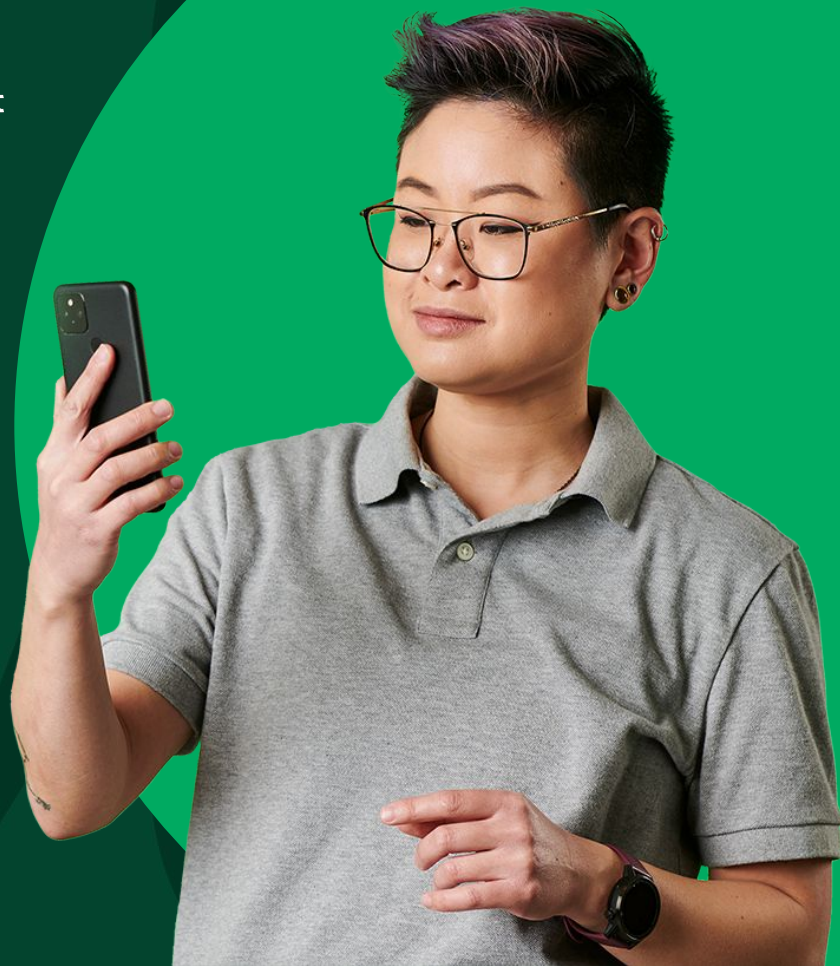




The impact of
frontline training:
**4 ways to boost
loyalty and
reduce costs**



Meet Our Speakers



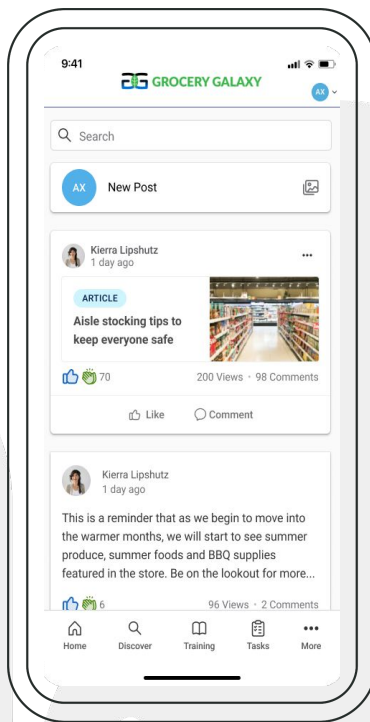
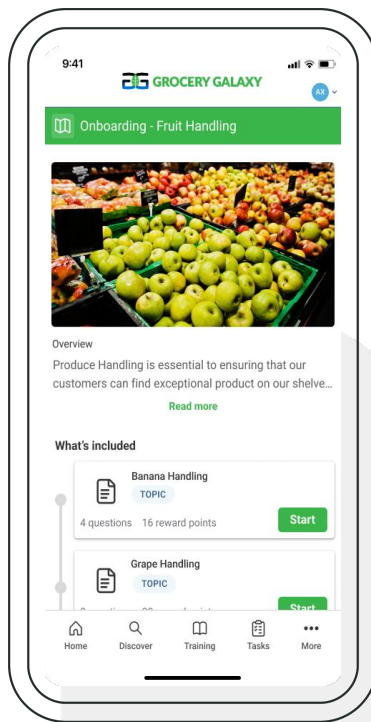
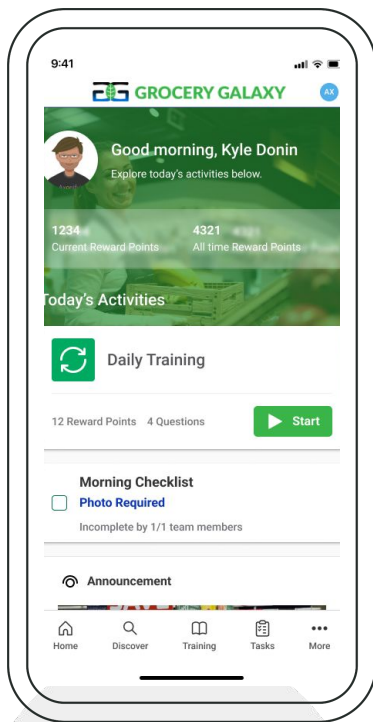
Hannah Lindsey

Principal Solutions Consultant



Bryna Dilman

Director of Marketing Programs



Axonify Frontline learning, **solved.**

4 ways to **boost loyalty** **and reduce costs**

- 1 Improve employee knowledge and skill
- 2 Employee engagement
- 3 Increase employee retention
- 4 Data-driven, role-specific personalized learning



Corporate

30% of your workforce

Specialty roles

Unique work experiences

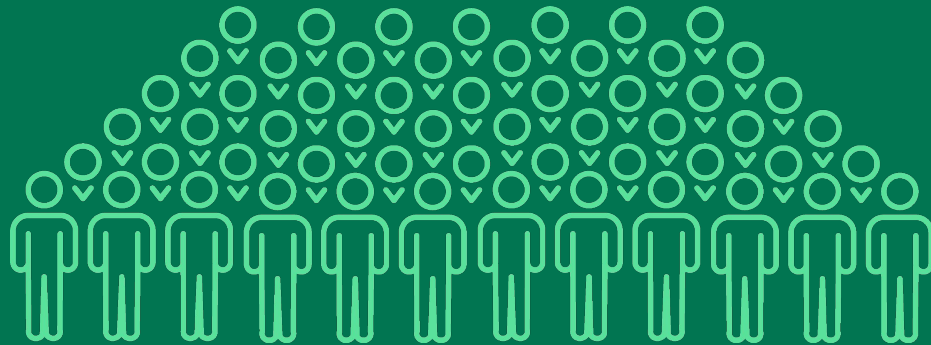


Frontline

70% of your workforce

Standardized roles

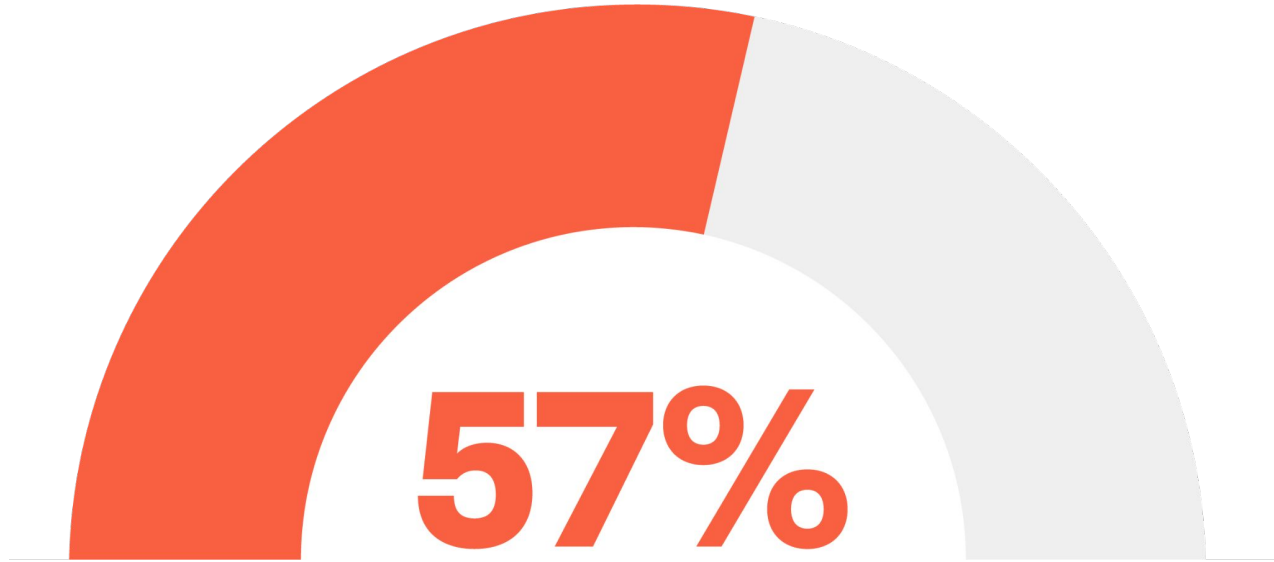
Common attributes



Axonify



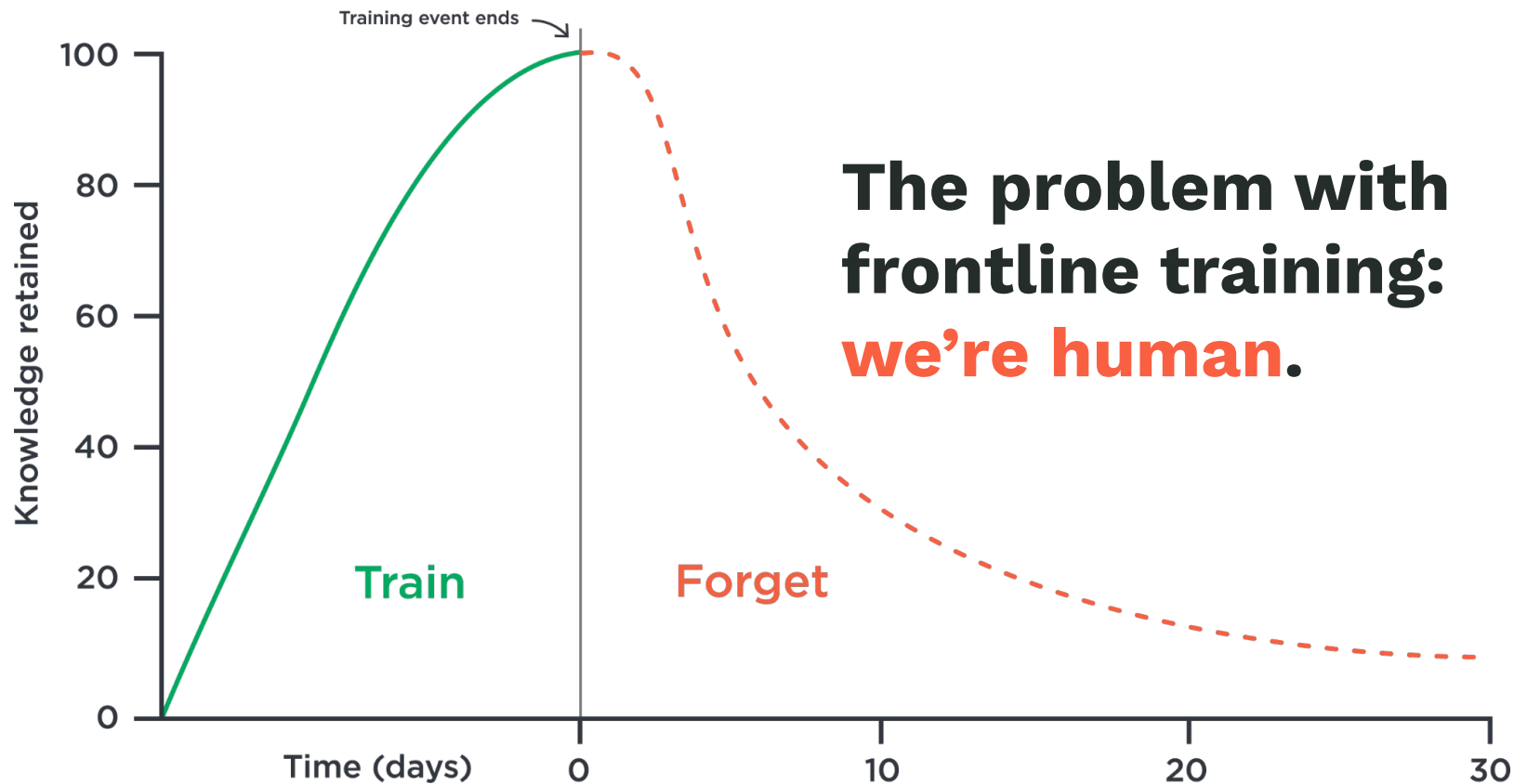
- ✓ **Distributed**
- ✓ **Mobile**
- ✓ **Inaccessible**
- ✓ **Managed**
- ✓ **Restricted**
- ✓ **Diverse**



of frontline workers feel like they're
“making it up as they go along” at least
some of the time (67% for managers!)

Organizations struggle to fit training into the **busy frontline workflow** .

- ✗ Overloaded onboarding
- ✗ Check-the-box compliance
- ✗ One-and-done activities
- ✗ Limited ongoing support



**The problem with
frontline training:
we're human.**

“

It's really important for associates to **know what to do in the moment**. You can train somebody all day long, but in that instance everything goes out the window.

So they really have to know how to react and how to recognize what's going on and kind of take a step back at that moment.

”

Trevor Garrick

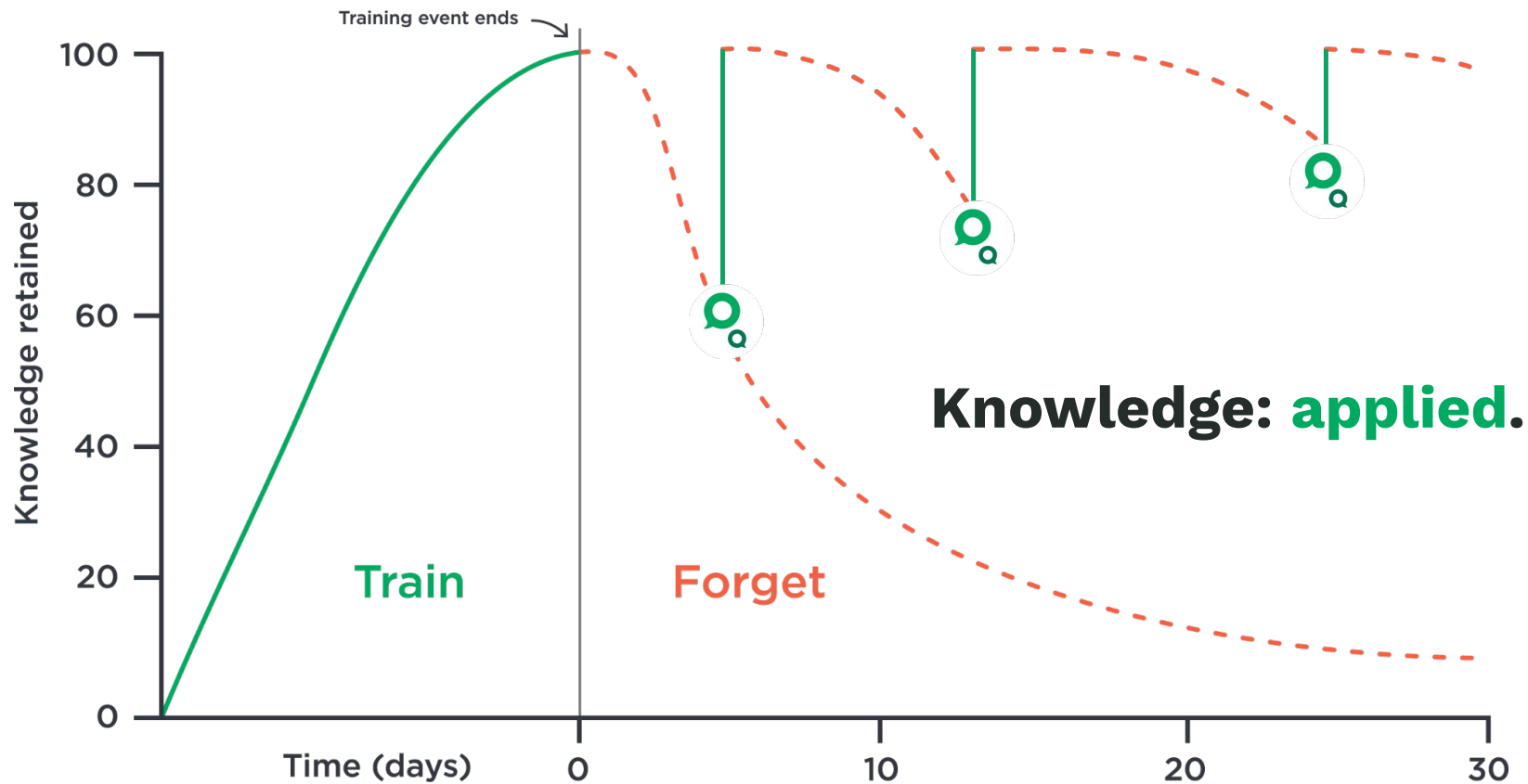
Director of Retail L&D | Harbor Freight Tools

Axonify



A modern approach to frontline training:

- ✓ Clarify the difference between NEED to know and NICE to know
- ✓ Shift from onboarding to everboarding
- ✓ Apply microlearning principles to focus training on specific knowledge and skill
- ✓ Reinforce NEED to know training
- ✓ Provide on-demand resources and performance support tools



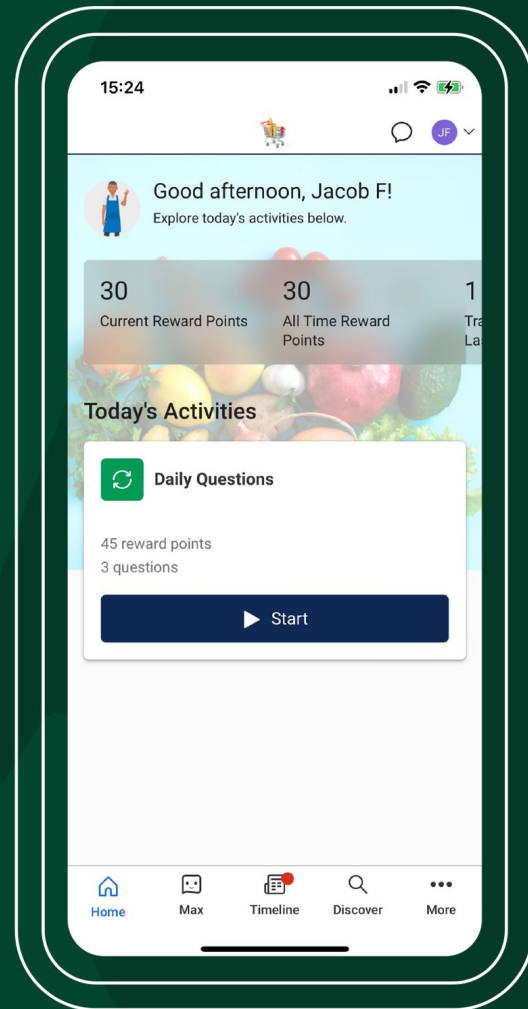
Demonstration:

**4 proven ways
to drive customer
loyalty and cut
operational costs**

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atd

Association for
Talent Development



The business impact of continuous learning engagement within supply chain

85%

monthly training engagement
across all business units

26%

knowledge growth

13.75%

improvement in on time delivery in full

9.4%

increase in successful dispatch rate

12%

improvement in first call resolution

Frontline learning technology capability checklist

☐ Reach your frontline workforce

- CYOD hardware approach
- Adaptive streaming
- QR code access points
- Operations software integrations

☐ Make learning simple

- Accessibility standards
- Language translations
- Common credentials
- Schedule awareness
- Consumer-grade digital experience
- Directed and self-directed options

☐ Make learning valuable

- Personalized learning experience
- Adaptive learning capabilities
- Reinforcement tools
- Performance support tools
- AI-enabled digital assistant

☐ Go beyond digital learning

- Hands-on job training tasks
- Digital and real-world evaluations
- Behavior observations
- Manager coaching tools

☐ Get frontline workers to come back

- Integrated communications tools
- Manager goal setting tools
- Gamification tools
- Peer-to-peer social tools
- Rewards and recognition tools

Thank you!

For more info please visit us at
www.axonify.com

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