



GUIDE:

How to Improve Workforce Communication



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Why Optimizing Workforce Communication is Critical to Your Business

Businesses that place a premium on workforce communication and getting it right are consistently more poised for growth, employee retention, and increased customer satisfaction than those that communicate poorly.

Although there's a difference between poor workforce communication (which stems from not enough information being exchanged) and outright miscommunication (which happens when directives are incorrectly conveyed due to typos, misunderstood words, or other errors), both types of mistakes can negatively impact an organization's finances. Here are a few key reasons why optimized workforce communication is so important, and also some tips you can implement to enhance the ways your business connects internally.

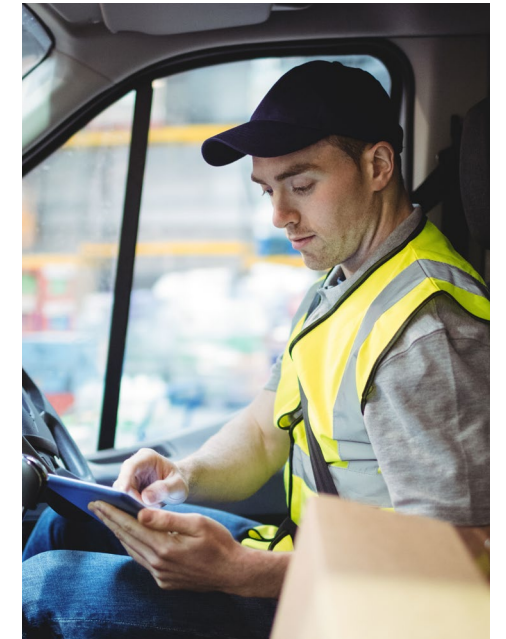


What is Workforce Communication?

Workforce communication describes any of the ways in which you exchange information with your employees on a daily basis.

Benefits of Strong Workforce Communication

Increasing the resiliency and frequency of your workforce's communication helps your team get more work done the right way, the first time, without the need to redo anything in order to get the job done properly. Strong communication also enables your employees to feel more empowered and gain clarity quicker on what they need to accomplish (no matter where they're located), if any questions about certain tasks arise.



Speeding up response times to questions about instructions helps eliminate unnecessary downtime and lapses in productivity by your staff. And, if your employees feel they're being listened to and have easy access to discuss things with supervisors or executives, profoundly positive impacts on morale can be had as well.

Impact of Poor Workforce Communication

Poor communication with your workforce can prove to be a costly endeavor from both a productivity and an expenses standpoint. [A study called "The Cost of Poor Communications" by David Grossman \(reported on by SHRM\)](#) found that 400 different businesses with 100,000 or more staff members lost nearly \$62.4 million annually due to insufficient communication between employees and managers. Even still, for smaller scale organizations, [the average loss reached \\$420,000 per year](#) due to communication issues. If employees are stuck waiting long durations to begin a new project because they need more direction first, or they incorrectly interpret a set of instructions due to clerical errors, these can add up in a big way, especially over the course of 12 months. The bottom line with your bottom line is, you'll be paying in one way or another if your company's communication is poor.

Three Tips to Improve Your Company's Workforce Communication

Now that it's clear what the potential ramifications of unoptimized communication for your workforce are, let's take a look at some ways you can mitigate this and tighten gaps in connectivity throughout each phase of a service call.



How to Improve Workforce Communication Before a Service Call

Clearly outline what needs to be done and provide step-by-step instructions prior to sending your employees to a customer's location in the field. Building templates for instructional guides that are repeatable, scalable, easy to produce as needed can also help streamline the assignment process for your managers and dispatchers, while making it as easy as possible for your staff to understand and expect what to do in advance. Plus, with a level of expectation that your employees have from being used to seeing work order instructions outlined in a similar format in the past, there's less potential for confusion during new jobs.



How to Improve Workforce Communication During a Service Call

If anything unexpected arises during the course of a service call or more clarity is needed in the moment, make sure your field workers have tools to efficiently reach back out on the fly for more information. Using digital solutions to instill strong field-to-office communication tactics can help negate the inconveniences that distances create for your workforce's connectivity. For multi-day projects in the field, strategies such as required check-ins between headquartered managers and mobile employees in the field can also help ensure that productivity stays high and projects remain on schedule.

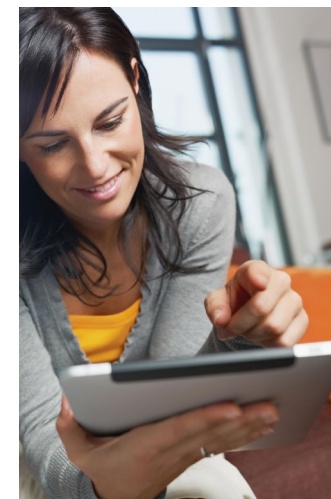


How to Improve Workforce Communication After a Service Call

Building a system with full transparency and accessibility for everyone in your organization to review details of past work orders helps keep companywide communication strong, even once a service call is finished. As previously mentioned, using the same general instructional layout from a successfully completed service call as a template for similar future projects gets your staff more acclimated on what to expect in the future.

How to Measure the Impact of Workforce Communication on Productivity and Profitability

There are a few different ways you can track how your workforce's connectivity directly influences profit and output. By measuring the amount of jobs completed in a year's time in relation to previous years and analyzing the ways in which your communication strategies impacted those numbers, you can infer which methods are most effective and which ones aren't. For more qualitative data, conducting brief studies on employee morale and how communication affects their jobs is another way to monitor your current practices.



An article by [Carol Sankar on Inc.com](#) further details the importance of strong business communication, particularly as the world continues shifting toward remote work as a primary option. With workforces becoming more dispersed than ever, maintaining effective, secure communication is critical to sustaining continuity and high productivity. [The article also cites a 2020 LinkedIn poll, which indicates that nearly 66% of U.S. professionals feel assertive about the idea of being able to excel while working away from the office.](#) With this increased interest in permanent remote work, solutions for strong communication should be an even greater focus for any organization.



[A recent Gallup poll indicated that just seven percent of surveyed employees believed communication at their workplace was truly effective](#) (generally error-free, punctual, and accessible). This is an excellent strategy to implement in your own organization because it allows you to gauge your employees' current opinions on communication strategies in your workplace. Something as simple as a quick, anonymous poll can provide you with valuable data on internal culture and help you create new strategies to get rid of any inefficiencies.

To close, strong workforce communication needs to be an essential part of your workforce's foundation, and it's imperative that you constantly look for ways to improve it in your operations. By using some of these critical, yet simple strategies to enhance your team's communication, gain greater peace of mind and added financial benefits from a more refined flow of information in your business.

Learn about how our platform can help you increase productivity and profitability at www.actsoft.com/teamwherx.

Sources:

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