

Using Theatro to Manage the Crisis



Building Muscle Memory Around New SOPs

Standard Practice: Facility leaders typically implement new procedures with a sequential and layered communication cadence that includes addressing changes in the shift meetings/daily huddles, weekly training reviews, and assistance from department or store managers throughout the building to ensure cross-team execution. While this process works under normal circumstances, it struggles to keep up with a rapid and sustained pace of change that requires teams to pivot quickly and/or continually.

New Reality: Covid-19 has driven a host of new procedures around sanitation and social distancing that we've had to adopt fast. As facilities implement new processes, changing regulations and learnings from peers prompt additional changes... sometimes as quickly as multiple times a day. Managers find it increasingly difficult to keep up with the multiple new procedures that must be rolled out and updated simultaneously, particularly with the added pressure of delivering on new requirements while ensuring the health and safety of their team. It's no wonder teams have a hard time keeping up with what needs to be done and when.

Best Practice: Help your front line team develop muscle memory around new operating procedures with centralized management of regular reminders to employees through Theatro's Content Distribution Manager (CDM). CDM allows corporate-based operations or communication teams to pre-record reminders for all employees or different combinations of departments, stores, or individuals, and schedule those reminders for delivery directly to a recipients' ear.

Many customers are using CDM to support their teams by posting process change explanations and hourly reminders to wash hands, sanitize key equipment like keyboards or touch screens, and replenish supplies like wipes and hand sanitizer. The ability to record, schedule, and save drafts of messages and reminders through CDM is easy and comes included with every Theatro subscription. Given how critical this tool has become during the current situation, we have rolled out a set of enhancements to make it even more flexible and easy to use at scale. We can also provide a library of pre-recorded basic reminders to assist with set up and help customize additional recordings as needed.

For assistance implementing this Best Practice from Theatro, please contact your Theatro Account Executive, Customer Experience Manager or send an email to info@theatro.com.