

Why Digital Solutions for Firstline Mobile Workforces Fail—And How to Do it Right

Industrial operations leaders often face critical challenges related to their field workers, from improving efficiency to reducing accidents to improving the customer experience. Digital solutions can be the answer, but only if designed and executed properly—and many initiatives fail due to missing essential steps in the process. Learn the benefits of approaching technology initiatives as a continuous lifecycle, rather than a one-off project, in this resource.

3 critical steps

An effective technology solution should incorporate three critical steps using a lifecycle approach (what we call a digital evolution cycle) rather than a “one-and-done” mentality. Missing any of these phases prevents a solution from achieving its desired business results.



Reason #1 initiatives fail: Skipping strategy & planning

Technology should solve a specific problem, with measures of success clearly defined. When you skip this step and go right to building a solution, you miss out on clearly understanding the business problem and defining desired outcomes.



Reason #2 initiatives fail: Designing solutions from the board room

Successful outcomes are only possible when you engage end users in the design process. What are their daily workflows and challenges? Aim to create a solution that is effective, intuitive, and fits or improves existing processes—not just some tech they have to adapt to.



Reason #3 initiatives fail: Poor implementation and support

How you implement the finished solution will dictate worker buy-in and adoption. Too often, training, on-going development, and user support are neglected—which can lead to poor engagement and cause the entire initiative to fail.



Checklist for a successful tech initiative



Identify

Start by defining the core business problem and the desired outcomes. What are potential solutions for this problem? What does success look like?



Prioritize

Narrow your list of solutions by determining which **20% of initiatives will yield 80% of the value** (and desired results).



Prototype

With input from the end users (your mobile workers), create working proofs-of-concept to validate your approach.



Design

Using feedback from your prototypes, design the most impactful, effective solution within the desired goals.



Develop

Now it's time to develop the production-ready solutions for your mobile workers.



Deploy

The next step is launching the solution securely and at scale. Large field forces benefit from a phased approach, starting with a pilot deployment.



Train

Don't forget to train your field workers on the new solution. Many companies overlook this critical step and it can undermine the initiative's success.



Support

In addition to initial training, it's essential to provide ongoing support, continuous training, and new employee onboarding for your field workers.



Analyze

After implementing, regularly measure user engagement and business results. Did you achieve your intended outcomes?



Repeat

You're not done yet. This should be an ongoing process to evaluate, iterate on, and maintain your solutions.

Skylful helps companies address business challenges related to their mobile workers through technology applications. Unlike most third-party development firms, we provide all the components discussed above as part of our services, ensuring a complete, successful solution that produces business results. **Get in touch today to learn more.**