

EMPOWERING FRONTLINE SUCCESS

Frontline employees are the foundation of every successful organization. Rather than working in an office or a corporate environment, frontline employees are in the action, and on the literal front lines of their industry. Frontline workers make up 70% of the world's workforce (Brinke) and are the retail staff, hospitality crews, health care clinicians, machinists, and many other employees, that directly impact customer care and product success. Frontline employees bring innovations to life, turn ideas into reality, and are often the very face of your organization. Without their work, all of the offices in the world wouldn't make a difference.

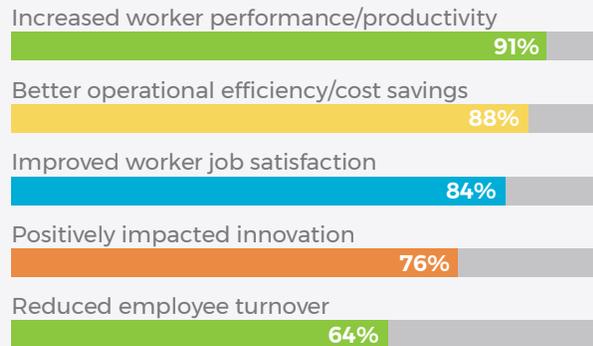


But despite their incredible contributions, frontline workers are regularly neglected, unnoticed, or even looked down on, and their unique work needs tend to be unmet or ignored. Organizations just forget about frontline staff, especially when it comes to workplace tools. Corporate employees work away from the frontline environment, and without intentional effort, it's easy for a disconnect to occur. But frontline workers are an irreplaceable part of an industry, and neglecting their needs has serious consequences.

LEGACY RESOURCES

Unlike traditional office employees, frontline staff often work with incredibly outdated practices and procedures, forcing them to make do without the tools they need. In a recent study addressing frontline employees, 80% of workers reported being underserved by technology, and even 48% of executives agreed that their frontline employees lacked important digital tools (Hall).

Impacts of Digitally Empowering Frontline Workers



While corporate employees can easily request new resources, frontline workers are physically separated from technology decision-makers, and unfortunately, are often an afterthought. Without an easy way to ask for updated tools, corporate oversight sticks frontline workers with outdated and ineffective equipment. In fact, the majority of frontline communication is still done using pencil and paper (Forbes, 2017). In the UK, over half of all frontline employees believe their personal technology is easier to use than workplace equipment, and throughout the world, 40% of frontline employees feel their job is more difficult because of a reliance on outdated technology.

Requiring frontline employees to use outdated, legacy, and impractical tools has long-lasting effects. Besides demonstrating inattentive management, old tools are often slow, frustrating, and unreliable, particularly when it comes to data collection. Without dependable work resources, data inaccuracy and inaccessibility are a serious risk.

INADEQUATE TOOLS

Even when employers do invest in technology for frontline employees, it rarely meets their unique requirements. In a 2018 global survey of frontline employees, over 1/3 of respondents shared that while their company does invest significantly in technology, it doesn't make their work any easier (Grewal, Employees). And in a similar study, only 36% of corporate executives could say their frontline workers had the tech tools they needed (Forbes, 2017).

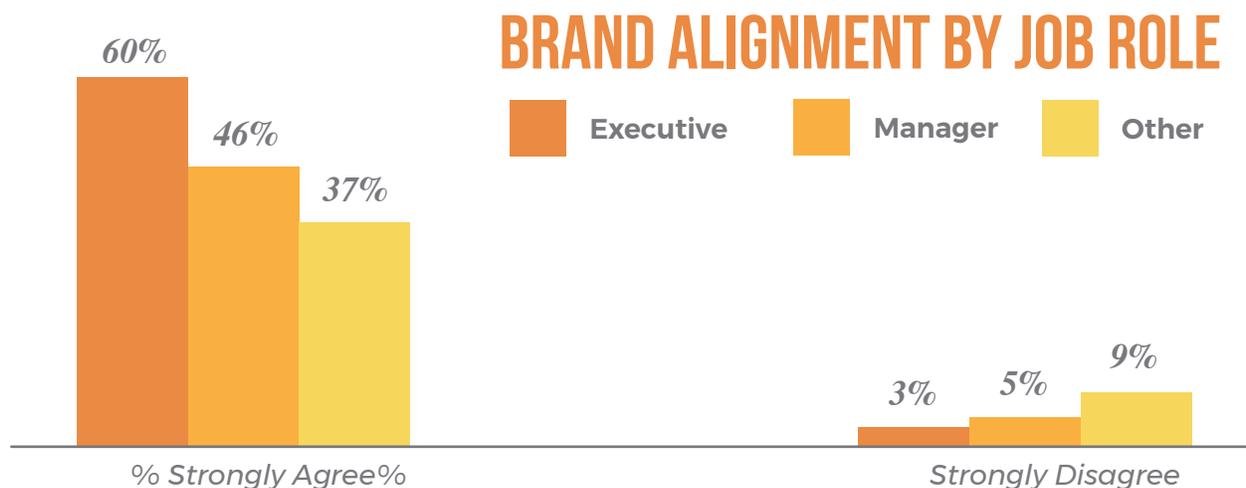
Frontline work differs drastically from the office and even varies greatly from industry to industry. While healthcare professionals and retail associates are both frontline workers, their schedules, work settings, and job requirements are completely different.

Unfortunately, because frontline jobs come in all shapes and sizes, modern work tools are rarely designed to accommodate their unusual environments (Forbes, 2017). In an office, one communication and collaboration tool generally works for every employee, regardless of job title or even industry. But frontline work differs drastically from the office and even varies greatly from industry to industry. While healthcare professionals and retail associates are both frontline workers, their schedules, work settings, and job requirements are completely different. As a result, organizations often default to corporate-centered technology, expecting frontline employees to simply work around obstacles.

But just “making it work” is never easy, and almost as difficult as working without technology tools at all. Creating workarounds for every issue takes time and energy and encourages resentment. Constantly settling for office focused equipment make frontline employees feel like their concerns are inconsequential or irrelevant to upper management. Worst of all, like employees with outdated equipment, without effective tools, frontline workers have a serious disadvantage over office employees.

LIMITED INFORMATION

Frontline employees work in an on-the-go, ever-changing, work environment. They rarely have access to computers and other modern office equipment. Without a mobile source of information, it’s almost impossible for frontline employees to quickly see updates and access information. In fact, according to recent reporting, less than half of all frontline employees feel that their current tools support their mobile work environment (Hay). Similarly, 60% of polled frontline employees said finding movies on Netflix was easier than finding their work benefits, and nearly half agreed that booking an Airbnb was simpler than seeing their remaining vacation days (Grewal, Employees).



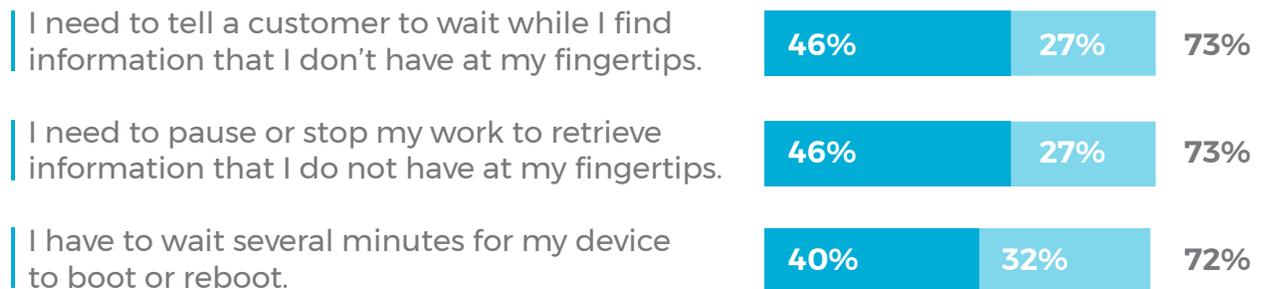
Without easy access to company resources and employee information, frontline workers are unable to fully utilize their benefits or even understand changes within the organization. According to MIT, 75% of frontline workers feel out of the loop when it comes to company policy change, and 50% have no clear perception of their company’s direction (Schmidt).

In an unintentional, but very real sense, they become second class workers compared to the more informed office employees. This discrepancy is not only unfair, but it creates internal conflict among employees and leads to a poor work environment.

And limited information doesn't just damage individual employees, it produces a negative customer experience as well. In retail, hospitality, nonprofit, and other customer-facing industries, frontline employees represent the face of your organization. These employees are who customers see and interact with on a daily basis. When frontline employees are forced to work with limited resources, it's impossible to quickly pass on news. Instead of smartly offering answers, customers must wait for employees to hunt down information. According to recent research, 46% of frontline employees reported that customers have to wait for them to find additional information at least once a week (Shroff). Uninformed workers alienate customers and give an impression of disorganization, laziness, and poor company quality.

How frequently do you experience the following issues in your current job?

■ Weekly or more
 ■ Once per month or less
 □ Total



*Base: 506 global frontline workers at companies with 100+ employees
 Source: A commissioned study conducted by Forrester Consulting on behalf of Google, April 2019*

Even in industries where frontline employees primarily work with products, limited information still creates problems. When unexpected situations arise, employees don't have immediate access to company handbooks, instruction manuals, and other materials they need. So workers are forced to improvise solutions or physically seek out additional guidance, reducing productivity and limiting employee autonomy. Besides the obvious effects of taking up time, decreasing employee autonomy leads to discouraged employees and limits overall company creativity. In a recent report, 81% of business executives agreed that frontline worker autonomy significantly impacts an organization's competitive abilities. Yet despite that knowledge, only 22% of those executives had frontline employees with full autonomy (Forbes, 2017).

FRONTLINE WORKER AUTONOMY MAKES A DIFFERENCE BUT IS NOT PRACTICED



of executives agree that frontline worker autonomy boosts competitiveness

BUT



of organizations grant frontline workers full autonomy

POOR COMMUNICATION

For frontline employees, even basic communication is a challenge. Unlike regular office spaces, where coworkers are only an email or short walk away, in the frontline environment employees are spread out across multiple areas. Frontline employees also tend to work away from upper management, and without effective tools for company communication. This lack of proximity and access to reliable communication leaves frontline workers feeling stranded. In fact, 84% of frontline employees believe their workplace does not provide enough communication (Fleming).

84% of frontline employees believe their workplace does not provide enough communication

For most frontline workers, company information comes through top-down channels. Top management sends news to middle management who then relay it to individual teams (Baskin). But this cascading style of communication is inconsistent and unreliable. Some managers share news sooner than others or with different degrees of detail, creating confusion and misunderstandings. Frontline workers often hear news from coworkers rather than leaders and rumors or misinformation runs rampant, leaving employees without a clear direction.

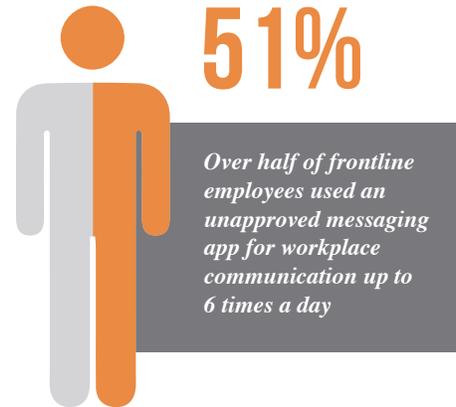
But what's worse, for frontline employees, indirect corporate communication comes across as a lack of respect for them and their contributions (Baskin). In a recent survey with frontline workers, only 22% said they felt like their job was considered an important element of the company vision, and even fewer thought upper management understood what their work was really like (Baskin). Similarly, in the United States, 66% of employees report that being excluded from internal communication directly contributed toward feelings of disengagement (Chow). Whether intentionally done or not, by distancing their communication with frontline employees, upper management makes workers feel undervalued and unimportant.

Frontline communication problems aren't limited to just management either. Working in a mobile environment makes it incredibly difficult for frontline workers to keep each other educated and informed. In a frontline employee survey, 67% of workers reported that they didn't have a reliable way to see a customer's previous experiences or interactions with other teams, and 63% said they aren't even aware when past experiences have occurred (Murphy).

Without a way to easily pass on information, employees are forced to exasperate tired customers. In fact, 77% of customer-facing frontline workers have to regularly put customers through excessive service times (Murphy) trying to relearn information.

UNAPPROVED APPS

Eventually, most frustrated frontline employees turn to alternative communication methods. In fact, in 2019, over half of frontline employees used an unapproved messaging app for workplace communication up to 6 times a day (Grewal, Frontline). Popular communication channels like texting, Facebook, and WhatsApp seem like simple solutions, and for a while they can offer a temporary fix, but unapproved software can create serious issues.



Long-term reliance on unsecured apps puts company data at risk and jeopardizes internal security (Brown). And unsafe communication methods almost always violate HIPAA laws, NDAs and other industry compliance requirements. Employees caught using unapproved apps could cause a company to lose its licensing or fail an audit, even if they never experience a security breach (PRNewswire).

Frontline employees are willing to follow safety practices if they have an alternative way to communicate, share information, and accomplish tasks. In the same study, 68% of employees said they would gladly stop using messaging and social media sites if their companies provided an internal communication platform that addressed their needs (Grewal, Frontline). But until such a solution exists, most feel that they don't have any other choice.

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THE FRONTLINE ANSWER

Thankfully, most employers are finally starting to see the importance of helping frontline employees. In a recent study with business executives, 78% considered it critical to connect and empower frontline employees (Harvard). But for most organizations, enabling frontline success is easier said than done. 66% of companies reported that they are experiencing difficulty achieving frontline focused digital transformation, and only 18% of businesses felt that they could confidently meet their goals (Forbes, 2018). At MangoApps, we help organizations beat the odds and achieve frontline digital success.

MangoApps is designed to seamlessly take on the issues of both office workers and frontline employees, connecting your entire organization and providing a well-rounded, holistic experience. Our platform instantly transitions from a desktop tool to an innovative mobile app, making it the perfect answer for working at a desk and a straightforward mobile solution.



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**MANGO
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We believe in keeping everyone connected, from the c-suit to the seasonal employee. With integrated personal messaging tools, real-time instant messaging, and enterprise-level security, communicating with coworkers or reaching out to leadership is always easy.

MangoApps was built to overcome frontline setback and empower your entire organization. We help keep important company, department, personal, and even location-based information accessible and up to date, enabling employees to make the most out of work, and create a culture everyone is proud to be a part of. To learn more about MangoApps and how we strengthen organizations of every size, contact us or schedule a personalized demo today.

ABOUT MANGOAPPS

MangoApps is the hub of any digital workplace. It is the central location employees go to for fast and seamless access to all the tools they need every day to share, communicate, collaborate, find & learn. MangoApps provides core new tools like enterprise social networking, modern Intranet, team collaboration & employee engagement software while integrating with existing enterprise systems so employees have access to everything they need in one place. For more information, please visit www.mangoapps.com

TAKE THE FIRST STEP **SCHEDULE A DEMO!**

ARE YOU READY TO LEARN WHY MANGOAPPS
IS THE PERFECT HUB FOR YOUR DIGITAL WORKPLACE?

Schedule a personalized demo and see what MangoApps has to offer.

Or see for yourself today with a ***free trial!***



MAKING WORK SMARTER, FASTER AND MORE PRODUCTIVE

Learn More: www.mangoapps.com

Email us: sales@mangoapps.com

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