

4007-175

# Connected & Streamlined Workforce

Santa Maria Area Transit keeps every employee informed with critical updates no matter where they are through real-time text messaging.

## THE CHALLENGE

Even before COVID-19 turned the world upside down, Ken Smithson, General Manager of Santa Maria Area Transit, struggled to ensure every driver was up to date with the latest information, often giving the same speech multiple times a day to different groups and answering the same questions over and over. There was no way to field individual concerns such as paycheck questions or equipment requests with workers on the road all day.

With stay at home regulations and information shifting constantly, it was more important than ever to keep staff updated. There was simply no way to communicate new processes, announcements, safety information, or HR concerns to the entire SMAT workforce when it mattered most.

## THE SOLUTION

With the help of Team Engine's employee messaging platform, SMAT eliminated the need for in-person staff meetings by sending daily communications directly to staff phones. Ken was able to keep everyone up to date on scheduling changes, safety best practices, motivational stories, and even resources for financial support.



No Way to Communicate Timely Announcements

<u></u> ₽ Lack of an HR Inbox for Confidential Questions

Inability to Track Who Received What Information

### No more bulletin boards - No more phone tag.

With so much to do, and circumstances changing often multiple times a day, Ken is able to ensure his entire workforce is up-to-speed at a moment's notice using the tools they already have in their pockets. As Ken puts it, "With my teams out in the community every day, it's critical that they feel their feedback is heard, we can adjust quickly, and get new policies out to everyone at once. This ensures everyone can focus on providing great service to our customers."



Ken Smithson on Thursday, April 23rd at 10:20am as an announcement

Good morning. If you've not yet done so, be sure to pick up your personal 2-oz bottle of hand sanitizer at Dispatch to keep in your pocket or purse. (Hint: pour some on a paper towel to wipe down the steering wheel and bus controls, or your work area, if you'd rather not use the disinfectant spray.) And when you run out, ask a supervisor for a refill. We have plenty. -Ken

### Announcements in an Instant

Sharing a single announcement with every shift and team now happens at the click of a button. Staff meetings, flyers, and phone tag are eliminated, and every driver receives the latest updates in an instant—directly to their phones via text messaging.

## Personal Communication at Scale

Employees love replying to an announcement knowing it goes straight to Ken and doesn't clog up everyone's phone like group text messaging. Responses are organized by employee so Ken can respond directly to any questions or concerns confidentially.

Whether it's about benefits, coordinating shifts, or following up on any payroll issues, employees can call or text a dedicated local number whether Ken is at the dispatch center or not.

	Ken Smithson on Monday, April 6th at 10:49am as an announcement
	Franklin D. Roosevelt, who led the U.S. through the thick of World War II, was quoted as saying, "Courage is not the absence of feat, but rather the assessment that something else is more important than fear." We're fighting a common and invisible enemy, and it's fear-inspiring, but together we will overcome it. Keep courage Ken
	on Monday, April 6th at 11:19am
Love this	! Thank you!
	Ken Smithson on Monday, April 6th at 11:21am
	Thank you

#### Ken Smithson to 48 employees on Thursday, March 19th at 9,25pm as an announcement Good evening...Ken here. As you may have heard by now, Governor Newsom has issued a statewide stay-at-home order.

This does not affect SMAT operations, as we are an essential service. Thus, we expect to see everyone at work tomorrow as usual - and I will be right here with you. I'm meeting with the City in the morning to discuss a sensible path forward, and will let you know the results as soon as possible.

## Compliance and Liability—In Check

No more wondering who heard what announcement or regulation and when. Group announcements make it easy to keep employees productive, happy, and healthy. And Ken has peace of mind knowing there is a complete log of every conversation for compliance and liability.



#### Instant, Remote Communication

Drivers get important updates instantly to their phones, eliminating the need for inperson staff meetings and flyers.

See It In Action  $\rightarrow$ 

#### Personalized Engagement

A distributed workforce gets the same message but with a personal touch and oneto-one replies.

See It In Action  $\rightarrow$ 



**Private and Secure** 

No need to share a personal number or install yet another app. Send and answer texts right from the computer.

See It In Action  $\rightarrow$ 

## SEE TEAM ENGINE IN ACTION

We'd love to show you how we can help you build and manage incredible teams.

### Schedule your customized demo at teamengine.io/request-demo