



POWTOON

Training in the Flow of Work: Scale Engaging L&D for Your Frontline Workers with Video

Discover how using a video strategy with your frontline workers can increase skill development, boost engagement, and accelerate meaningful business results



Introduction

Frontline workers make up 80% of the global workforce, spanning from industries like retail, manufacturing, hospitality to healthcare, and beyond. They are the backbone of our global economy, with nearly 90% of organizations relying on frontline workers.

From Microsoft's Work Trend Index, frontline workers reported being underserved from tech tools and training resources.

"For decades, companies have focused their enterprise communications attention on information workers, rolling out increasingly sophisticated tools that make collaboration among the office set easier, smarter, and more intuitive. In the process, most companies have left their frontline workers behind. These essential workers are often given second-rate technology (if they're given any at all) that fails to address their needs."

Training manuals have proven to be less effective, especially as they generally consume more time than frontline workers have or are willing to give.

So, how are the experts weighing in? Read on to discover how Powtoon customers are creating learning materials that drive positive results by swapping out old manuals and PDFs with engaging video learning.

"With Powtoon, we can easily create videos that tell a story and immerse employees in an experience or environment. The result is a very engaging video that works much better than a PDF document." Tibco

Leveraging video from platforms like Powtoon presents an immense opportunity to serve frontline workers and improve their experience by providing modern learning programs, engaging content, and the right channel distribution strategy. If you can hit all three of the above, the potential for boosting frontline workers' skill development are limitless.

In this guide, we will cover:

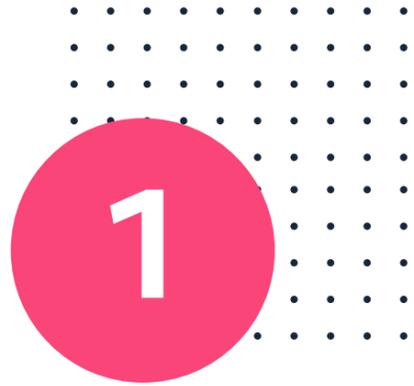
- ✓ Current Issues Holding Back Frontline Workers
- ✓ How Can L&D Step Up to Support Frontline Workers?
- ✓ Best Practices to Engage & Upskill Your Frontline Workers
- ✓ Distribution Strategies Built into the Flow of Work
- ✓ Case Study: Footlocker - Video Learning at Scale
- ✓ Major Takeaways

Current Issues Holding Back Frontline Workers

Frontline workers don't necessarily have access to the systems and tools in place that are often used in the corporate realm of their organizations (like a desk or computer), and they are left feeling underserved and disconnected from your company culture.

Let's take a look at what's holding them back...





Lack of Accessible L&D Content

The methods used to train frontline workers need a serious revamp. JD Dillon expresses his expertise in the matter, stating the following:

"...traditional training tactics, such as classroom sessions and eLearning modules, are near-to-impossible to deliver to large, dispersed, busy workforces. Industries such as retail, contact centers, and hospitality also experience considerable turnover on their frontlines, which makes it even more difficult to provide each employee with the support they need to be successful."

Classroom or desktop-based training sessions involve a behavior foreign to front-line workers as many are actively on the move, making this approach ineffective, expensive, and unscalable. Combining the right training content with modernized tech tools can help equip employees with the knowledge they need to do their jobs successfully and in line with mandated compliance.

WHAT THE EXPERTS SAY

Powtoon enables L&D teams to properly implement training into the workflow of their entire frontline staff. Until now, these lessons were provided in the classroom or via a training manual handed out during onboarding. By leveraging Powtoon, you can create bite size pieces of content that are easily consumed during the flow of everyday work, without the need for a dedicated workstation.

"We have managed to align the workforce and provide the learning resources to improve their skills and knowledge helping our business grow."

- Scotiabank



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Lack of Technology Addressing Their Unique Needs

Tech is widely underutilized when it comes to training and equipping frontline workers and is often more customer-focused. Often provided second-rate technology (if any), current systems fail to address their specific needs and don't properly integrate into the organization's broader communications. It's become essential to integrate technology into all aspects of an organization to create a more cohesive and sustainable ecosystem of learning and development to maintain an engaged and productive frontline workforce.



WHAT THE EXPERTS SAY

By using Powtoon, learning can be leveraged for always remote and mobile-first front-line employees, saving you time, money, and resources to keep your frontline workers trained and qualified.

"Foot Locker, Inc.'s retail team now receives vibrant and fully branded micro-learning videos that capture our organization's spirit and celebration of sneaker and youth culture around the globe. The power of Powtoon has enabled us to creatively deliver content that aligns with our energetic field force and exceeds expectations when it comes to the learning experience."

- Foot Locker

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Lack of Sufficient Support for Introducing New Technologies

Companies that do provide modern tech tools to their frontline workers rarely have the proper training to effectively incorporate such technologies into their workflow.

“Even among those workers who do receive the latest digital tools, many of them haven’t been properly trained in how to use them: 55 percent have had to adapt to using digital tools on the fly.”

Given the massive investment into new retail technology, effective training methodologies are a must. Developing, engaging, and empowering employees so that they can effectively leverage your technology investment requires methods that rapidly drive long-term knowledge and skill retention.. Doing so helps you maximize your technology investment while building a front-line workforce prepared to perform.



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How Can L&D Step Up to Support and Upskill Frontline Workers?

Video is a powerful tool to help successfully deliver learning and development for your front-line workers. With the right format and content, videos can be engaging, valuable assets that create an enriched learning experience.

The fact is, 65% of your workforce are visual learners. That's because our brains are wired for visual information, which is decoded 60,000 times faster than written text. Not to mention, written information in the form of PDF manuals, emails, and presentations, fails to provide valuable context of frontline working environments or convey important emotions like trust and empathy. This is where video learning comes in:

- **It's fast:** You can package all your information into a two minute video, significantly shortening the time needed to learn.
- **It's engaging:** Learners can visualize the ideas and concepts, leading to stronger knowledge retention.
- **It's accessible:** Frontline workers can view it from any device, anywhere – whether that's while working the cash register, constructing a building, shifting rooms on the hospital floor, and beyond
- **It's scalable:** Tools like Powtoon allow you to repurpose and adjust your videos, from simple edits like updating text to more complex ones like subtitle translations.
- **It's relatable:** Matching your learners culture and look will lead to stronger relation to the learning content. Make sure you use a tool like Powtoon that allows you to build characters that reflect your audience.

LEVERAGE POWTOON TO CREATE:

-  Onboarding Videos
-  Compliance Training Videos
-  Training for New Technologies
-  Diversity, Equity, and Inclusion Training
-  Customer Service Training
-  Workplace Sensitivity Training
-  Any Other Video You Need!

Here's how you can start using video to support frontline workers throughout the employee lifecycle:



Create an Onboarding Program Specifically Suited for Frontline Workers

Frontline workers are not knowledge workers. They don't come into an office or controlled environment and go through a formal onboarding program. Most enter an active workspace and immediately start work with their boots on the ground. So it's important to create an onboarding experience that suits their more active work environment and workflows while having an impactful reach.



Powtoon Videos are Proven Performers:

2X Better Knowledge Retention

2X Better Engagement over Traditional Video

3X Better Engagement vs Powerpoint or Manuals

3X Faster Onboarding Times

Pro Tip:

Putting together onboarding materials from scratch can be time-consuming. Using Powtoon, you can efficiently customize and update your existing onboarding videos on a regular basis. Add graphs and charts, engaging animation, and edit them on the fly.



2. Streamlining Content Distribution with Video

Traditionally, bulky training manuals and text-heavy documents are used to train employees. However, this strategy requires a lot of time and effort and hinders effective knowledge retention.

For example, a 67 page safety manual will take 1.9 hours to read. Video allows you to relay the same information in half the time (54 minutes) while ensuring better knowledge comprehension and retention.



3. Optimize Learning Content for Mobile

Videos optimized for mobile can be made quickly and sent just as fast directly to your frontline workers' devices. As most frontline workers do not use a desktop computer for the majority of their workday, having training materials available through their mobile and tablets sets them up for success.



"Powtoon has enabled us to quickly create and deliver content in a format that resonates with our mission to inspire and empower youth culture. Through short, engaging, visual storytelling, we are able to get training into the hands of our store teams in as little as 1-2 weeks depending on the subject matter."

Jennifer Baker, Senior Manager, Retail Learning & Development at Foot Locker, Inc.

Pro Tip:

Powtoon allows you to size and resize your video content to be viewed across devices, giving scattered frontline workers the ability to view it in their flow of work. The best part? Your videos are stored all in one place so staff can refer back to them as many times as they need.



Best Practices to Engage & Upskill Your Frontline Workers

So, what are some best practices regarding when you should add video to your L&D programs?

Here are 3 excellent examples:

1 Customer Interaction Training

Your employees represent your organization as a whole, and it's important that every exchange between staff members and customers reflects your organization's values. Creating a customer interaction training video can remind frontline workers of best practice guidelines used when interacting with customers.



2 Health and Safety Guidelines

Demonstrating health and safety guidelines is not only mandatory, but it's an essential role that L&D teams must take on to foster a positive working environment where employees feel protected.



3 Operations & Systems Training

Companies that do provide modern tech tools, systems, machinery, etc. to their frontline workers rarely have the proper training to effectively incorporate such tools into their workflow. Guarantee your frontline workers know how to safely and effectively leverage your new tools with videos that demonstrate their proper use.



How Powtoon Can Help You Streamline Your Content Creation

Turn your training content into brilliant videos – at scale

Save hours on creating videos from scratch with 100s of professionally designed training video templates made for training, eLearning, microlearning, and more.

- Customizable design
- Customizable animation
- 1M+ stock images, videos & music

Stay on brand

Have access to the right font, color, and logo every time. Easy-to-use without losing control of your brand needs.

- Font, color, and logo upload
- Save company templates

Train, explain, engage

Easily record your screen and camera to share eLearning videos that inform and engage employees in the hybrid workplace.

- Screen & camera recording
- Enhance with animation
- Share to any channel

Collaborate with teammate

Get in sync with your team by simultaneously editing, adjusting, and giving feedback on training content.

- Shareable link
- Manage user permissions
- Shareable folders

One video, infinite designs

Transform any existing training video or presentation – in any design style – to repurpose your work and complete your vision.

- Custom layouts
- 1000s of design combinations
- Shareable folders

Unlimited video storage

Give your team the freedom of unlimited video storage to keep your information, media, and data safe – in one secure location.

- Free trial for new team members
- Enterprise-grade security
- ISO-certified cloud

Personalized characters

Build your own diverse characters that represent your employees. Customize hair, clothing, facial expressions, and animated gestures.

- Hair & face customization
- Branded outfit control
- Full diversity & inclusion

Share to your authoring tool

Easily integrate Powtoon with your LMS! Upload your training videos directly to Canvas, Articulate, Rise, 360Learning, Kaltura, and more.

- Integrate with your LMS
- Made for any device

Case Study: Foot Locker - Video Learning at Scale

Foot Locker, a leading retailer in the footwear industry with over 3,000 retail locations globally, needed to upgrade, update, and streamline their training materials for all levels of retail staff. From field leadership including Regional Vice Presidents to part-time team members, it was critical for Foot Locker to align everyone on their strategies and expectations of the in-store experience.

By leveraging scalable video content created in Powtoon, Foot Locker was able to evolve from training manuals handed out in binders to training with experiential visual learning across 3,000 locations and 27 countries. It helps enhance their in-store experience and create a common visual language across all learning materials company-wide.



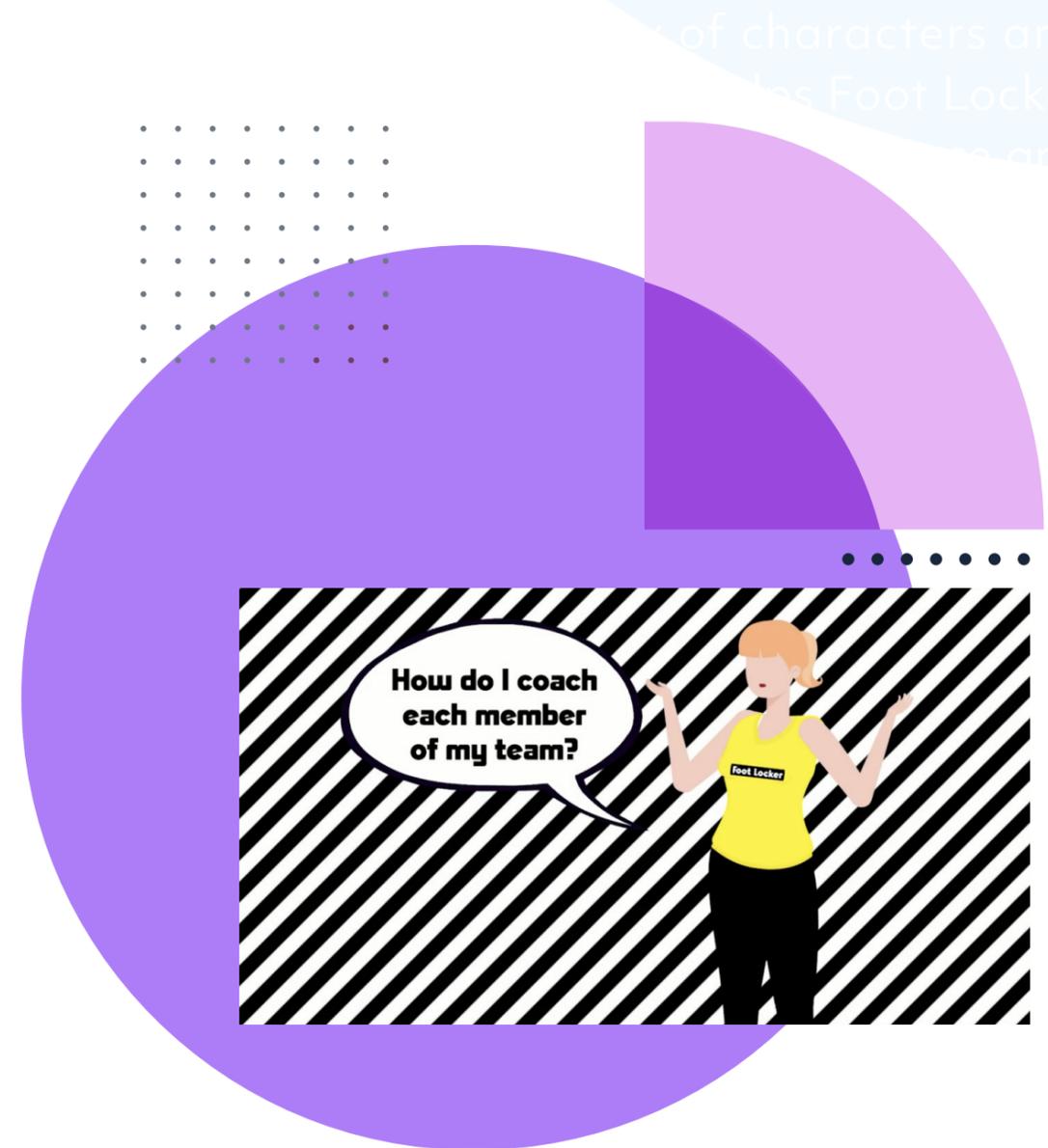
Diverse characters created



Employees trained



Regions engaged



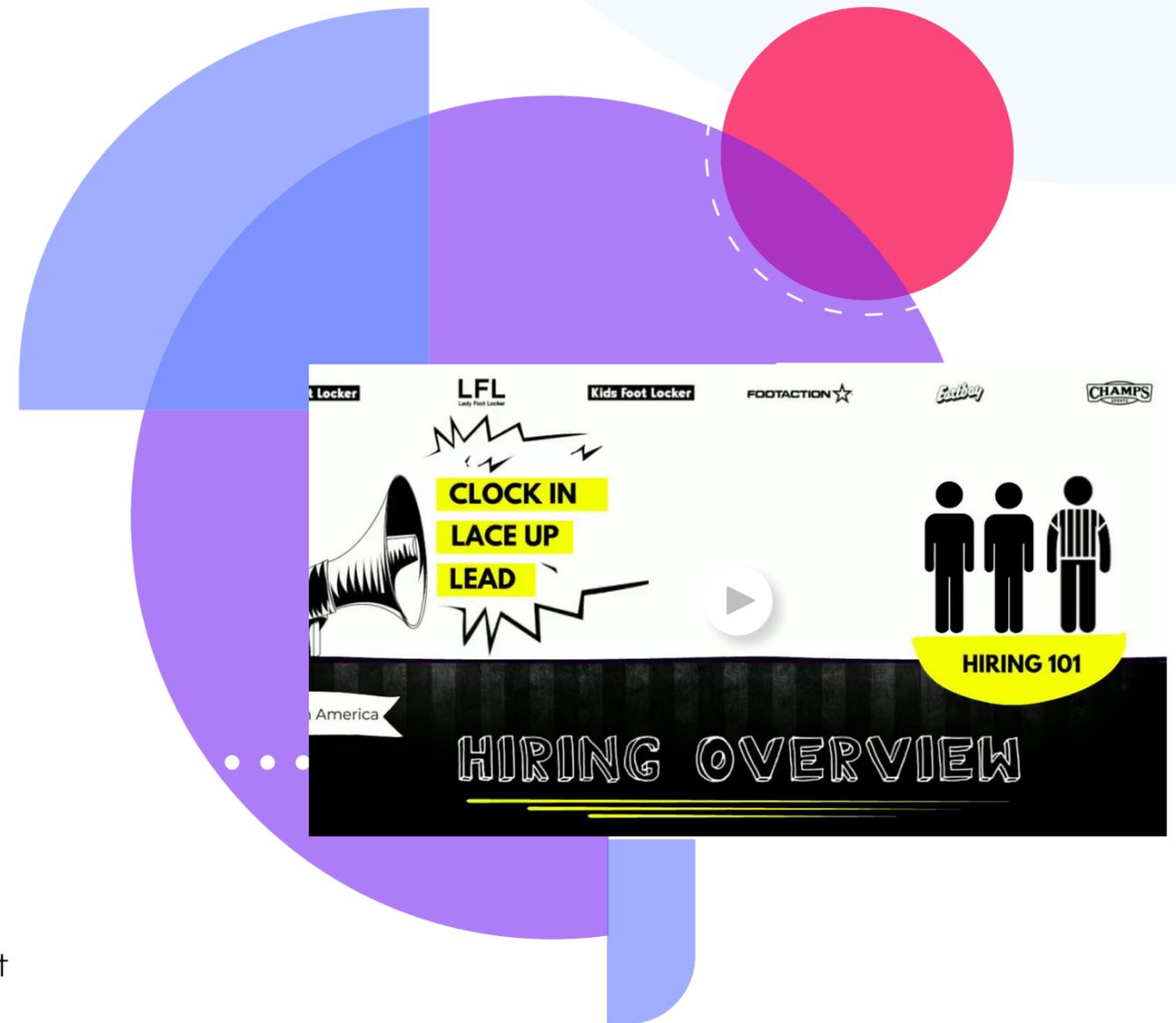
Case Study: Foot Locker - Video Learning at Scale

Before Powtoon, creating learning content was labor-intensive and didn't effectively get messages across to global employees. With Powtoon, Foot Locker's L&D team scaled their content by creating learning materials in engaging, bite-sized video content with audio, voiceovers, and relatable characters moving on screen. Foot Locker even uses characters to emulate its diverse employees and create a deeper sense of belonging.

"Footlocker focuses heavily on diversity, inclusion, and belonging. Training materials where everyone looks like a cookie-cutter wouldn't work for us. Powtoon's visual learning platform really enables us to create these dynamic characters that can be from all different geographies, body types, heights, and ethnicities, so everyone who takes this training feels connected to the video!"

*- Jennifer Baker, Senior Manager,
Retail Learning & Development at Foot Locker*

In order to ensure consistent employee performance and customer satisfaction, Foot Locker created a hiring training video highlighting best practices and guidelines to follow when hiring for a new role. By using video, this training content was made accessible to frontline workers across 27 regions. The impact? More high-performing employees that match the company values, meet the customer expectation, represent the Foot Locker brand, and seamlessly collaborate with other frontline staff.



Distribution Strategies Built into the Flow of Work

You've got the video creation part down, but how do you engage people enough so that learning isn't seen as an interruption? And what's the best way to motivate people to practice continuous learning in their work routine? Here's a breakdown of the different distribution methods to best reach frontline workers in their flow of work.

To put it simply, this research on multi-channel communication led by Interact highlights the fact that frontline workers, along with warehouse staff, factory workers, delivery drivers, and so on, find communication tools such as email, MS teams, and employee apps to be less effective than remote-friendly tools such as SMS, digital signage, and Slack.



Interact. (n.d.). Multichannel communications: How to plan and execute a strategy.

Major Takeaways

Now that you've seen how video can be a highly effective solution to the most common problems facing frontline workers, you might be wondering what's the best way to apply these insights. Here are our major takeaways to create the most impactful learning and development materials for frontline workers and how you can use Powtoon to do it.

- 1** Make videos easily digestible by keeping them short and adding animation, brand colors, or dynamic visuals like whiteboard sketches and infographics.
- 2** Break longer videos into micro modules, and make sure to summarize takeaways at the end of each chapter.
- 3** Make videos mobile and tablet friendly.
- 4** Be aware of the tools and channels that frontline workers use to ensure videos are effectively reaching them in their flow of work.
- 5** At the end of each video, add the name of a point of contact and contact details so learners can ask questions. This keeps the human touch alive in the training process instead of siloing the learner.
- 6** With 80% of the global workforce being frontline workers, it's important for your training videos to reflect and represent your workforce. Make sure the people in your videos – whether they are on-camera staff members or animated characters – reflect diversity to create a meaningful connection with the trainees, fostering a sense of belonging.
- 7** Make sure your videos have voiceovers, dubbing, and/or subtitles in relevant languages so they are accessible to the diverse workforce of your organization. Powtoon easily makes this possible with translation into hundreds of languages, allowing you to create a unified training

Future-Proof Your L&D Strategy

An organization's frontline workforce is a vast pool of untapped potential. Adopting modern video learning methods, paired with distribution channels that reach the full potential of the learning experience, opens up many avenues for both knowledge and employee retention. So, what kind of results can you expect? With the right learning strategy, learners are likely to retain 95% of the information shared in video content.

Getting started is as simple as adding Powtoon to your L&D content creation portfolio giving you the flexibility to create, manage, and distribute any type of video or visual learning content in one place. Powtoon helps you identify your learning and development needs and determine the best solutions to meet your L&D goals. If you're interested in seeing how video can assist with your learning and development programs and improve your corporate learning results, we encourage you to book a call with our team.

Contact business@powtoon.com to learn more

