



How Local Employees Use Mobile Apps To Stay Connected To Fans

The Challenge



“Managers or bartenders could also use the camera on their mobile phone to instantly capture images, caption it and send it up for approval to the marketing team before posting to Facebook.”

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Retailers are now seeking a way to enable their employees to engage with their fans on local social media pages while simultaneously keeping them in the store to serve guests. Connecting local employees to digital consumers is key for a local social media strategy, but is problematic for several reasons.

- 1.) Time is the biggest challenge. An employee's top priority is to handle clients at the physical store, but there is also a need to keep employees involved in customer service and overall communications on their Social Media accounts. “Managers are generally the ones that have the opportunity for a customer save in a restaurant” says Jeffrey Browne from the Rose Group, a 58 location Applebee's franchisee. “We also needed them to take ownership in answering customer complaints via Facebook for their restaurant too. But asking them to answer a complaint on the store computer in the back of the house during dinner rush wasn't an option.”
- 2.) Content creation is limited. Allowing employees to create content for social media pages is problematic because so often great content is created in the form of capturing photos. This poses a big hurdle. Due to the sensitive nature of POS systems and credit card data, employees are not allowed to use a camera and plug a USB into any of the store computers to upload to any websites, social networks or otherwise. Asking employees to work off the clock on a home computer to create content was not an acceptable resolution for most due to obvious HR reasons.
- 3.) Accessing personal social media accounts can be tricky at work. It's also often against company policy to allow employees to connect to their personal social networks during work hours. Asking employees connect to personal social networks to speak on behalf of the company can challenge those restrictions.

The Solution



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Since the mobile and web applications are linked, all levels can see the activity on the local pages and sync with the comments and posts in real time. The service response time to answer Facebook comments or posts has dropped by 15% on average to increase the speed in which locations are responding for the Rose Group.

Also, the local “flavor” is coming through with pictures for each location that can even be shared internally to assist the other locations who need a party photo to post for their upcoming events. All of the employee user-generated content is also tracked for performance inside the Expion software. The best photos and content can be shared across the entire company.

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A close-up photograph of two hands holding smartphones. The hand on the left holds a black smartphone, while the hand on the right holds a silver smartphone. The background is blurred, showing a wooden surface and some indistinct shapes. An orange rectangular box is overlaid on the right side of the image, containing the text 'The Result' in white.

The Result

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