



Connect your entire manufacturing workforce to boost productivity

From operations to distribution, communication boosts productivity and helps solve for industry challenges

Adapting to the digital shift is essential for success in manufacturing

Whether it's moving from pen-and-paper to digital communications, or manual labor giving way to robotics, the manufacturing industry is moving toward digitizing traditional processes to transform the workplace. In response to this shift, [85%¹ of industrial organizations across the globe are prioritizing digital communications](#) and collaboration as part of their digital transformation efforts. The ideal digital platform should be a central location for company information such as health and safety procedures, allowing people to share learnings and best practices.

Communicating with frontline workers is key for gaining valuable insights

From the office to the assembly line, factory, warehouse and beyond, it's a challenge to deliver news company-wide and enable basic interactions like shift swapping and knowledge sharing. Frontline teams are often at a disadvantage because they generally don't have email addresses or dedicated company devices. These workers have valuable insights into what is happening on the ground – and they need a way to pass this knowledge to the rest of the company. [While 90%² of senior level executives surveyed say that their frontline workers feel empowered to share ideas](#), just 45% of those employees echoed that sentiment. Having a connected frontline staff can boost productivity and reduce turnover, with connected companies saying that they are [17% more productive and experience 40% less turnover](#).³

Workplace empowers employees, from the assembly line to the office, to connect and collaborate

Workplace is a mobile-first and easy to use communication tool that connects everyone in an organization, including employees with no email addresses, using familiar Facebook features like Chat, video calling, posts and Groups.

Transferring top-down communications

Workplace enables organizations to deliver company news in a timely and effective manner. Staff and managers can also quickly communicate via Workplace features like Chat and Groups to address problems onsite or discuss safety checks. [Workplace can help deskless, frontline employees receive company news and announcements 34%⁴ faster](#). Users without a company email address can also connect to Workplace via administered Access Codes.

Boosting staff communication and training

Through a personalized News Feed, Workplace enables companies to communicate the most relevant updates to employees, such as urgent production changes, new best practices and more. Access to these resources through [Workplace has been shown to help boost training and development efficiency by 18%⁵](#).

Engaging employees to create and strengthen company culture

With Workplace, employees can interact directly with leadership and give feedback on company news. Employees feel more valued when they're involved with the changes taking place in their company, and according to Workplace users, [88%⁶ feel closer to their teams and organization](#).

Workplace inspires manufacturing teams around the world to connect and collaborate better.

StanleyBlack&Decker

Workplace helps connect Stanley Black & Decker's 58K employees in over 60 countries

Stanley Black & Decker is a US-based leading diversified industrial and the world's number one manufacturer of tools and storage equipment with 58K employees across more than 60 countries. [As a company, their goal is to reach \\$22 billion in revenue by 2022. But with more than 100 acquisitions in the past decade](#), the company was looking for a better way to communicate and collaborate. With Workplace, Stanley Black & Decker has been able to improve top-down communication and collaboration across multiple languages while also driving leadership visibility. Using Workplace Live video to broadcast and share information, the company keeps employees on the same page wherever they are and reinforces Stanley Black & Decker's values across the organization. Workplace's auto translations in News Feed have given employees the ability to communicate instantly with colleagues in their local language, which has built an inclusive, stronger sense of community.



Workplace connects BlueScope's 16K global employees

BlueScope is a flat product steel producer headquartered in Australia with a global network of 16K employees. With employees in all corners of the world, the company needed a way to connect people and effectively share information. With Workplace, BlueScope has been able to improve communication. The company shares safety tips videos, as well as important company updates, while allowing employees to interact and ask questions in real time. Workplace enables employees to get to know one another despite any physical distance, and coworkers can stay in the loop while out of the office. There's also been a reduction in meetings and travel plans. Workplace is changing the way BlueScope employees interact with one another, allowing them to express themselves in creative ways – while driving business performance.

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¹ McKinsey & Company, How digital manufacturing can escape 'pilot purgatory', Report, July 2018

² Workplace from Facebook, Deskless not Voiceless, Report, April 2019

³ Gallup, State of American Workplace, Report, 2018

^{4,5,6} Forrester Consulting, Total Economic Impact™ of Workplace, July 2019