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HOW TO DEPLOY BYOD SUCCESSFULLY ACROSS YOUR ORGANIZATION

INTRODUCTION

A "bring your own device" (BYOD) approach to productivity allows employees to use their personal mobile devices for work purposes. While the BYOD trend has been around for several years, it's growing exponentially. In fact, the BYOD market is expected to grow to almost $367 billion by 2022, up from just $30 billion in 2014.[1]

It's an especially appealing option for retailers. In fact, 79% of retailers have either implemented or plan to implement associate-facing mobile solutions by next year. It makes sense. With millennials—who are set to make up 75% of the global workforce by 2025—checking their phones more than 150 times a day, leveraging personal devices for work is key.[2]

Here we explore benefits, considerations, and strategies for deploying BYOD in your organization.

1 https://www.mobileiron.com/sites/default/files/Whitepapers/Ultimate-guide-BYOD/byod-ebook_EN_US_v6.pdf
2 https://www.nudgerewards.com/blog/infographic-byod-for-the-frontline-workforce-what-you-need-to-know/

The Benefits of BYOD

The biggest reason companies launch BYOD programs is because it's easier for their employees. But there is also a cost-savings, explains Tim Tang, director of Enterprise Solutions for Hughes.

"Employee devices are often fancier than what retailers can provide. It's not unusual for the retail employee to own a 700-dollar device. The retailer just can't invest in that. They'd have trouble keeping up," he says. Finding ways to leverage those devices then becomes key.

Allowing employees to use devices they are comfortable with is a big win. There's minimal training needed and no wait-times to get devices into the employees' hands. The IT department also doesn't need to manage the issuance and return of devices.

With COVID or any other public health concern, having employees use their personal devices also eliminates concerns around sanitation. Employees are far more comfortable handling their device, rather than checking devices in and out and having multiple people use them.

Acceptance rates for the practice are high. When given a choice, over two-thirds of employees say they would use their mobile devices to access information about scheduling changes and corporate training materials. Regardless of the industry, there is little pushback from employees about using their personal device for work purposes.[3]

Using personal devices for work activities saves employees 58 minutes each day, providing a 34% increase in productivity.

— Frost & Sullivan for Samsung

3   https://www.workjam.com/wp-content/uploads/2019/03/WorkJam_Embracing_BYOD_Policy.pdf

Considerations for BYOD Success

Eric Schauer, senior IT director and portfolio manager for Luxottica Sun Brands, says that while BYOD can be extremely beneficial to both employees and an organization, if it's deployed incorrectly it can be extremely difficult to halt the program and then redeploy. To succeed at BYOD, take your time by first addressing some of the following considerations.

How Will Devices be Used?

The first question to answer is how these employee devices will be used. Often retailers want to arm their frontline employees with the ability to guide the customer's buying journey, says Mr. Tang. In some cases, an associate's job might actually be to drive traffic into the store, not just to take advantage of those who walk inside. That approach might involve having the associates posting social media content while they work as a way to entice shoppers to visit and shop.

Mr. Schauer says that some retailers may want their employees to perform timekeeping duties or access and manage their work schedules while away from the store

Another option Mr. Tang says is to take an approach like Target did, when the retailer created an app that functioned as both a customer-facing and employee facing app.

"The employee and the customer can find the inventory in real-time and query the same counts," he describes. "Employees are using the same app to answer product-related questions and provide customer service."

As you determine how best to have employees use their devices, be sure to "have your sales and your operations team work hand-in-hand with your IT team," Mr. Tang advises. This will help you to create more options for employees to engage and develop guidelines for your BYOD plan. You may also need to decide whether BYOD is a choice or a policy. It can be difficult to manage multiple programs if some employees participate while others do not.

What Incentives Will You Provide?

While most employees support BYOD strategies, the best approach is to offer incentives so that you create a win/win situation.

"Employees should understand the compensation they'll receive and what they're entitled to when using their own device, especially if the device is a condition for employment," Mr. Tang says.
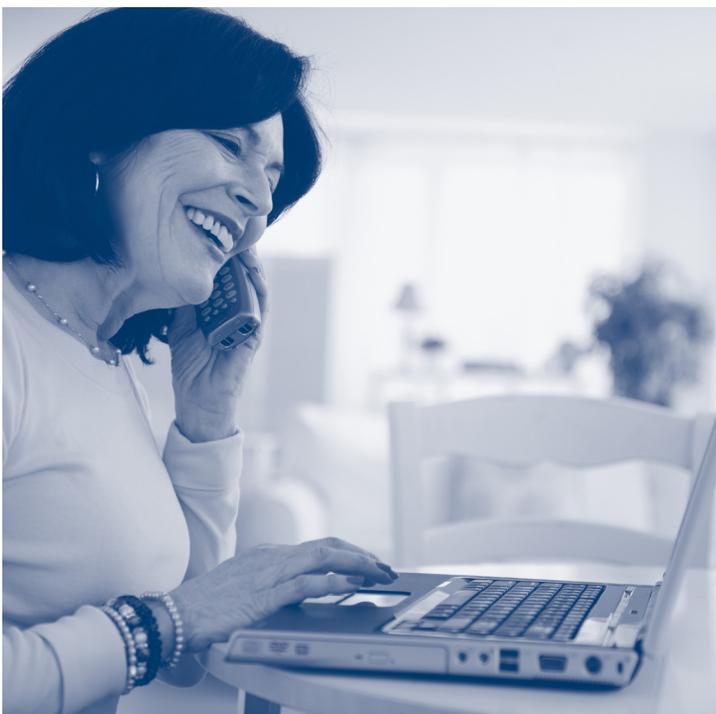
Why BYOD?*

Deskless workers want to use their phones as a tool for work:

• 60% of employees believe that mobile technology can increase productivity.

• 70% of employees will voluntarily download a workplace app when given the chance.

• 64% of retailers using employee-facing mobile solutions report higher customer satisfaction rates.

• 79% of shoppers say store associates are integral to their shopping experience.

*https://www.nudgerewards.com/blog/infographic-byod-for-the-frontline-workforce-what-you-need-to-know/

One way to determine a viable incentive is to look at monthly cost savings from not having to buy devices enterprise-wide. Then determine a suitable reimbursement amount. If there are excessive costs associated with data plans or situations where work-related use will cause an employee to exceed their data plan, these expenses must be considered.

Who is Responsible for the Device?

One important facet of BYOD is deciding who is responsible for the device. For example, what's the expectation when the battery dies? Or if the screen cracks? Or, the phone simply fails? Will the company cover those costs for repairs or replacement? Additionally, devices can be stolen. Consequently, you'll want to understand risk levels associated with such situations. Be sure to incorporate risk and responsibility issues into your proper use policies.

How to Provide Secure Access to Apps?

With the massive push to secure Cloud apps, there really is no better time than now for BYOD initiatives.

"The device serves as a portal or browser to the Cloud experience that includes everything the employee needs to do," Mr. Tang says. "With Cloud design, employees don't need to use a Virtual Private Network to log-in. BYOD ends up creating a simpler, secure, and more efficient way to access what they need."

In addition to ensuring secure access to the Cloud and enterprise apps, you must also be certain that once employees leave the organization, they do not have access to proprietary company information. That step can be one of the biggest challenges of managing a BYOD program, particularly if your employee turnover rate is high.

Pilot Your Program

As with any new program, it's wise to pilot your BYOD strategy. To do so, follow these ten steps:

1. Conduct your research, using the list of considerations as your guide.

2. Connect with the right partners internally and externally to build a team that will collaborate to design your program.

3. Develop your plan and potential policies.

4. Scope your costs (and savings) and identify your approach to incentives.

5. Detail key metrics so you can measure whether your program is successful.

6. Identify a small pilot group of willing participants (ideally, 20 or fewer associates).

7. Provide guidance to your participants on what they should and shouldn't do using their device when they're performing their jobs.

8. Use the pilot to poke holes into your security protocols and validate that you can safeguard your data.

9. Ask for and document participant feedback.

10. Measure results and continue to make changes based on findings and feedback.

Once you're satisfied with your pilot results, you can begin to roll out your program to the masses so that a solid BYOD strategy can deliver benefits to your organization and your employees.
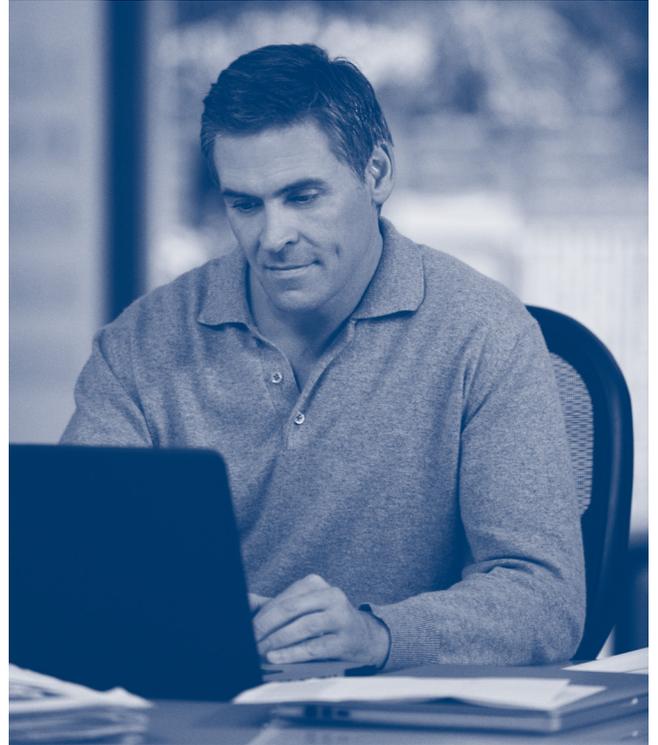
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