



Labor**Solutions**
**Building a More Engaged
Workforce through Technology**

Case Study and Discussions
November 2020



Technology has been Key to COVID Management and Recovery



Companies around the world have **relied on digital tools like WOVO to stay connected with workers during the crisis**



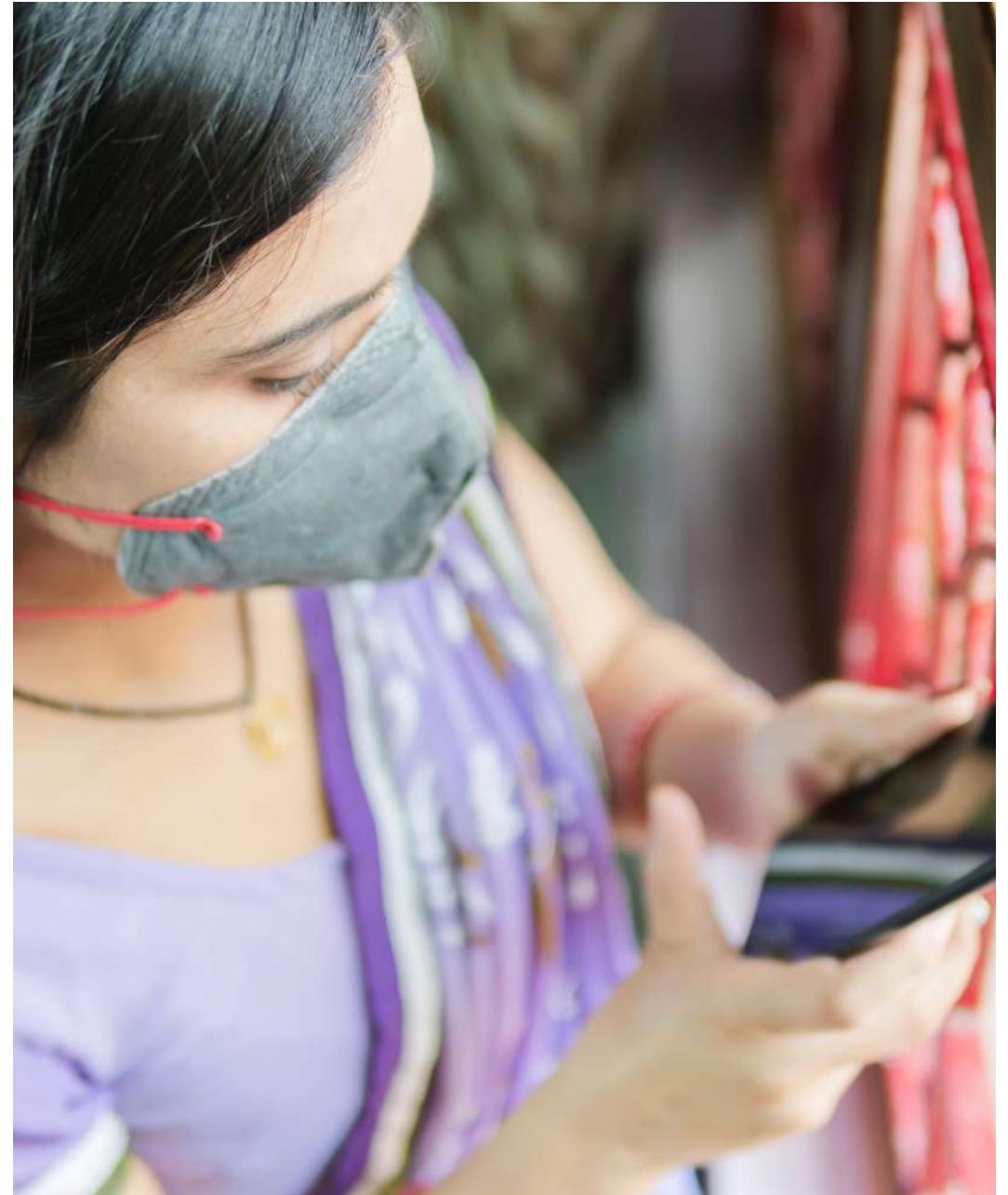
Global **increase of 100% year to year utilization** of WOVO as a result of the pandemic



With onsite capacity building trainings cancelled, workers have fewer ways to deal with stress & gain skills, **eLearning is becoming more popular.**



Workers have less contact with outsiders, as a result are **turning to technology to report problems and speak out.**





Managers have come to me and said, “we need an effective communication system now [post-COVID-19]... Digital tools are going to be the future of how communication is done in factories”.

**Gauri Sharma, Operational Development
Manager at Shahi Exports, India**





**Labor Solutions
and Our Tools**

**How do Factories
Leverage the Tools
for Worker
Engagement?**

**What are the
Challenges?**

**What are Other
Factors?**



Labor Solutions

Founded in 2013, Labor Solutions' mission is to **leverage technology** to bring **high quality worker engagement and wellbeing services** to minimum wage workers in emerging markets

The Worker Engagement Dashboard, is the backbone of all Labor Solutions tools including:

- Worker Surveys
- eLearning
- Worker Dialogue Tools
- Human Resource Management
- 3rd Party Grievance Management

Our tools reach **workers using multiple platforms** to ensure **every worker has a voice**, including;

- The WOVO mobile app, SMS, WeChat, WhatsApp and more.

We support factories using our tools, through our suite of Client Advisory Services.



Technology to Support Workers.
Data to Catalyze Change

Global Coverage and Experience



➤ 1 Million Workers Served
21 Countries
17 Languages



Argentina, Bangladesh, Brazil, Cambodia, China, Ethiopia, Guatemala, Honduras, India, Indonesia, Malaysia, Mexico, Myanmar, Pakistan, Philippines, Sri Lanka, Thailand, Turkey, United Kingdom, United States, Vietnam





- A worker engagement platform for workers and managers to directly communicate and engage
- Facility owned and managed
- Available globally in 17 languages and 18 countries



- A free app to support workers impacted by COVID-19
- Publicly available to anyone and managed by Labor Solutions with support from partners
- Available Indonesia and Vietnam, Cambodia and India

Worker Dialogue	Facilities having on-going, two-way anonymous conversations with workers	Not Available
Survey	Facilities creating and distributing surveys directly to their own workers	Labor Solutions distributing standard user survey
Information Dissemination	Facilities distributing company information and documents directly to workers	Labor Solutions and partners distributing content related to Covid-19 and country-specific labor protections
eLearning	Professional and personal development courses, customized courses	Courses developed by Labor Solutions partners on Covid-19 and personal well-being





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Leverage WOVO Technology

to Streamline Worker Engagement and Grievance Response

What Happened:

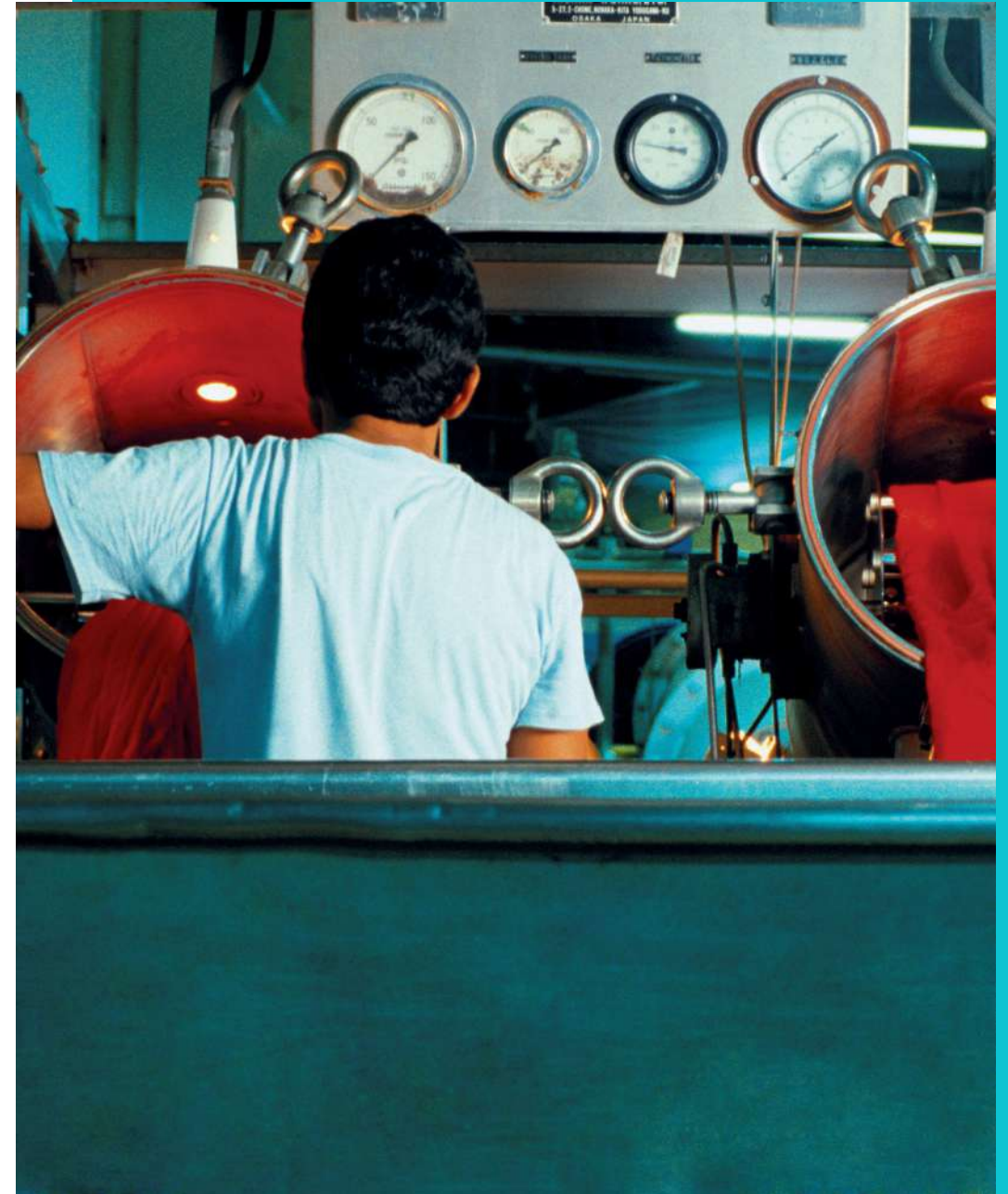
- A traditional input box and a hotline
- Managers only collected around 60 questions and grievances through their input boxes and 21 from their hotline in the span of a year, from 16,000 workers

Problem Analysis:

- Workers were afraid to be seen
- Workers rarely heard back
- Workers did not see actions

Solution – WOVO

- Address anonymity issue
- A clear response and handling process
- Follow-up actions based on data-backed facts
- Changes of practice and mindset



Immediate Results

- An extreme boost in employees' willingness to communicate
- A total of 1417 messages, 344 of which were labelled as grievances, in only the first quarter, equivalent to almost a 7,000% annual increase in communication
- 90% reduction in response time to workers' questions and complaints

Long-term Changes

- Easier and systematic communications
- Quicker identification, handling and resolution of issues
- Data-based solutions
- Stronger work culture and employee engagement



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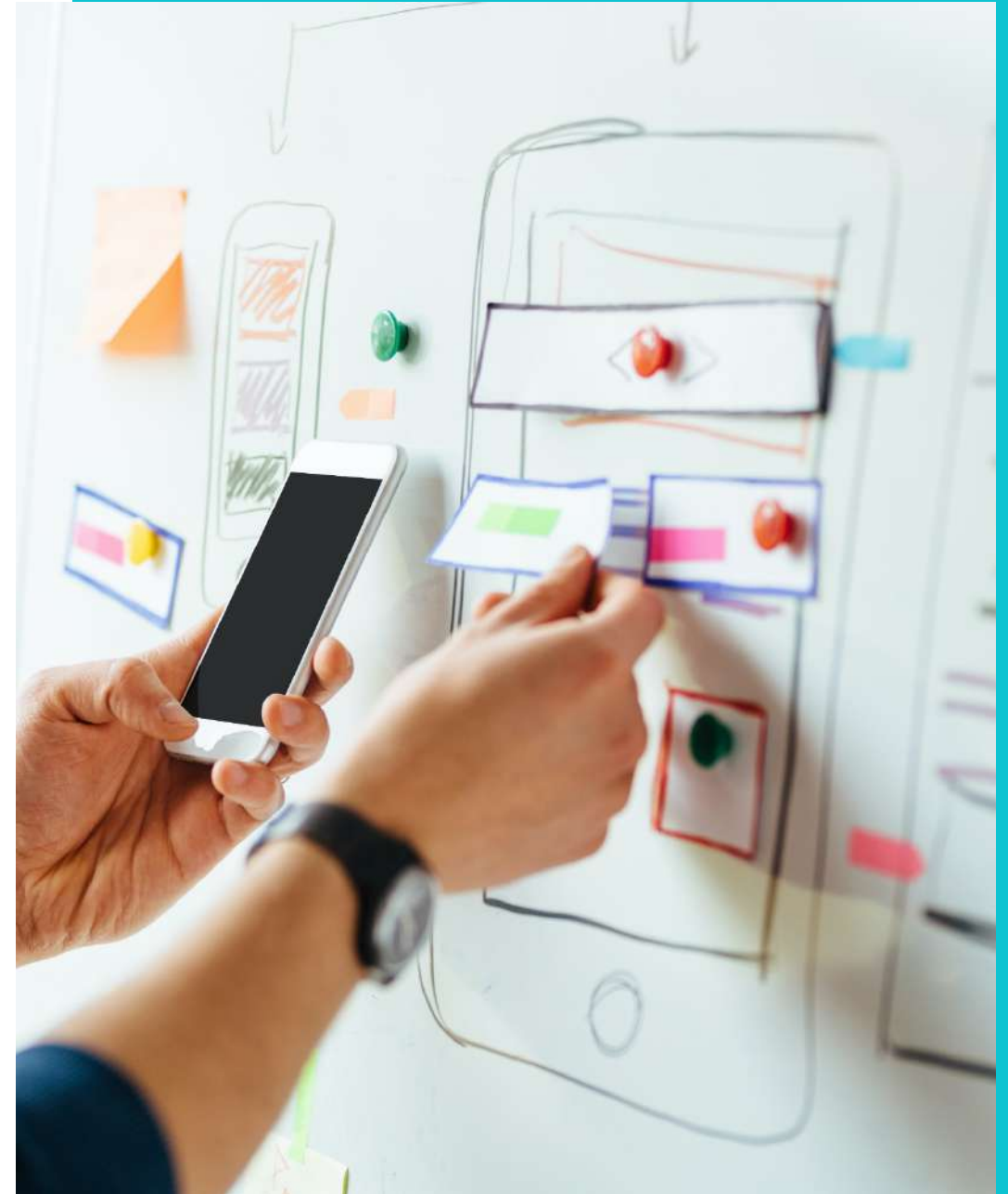
However, Changes are Never Easy

Group Discussion

During the facilities' application of a new and innovative way of communications, they face challenges. Please think from a facility and a worker's perspective and discuss the following questions within your group (no more than 10 people):

- **What challenges would workers and management face in the application of technology tools?**
- **What would be your potential solutions to these challenges?**

Please limit your discussions within 15 minutes and assign a representative to present your group results.



Technology Barrier

- Workers do not have smartphones
- Workers do not have enough phone memory to install apps
- Workers do not have enough data plan

User Know-how Barrier

Workers do not know how to download an app

Workers do not know how to use the app

Capacity Barrier

Facilities lack dedicated team to manage the system

Mindset Barrier

Facilities do not think engaging their workers is important

Workers do not trust the system

Training
Communications
Awareness Raising
Trust Building

Create a long-term and sustainable plan
Focus on achievable and measurable targets



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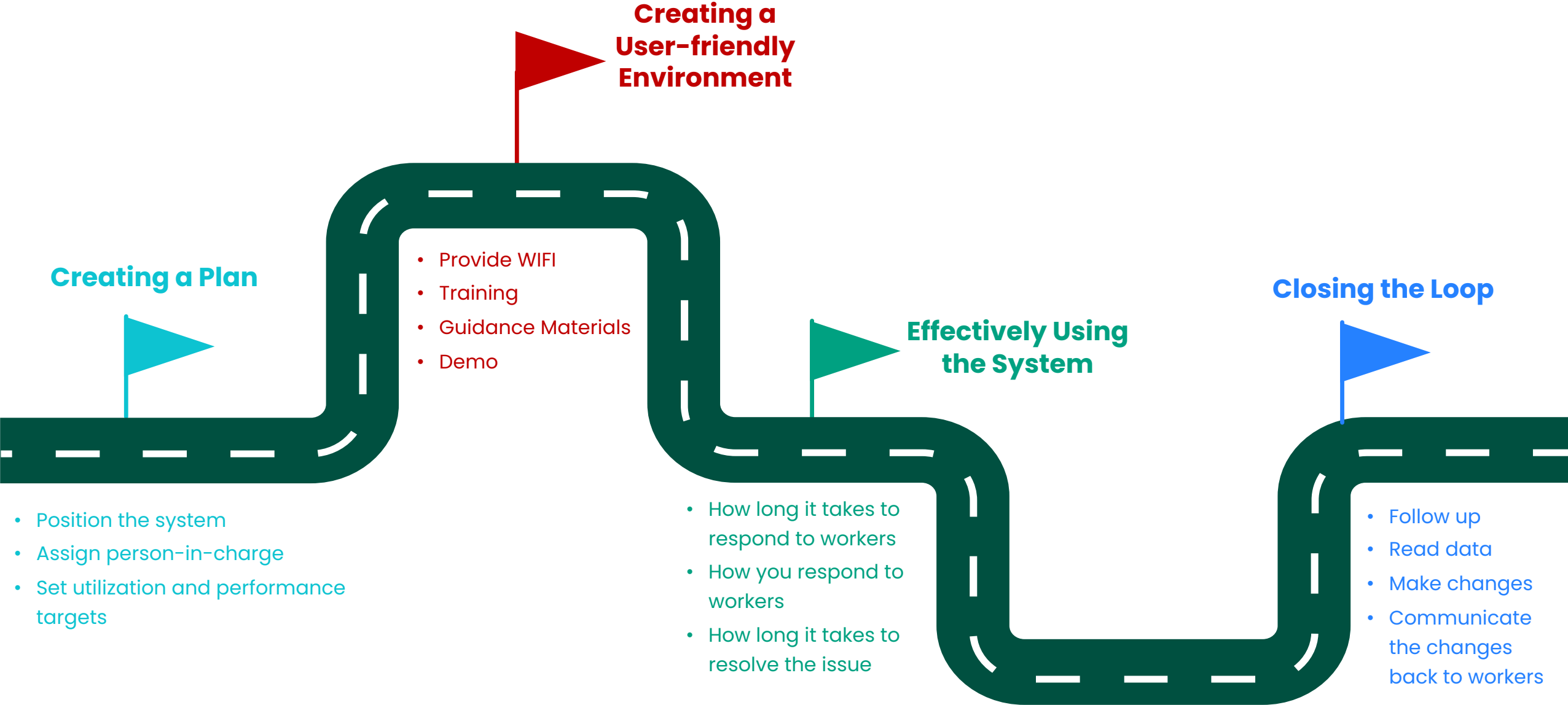
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The Enabling Factors that Makes WOVO Successful





3.4 Time Return on Investment

Companies that have implemented the WOVO and the Worker Engagement Dashboard see huge improvements on their bottom line

Workers who use Labor Solutions tools are

33% More likely to stay at their workplace

44% More likely to come back to work after a long holiday

For case studies visit our website
www.laborsolutions.tech





Thank you!
For more information please
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