

Manufacturing

With SocialChorus, manufacturing team leaders can ensure every worker gets the information he or she needs to do safe, productive work. Our workforce communications platform gives communicators the ability to easily push messages and communications to mobile devices, emails, and even digital signage. Automating the internal communications workflow reduces the inefficiency of having to post the same information multiple times and places—allowing you to reach employees more quickly.

*Reach your
manufacturing
workforce wherever
they work, on any
device or channel.*

Common Challenges

Lack of rapid
communications
tools

Workers often do not
have access to email
or intranets

High turnover and
higher safety risks

SocialChorus Solutions

REACH FRONTLINE WORKERS

Give employees access to content on their personal devices by publishing to your branded mobile app. From our same platform, you can also connect to digital signage to reach them on location.

KEEP THEM SAFE

Send critical compliance communications or safety tips, and confirm receipt. Quickly send the latest updates or schedule posts in advance.

MEASURE THE IMPACT

Know who you've reached and who you haven't. Get a dashboard view of your communications and the content that has the highest engagement.



A REAL-WORLD EXAMPLE

SocialChorus Helps Chemical Company Reach Every Employee

One of the world's largest chemical manufacturers had difficulty reaching their manufacturing workforce, which was more than 60% of their 50,000+ employees. These employees are working on the shop floor and making products every day—not sitting at a desk. So, they're unable to go to the intranet frequently during the day. Even email can be difficult to access at the end of a long shift.

The manufacturer had tried to address this issue of reaching employees by using physical and digital posters in the break room or in the control room, where employees frequented. But the challenge with was that it was strictly push information—and it wasn't personalized in any way.

SocialChorus gave the communications team the ability to communicate to employees using a streamlined tool to reach every employee, no matter where they were, and on the platform of their choice. In turn, employees could customize their newsfeeds and the type of information they got based on what's important to them.



Let's Talk

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SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day.

We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time.