
- Could employees easily find those answers on their own?
- Are resources searchable and easy to navigate?
- Is support available outside normal business hours?
- Are recurring questions being used to improve communications?

Example in Practice

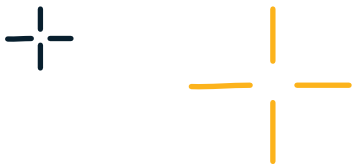
INSTEAD OF EMPLOYEES:

- Researching multiple documents
- Emailing HR
- Waiting for responses
- Repeating the same questions year after year

CONSIDER A SELF-SERVICE EXPERIENCE THAT INCLUDES:

- Searchable resources
- FAQs
- Benefits hubs
- Educational videos
- AI-powered support tools
- Centralized access to information

Employees get answers faster and HR spends less time responding to routine inquiries.



Solutions to Consider

- ✓ AI Agent
- ✓ Microsites
- ✓ Educational video libraries
- ✓ FAQs



Key Takeaway

Self-service tools don't replace HR. They extend HR's ability to support employees by making answers easier to access, easier to find and available when employees need them. When employees can confidently find information on their own, everyone benefits.



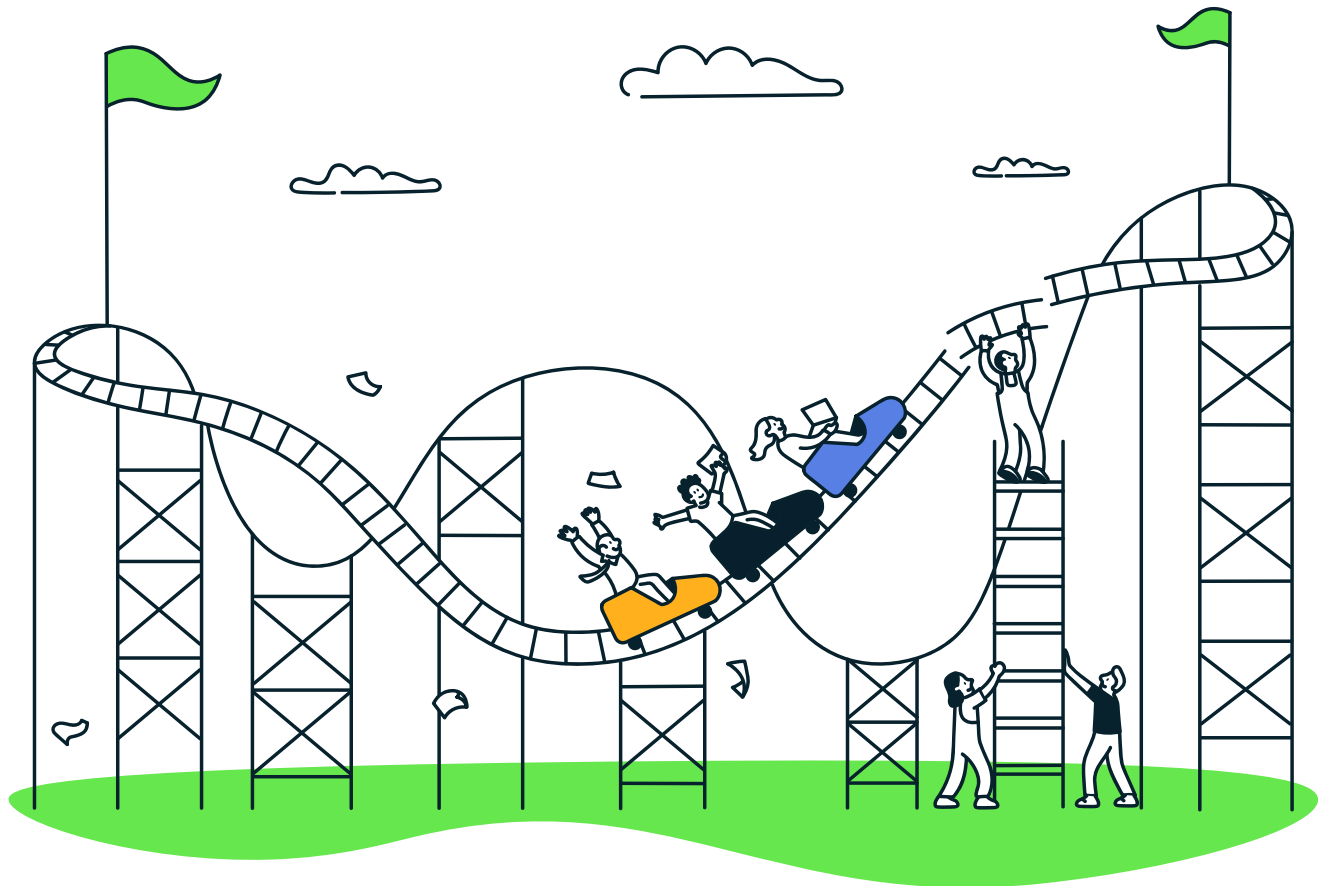
Putting the Plays Into Action

You don't need to implement every play at once.

Start by identifying the communication gaps that have the greatest impact on your workforce, then build a strategy that reflects how your employees actually access, consume and engage with information.

The most effective communication programs aren't built around channels. They're built around employee needs.

Whether you're trying to improve access, increase engagement, support frontline workers or reduce administrative burden on HR, the seven plays in this playbook can help create a more connected and effective employee experience.



Strategies from the HR Community to Reach Frontline and Deskless Workers



At Work

BREAK ROOMS

- Posters with QR codes
- Digital signage
- Table tents
- Benefits calendars

RESTROOMS

- Posters
- Mirror clings
- Stall-door messaging with QR codes

TIME CLOCKS/CLOCK-IN STATIONS

- Quick reminders
- QR-code signage
- Countdown messaging during OE

KIOSKS

- Benefits videos
- Rotating digital messages
- QR codes to resources
- Self-service access

LOCKER ROOMS

- Posters
- Digital displays
- Locker magnets

TRAINING ROOMS

- Short videos before meetings
- QR-code handouts



On the Move

Perfect for truck drivers, field techs, utilities, construction, etc.

- Hanging air fresheners with QR codes
- Vehicle decals
- Fleet stickers
- Dash cards
- Safety packets
- Fuel-card inserts
- Route packets
- Clipboard inserts



At Home

Give access to spouses and families. Many benefits decisions happen at home.

- Home mailers
- Refrigerator magnets
- Postcards
- OE reminder cards
- Refrigerator calendars
- Family decision guides



In Employees' Hands

Things employees actually keep.

- Wallet cards
- Contact cards
- Badge backs
- Lanyard cards
- Safety cards
- Payroll stuffers
- Benefit quick-reference cards



On Their Phones

- Text campaigns
- Mobile microsites
- QR codes
- AI chatbots
- Mobile contact wallets
- Short videos
- Calendar reminders



Through Managers

Often overlooked. Managers can be one of the most trusted communication channels.

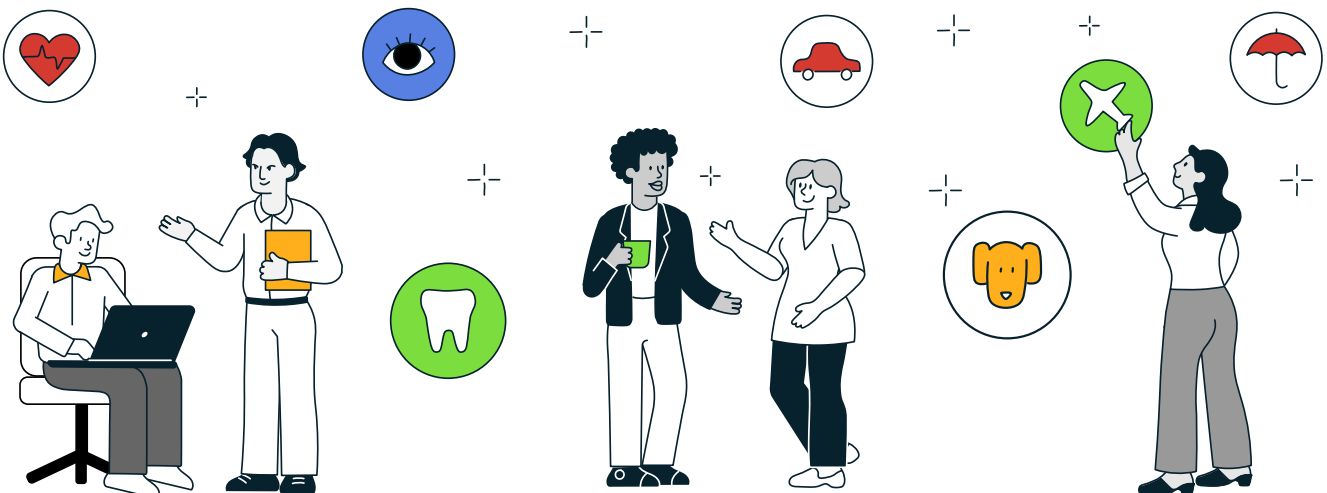
- Supervisor talking points
- Toolbox talks
- Shift huddles
- Team meeting slides
- Weekly reminders

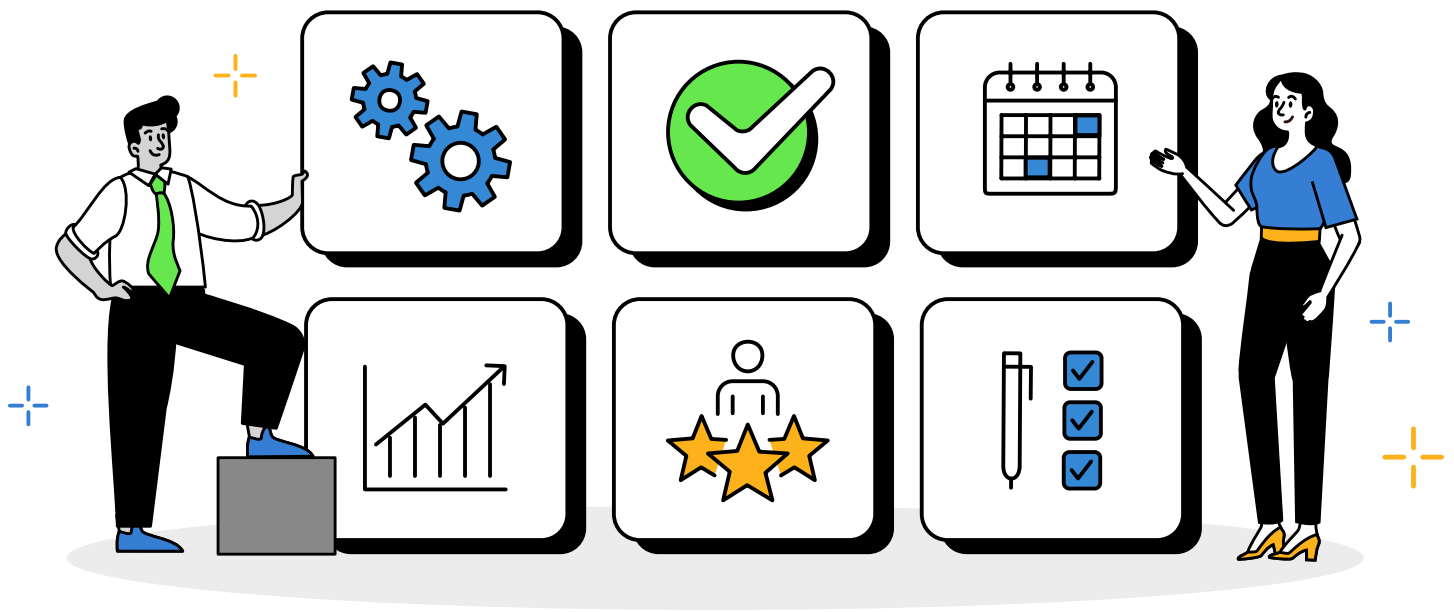


During Everyday Moments

- Cafeteria tray liners
- Coffee stations
- Vending machine clings
- Elevator signage
- Company shuttle signage
- Parking lot signs
- PPE pickup stations
- Uniform pickup areas

Not every idea fits every organization, but they illustrate a larger point: Meet employees where they already are.





Ready to Take the Next Step?

Flimp helps employers, brokers and consultants create communication strategies that **engage, educate and empower** today's workforce.

Schedule a strategy session to discuss your communication challenges, evaluate your current approach and explore opportunities to better connect with employees across channels.

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