CHAUFFEUR driven SHOW 2020 NLA®

FEBRUARY 23-26 LAS VEGAS MANDALAY BAY

How to Make a Remote Workforce Work for You

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Remote Workforce

- Most of you more than likely already have some sort of remote employees

Common Concerns About Having Remote Employees

- Company culture could be lost if you don't have systems in place
- Employees might not be able to interact with each other in a traditional sense
- Employer is used to a traditional work situation where everyone is in the same building – change is hard for owners
- Making sure employees stay engaged and productive – how do you know that employees are working

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Perks of Having a Remote Workforce

- Potential cost savings
  - High minimum wage in your geography, can't afford to hire people locally
  - Smaller office space needs – not as many physical work stations needed
- Might be able to renegotiate your workers' comp rates
- Build a streamlined interview and training process, less time spent getting people hired
- If the power goes down in your physical location, there are other employees in other geographies who can take over – no loss of connection
- Access to a different/potentially larger pool of talent
- Coverage of overnights by someone in a different time zone – less stress on local employees

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What Kind of Employees Can Be Remote?

- Sales-related functions
- Marketing
- Reservations
- Dispatch
- Finance/accounting

Do You Need to Add a Remote Workforce?

- Look at the team you have now, figure out where there are gaps
  - Are there shifts that are painful to cover with local employees?
- Do you want to add sales or marketing people?
- Is the talent pool low in your geographic area?

Hiring Remote Employees

- Less limitations on WHO you can hire
  - Not limited by geography, access to greater pool of applicants
  - Able to hire people in different time zones
- Still have to have an interview process
- Do your due diligence with reference and background checks
- Not as limited in who you can hire, more potential hires in the pool
  - Out of your market, people with disabilities, stay-at-home parents, etc.

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Setting Up Remote Employees for Success

- Help remote employees set up a home office
  - Equipment – you pay for the equipment + mail it
    - Computer, monitors, keyboard/mouse, VoIP phone
  - Internet access
    - In some states – if they are an employee (W2) the business needs to pay for their internet usage – there's a calculation on how much you need to pay

Investing in Onboarding + Team Development

- Invest time in training your people and developing your team
- Completely remote onboarding: use screenshare platform like TeamViewer
- Check if your res system has training vids
- Bring people in for in-house training and then send them home
- Help foster connections between remote workers/in-house team
  - Create ways to meet in person with one-on-one and team meetings
  - Allow people to be more social, share about their personal lives
- Invest time in training your people and develop the team
  - Key to personal and professional growth

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How to Foster Connections Between Remote/In-House Employees

- Have one-on-one and team meetings to check in
- Allow people to be more social and share about their personal lives (as would happen in a physical office) via video conferencing
- Create ways to meet in person
  - Schedule in-person company meetings every quarter – be in the office, see each other, and put a face to a name
  - In-person company meetings

Keeping Employees Engaged

What technology is out there for fostering communication between remote employees?

- Communication (internal and external): phone, email, video conference, chat
  - Microsoft Teams
  - Slack
  - Sneek.io
  - ZipWhip
  - Add-Ons
- Video/live feed
  - Sneek.io

Use Technology to Keep Teams Connected and Accountable With Analytics

- Safety monitoring
  - Vehicles
    - GPS, in vehicle cameras
  - Physical office
    - Office cameras, keyless/controlled access for office
- Email monitoring
  - FrontApp – email management
  - FreshDesk – ticketing software
- Phones
  - RingCentral – track how many calls, who is taking the calls, call recording

Measuring Productivity and Keeping People Accountable

- How do you monitor productivity with remote workers?
  - It's not all that different from your in-house employees
- What happens when there's downtime?
- Treat remote employees like you would treat in-house employees
- Put metrics in place, build internal reporting based on job function:
  - Number of rides closed out in an hour
  - Number of reservations/tickets they are resolving
  - How many inbound calls they're taking
  - How many sales meetings they're going on
- Track hours – clock in/clock out

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How Do You Get Started?

- Figure out what positions/shifts you need covered
  - Can set up different shifts to work remotely or in-person
- Look at your interview process, figure out how to streamline into a remote or over-the-phone process
- Look at your onboarding process for that position – how can you adapt this to remote training?
  - Most res software has training videos
- Keep in mind that you have to set up employees in the states they live in/work in – make sure HR is up to date with local laws