RFiD JOURNAL LIVE!

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RFID and Change Management

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What's Covered

- Concerns about Big Brother

- Lack of training

- Political pushback

- Getting senior management buy-in and funding

People can—and will—undermine your RFID system

- People problems might be the single biggest challenge you will need to overcome
- If you ignore this issue, you will have problems and setbacks

Concerns About Big Brother

- Workers will fear that you are tracking them and their work habits
- Examples
  - Tracking airline carts
  - Tracking inmates in a prison
  - Tracking people in an oil refinery
  - Tracking shipping containers in the military supply chain

Concerns About Big Brother

- Solution:

- Before you begin an RFID pilot in a facility, explain to workers:
  - What is the purpose of the RFID system
  - What data will be collected
  - What data will not be collected
  - Will jobs be lost?

Lack of Training

- We have seen examples of workers:
  - Pulling the plug on readers
  - Not rebooting readers
  - Refusing to use RFID system because it seems to complex
  - Not properly maintaining the equipment
    - Washing UHF antennas

Training Goes a Long Way

- Give workers basic training on:
  - How the system works
  - How to use the system, if it impacts their job
  - How to reboot a reader
  - How to properly maintain readers
  - Leave behind a simple manual with things they might need to know

Political Pushback

- People feel threatened by RFID

- We've seen:
  - Warehouse managers reject the technology because of resistance to change or they feel threatened
  - CIOs reject the technology because it puts more boxes on their network and requires integration with existing apps
  - Merchandisers reject the technology because it can prove their choices were poor

Overcoming Political Pushback

- What's in it for each department?
- How does it make jobs easier or better
- Will it free up funds for other projects
- Requires RFID leader with political skills and clout

Political Pushback

- Not all Walmart store managers and line of business managers embraced RFID

- Company switched from IT pushing RFID on them to business managers requesting RFID

Getting Buy-in From the Top

- Need to achieve small success to build credibility
  - Point solutions adding up to infrastructure
- Need to build alliances within the business
- Need to make others look like stars

Questions

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THANK YOU

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