

WHITE PAPER

Frontline Employee Experience Trends for 2025 and Beyond

TRENDS



In today's world, the Employee Experience has ascended to unprecedented importance. This is especially true for our frontline employees - the heart and pulse of businesses. As our workplaces evolve, so does our recognition that our most valuable assets are the people who stand at the forefront, representing our values and delivering our promises to customers.



Patrick van der Mijl, CEO & Founder at Speakap



The importance of Employee Experience (EX) has skyrocketed. It's not just a buzzword; it's the heartbeat of thriving organizations. EX is every interaction, every moment an employee spends with a company. It's their whole journey, from day one to the last.

In the past, EX was all about office roles. But things have changed. The frontline workforce—those who interact directly with customers and keep operations running—needs our focus. These employees are the face of the company, living its values, and keeping promises to customers. Ignoring their experience?

Not an option.



What You Can Expect from This White Paper

This white paper dives into the key trends shaping frontline employee experience for 2025 and beyond. We're talking about security and compliance, data utilization, tool consolidation, trust-building, ethical AI, and managing a global workforce.

Our goal? To equip HR professionals, business leaders, and managers just like you with the insights needed to level up employee experience strategies. These trends are vital for creating a resilient and engaged workforce ready to tackle the future.



Chapter 1.

Employee Experience

Employee Experience and Employee Engagement: What's the Difference?

Understanding the difference between employee experience and employee engagement is key to optimizing your workforce's potential. Employee experience is about the overall journey your employees take within your organization. It includes every interaction, from recruitment to daily work to their eventual exit, and focuses on how these experiences make them feel.

On the other hand, employee engagement is about the emotional commitment your employees have toward your company's goals. It's why they want your company to succeed and how they contribute to that success. Recognizing and addressing both is essential for creating a motivated and productive workforce.

- Employee experience answers: ***“How does this company make me feel?”***
- Employee engagement provides the emotional rationale to: ***“Why do I want this company to grow, and how can I help in that process?”***



The Frontline Employee Experience Model

Your frontline employees are the backbone of your organization, directly interfacing with customers and driving operational success. That's why their experience should be your top priority. A well-rounded frontline employee experience model integrates operational, organizational, and cultural elements, ensuring your employees feel valued and supported.

By excelling in this area, you're more likely to exceed financial targets, delight customers, and effectively engage and retain your workforce. This model becomes your strategic advantage, fostering a positive work environment where your employees can thrive and contribute to your company's success.

The image here illustrates the entire frontline employee experience, highlighting key stages such as communication, learning, working, and measuring. It shows how employee value proposition and new joiners lead into this cycle, ultimately focusing on retention and exit. This comprehensive approach ensures every step of the employee journey is optimized for success.



Why is EX important? The benefits are clear and compelling:

➤ **Attract Talent:**

Top talent is drawn to companies known for great EX.

➤ **Retain Employees:**

Happy employees stay longer, reducing turnover costs.

➤ **Boost Engagement:**

Engaged employees are more productive and committed.

➤ **Enhance Customer Satisfaction:**

Happy employees create happy customers.

➤ **Foster Innovation:**

A positive environment sparks creativity and new ideas.

Focusing on EX helps you build a thriving, innovative, and productive workforce that drives your company's success.



Chapter 2.

6 Frontline Employee Experience Trends for 2025 and Beyond

As you look toward 2025 and beyond, several key trends are set to shape the employee experience for those on the front lines. These trends reflect broader societal shifts, technological advancements, and changing organizational priorities, all converging to redefine how you support and engage your frontline employees.

This chapter dives into six critical trends that will influence the frontline employee experience in the coming years. From the increasing importance of security and compliance to the strategic use of data, and from the necessity of tool consolidation to the imperative of building trust, each trend represents a significant facet of the evolving workplace. Additionally, we explore the ethical considerations of AI in internal communications and the rise of a global workforce, both of which present unique challenges and opportunities for you.



Trend #1:

Security & Compliance First

Did you know there were 1.8 million data breaches in the US last year, impacting over 422 million individuals?

As the digital landscape keeps expanding, so do the risks of data breaches and cyber threats. With more sensitive employee data being handled daily, security and compliance have become critical concerns for organizations like yours. Frontline employees, who often access customer information and other vital data, are especially vulnerable. This trend highlights the need for robust security measures and strict compliance protocols to protect employee data and ensure privacy.



Think about what happened to The Walt Disney Company recently. On July 15th, the hacking group NullBulge leaked over 1 terabyte of data from Disney's internal Slack system. This data included sensitive information about ad campaigns, studio technology, and job candidate evaluations, going back to at least 2019. If a company as big as Disney can be breached, it shows how crucial it is to stay ahead of these threats. Disney is still investigating the matter, underlining the importance of strong security measures.

What Does It Mean for Internal Comms?

For internal communications, emphasizing security and compliance means you need to implement robust protocols to safeguard employee data. This involves encrypting communications, ensuring secure access to internal systems, and training your employees on data protection practices.



Your internal comms team should make it clear why data security matters, keep everyone in the loop with regular updates on compliance requirements, and create a culture where everyone stays vigilant. Plus, it's crucial to set clear guidelines on after-hours communication, so everyone knows their rights and understands the company's policies.

By doing this, you create a secure and informed environment where everyone knows how to protect sensitive information and respects each other's boundaries. This proactive approach not only protects your organization but also builds trust and confidence among your team.

Best practices to keep in mind:

- Use encrypted messaging systems and secure access controls to protect sensitive employee and customer data.
- Conduct regular training sessions on data protection and compliance for frontline employees, ensuring they are aware of the latest protocols.
- Develop and communicate clear policies regarding after-hours communication and data privacy to build trust and transparency.



How can Speakap help with this?

Speakap provides a secure platform for internal communications, ensuring that all messages are encrypted and compliant with data protection regulations, helping to safeguard sensitive information effectively.

Trend #2:

Data Will Remain King

Data has become an invaluable asset for shaping effective communication strategies and boosting employee engagement. For frontline employees, who are often spread out and always on the move, getting the right message to them is crucial. This is where data comes in, helping you tailor communications, improve engagement, and make smarter decisions.

With analytics dashboards and data-driven insights, you can understand what your employees need, measure how engaged they are, and pinpoint areas for improvement, making sure your messages really hit home.

What Does It Mean for Internal Comms?

For internal communications, embracing a data-centric approach means using analytics to get a clear picture of employee engagement and how well your messages are working. You should leverage data to segment your audience, customize messages, and track the impact of communications. This involves using tools that provide insights into message open rates, engagement metrics, and feedback loops. This way, you're not just sending out messages but really connecting with your team in a way that resonates and makes a difference.

For instance, imagine noticing that open rates for important safety updates are low among your mobile team. By diving into the data, you might find that sending a push notification instead of an email results in higher engagement.

In a world where information overload is common, using data to cut through the noise and deliver clear, engaging messages is more important than ever. It's about making sure every message counts and keeping your frontline employees informed, engaged, and connected.



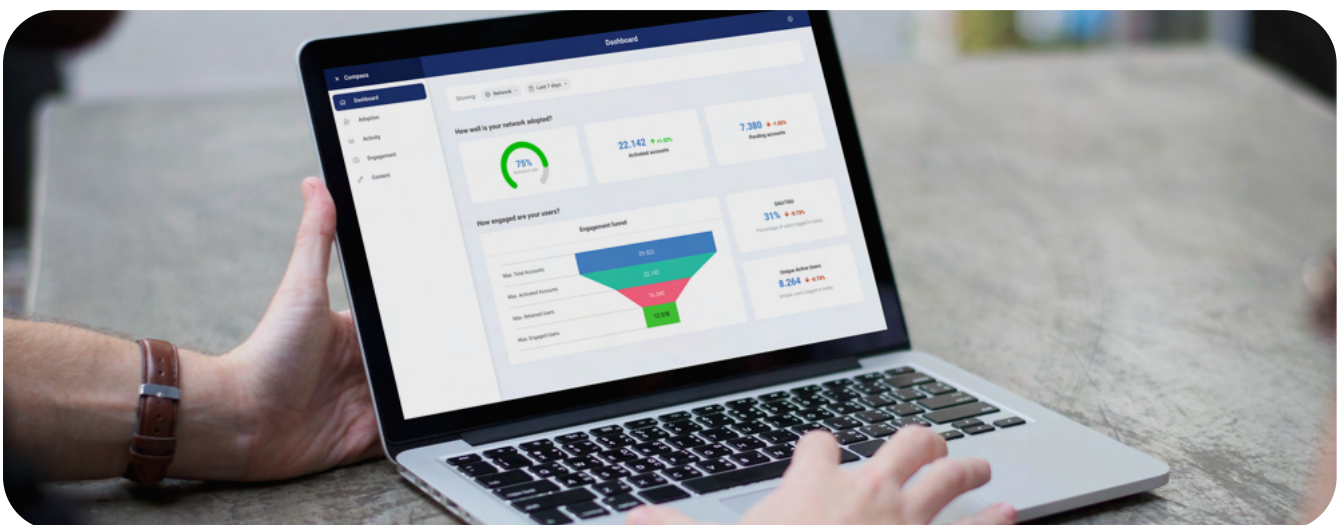
Best practices to keep in mind:

- Use data analytics to monitor engagement levels, message open rates, and feedback loops to understand the effectiveness of communications.
- Tailor communications based on specific data insights, ensuring that messages are relevant and resonate with different frontline employee groups.
- Collect and analyze feedback from frontline employees to continuously improve communication strategies and address any gaps.



How can Speakap help with this?

Speakap's platform offers an analytics dashboard that allows organizations to measure engagement and communication effectiveness, enabling data-driven decision-making for targeted messaging.



Trend #3:

Tool Consolidation is Key if You Want to Improve EX

With the explosion of digital tools in the workplace, employees are often overwhelmed by the sheer number of platforms they need to navigate. And let's face it, things fall apart:

- Too many tools lead to confusion. With only 33% of employees feeling engaged at work, tool chaos won't help.
- Constantly hopping between apps kills productivity, costing us up to 32 days of productivity per year according to Gartner.
- Not all tools work well on mobile, which is crucial for frontline workers on the go. Imagine trying to find an email with the latest security update before your shift at a manufacturing plant on a mobile Outlook app. Good luck.



Too many tools = \$\$\$ down the drain. Companies average 125 different SaaS apps, costing \$1,040 per employee annually, yet most employees don't even use half of the apps.

Tool consolidation is emerging as a crucial trend to streamline the technological landscape and enhance the employee experience. By integrating various tools into a unified platform, you can simplify workflows, reduce costs, and improve overall efficiency, making it easier for your frontline employees to access the information and resources they need.



What Does It Mean for Internal Comms?

For internal communications, tool consolidation means streamlining platforms to ensure consistent and effective messaging. This involves integrating various communication tools into a unified system, reducing the need for your employees to switch between multiple apps.

You should advocate for and implement a single, integrated communication platform that supports mobile access and provides comprehensive analytics. This consolidation will enhance clarity, reduce information overload, and ensure consistent and effective messaging.

By embracing tool consolidation, you can create a more cohesive and productive work environment. This means your frontline employees can stay focused, engaged, and equipped with the right information at the right time.

Best practices to keep in mind:

- Consolidate multiple communication tools into a single platform to simplify workflows and improve accessibility for frontline employees.
- Ensure the integrated platform is mobile-friendly, allowing frontline employees to access information and communicate effectively on the go.
- Regularly assess the effectiveness of the consolidated platform and make adjustments based on frontline employee feedback and usage patterns.



How can Speakap help with this?

Speakap integrates various communication tools into one user-friendly platform, streamlining workflows and enhancing the employee experience by reducing complexity and improving accessibility.

Trend #4:

It's All About Building Trust in Unstable Times

86%

**of business executives think
employee trust is high.**

67%

**of employees who say they
highly trust their employer.**

- 42% of executives cite productivity as the biggest risk if employees don't trust their employer, along with the quality of products and services (41%), operational efficiencies (40%) and – again – profitability (38%).
- 60% of employees say they have recommended a company to friends or family as a place to work because they trusted the company.
- 22% of employees say that they have left a company because of trust issues.

Trust is the cornerstone of any successful employee-employer relationship. In an era marked by uncertainty and rapid change, building and maintaining trust has become more important than ever. Discrepancies between executive and employee perceptions of trust can lead to disengagement and decreased productivity. This trend underscores the need for you to prioritize transparency, consistency, and authenticity in your interactions with employees to foster a trustworthy environment.



What Does It Mean for Internal Comms?

For internal communications, building trust requires transparency, consistency, and authenticity. You must ensure that your messages are clear, honest, and aligned with the company's actions. Regular updates, open forums for employee feedback, and transparent communication about company decisions and changes are essential.

Let's take an example. Imagine your company is going through a restructuring phase. If employees hear rumors about layoffs through the grapevine instead of from official channels, trust takes a hit. However, if you communicate openly about the changes, explain the reasons behind them, and provide support for affected employees, you build trust even in tough times.

Consider a time when a company faced backlash for implementing new policies without proper employee consultation. The result? Distrust and disengagement. However, by pivoting to a more transparent approach—sharing the rationale behind decisions and involving employees in the process—the company was able to rebuild trust and foster a more engaged workforce.

When you foster an open dialogue and address concerns promptly, you can help build a trustworthy environment where employees feel valued and informed. This trust-building approach is critical, especially in times of uncertainty. Employees are more likely to stay engaged and productive when they believe their company is honest and has their best interests at heart.

In the long run, trust is not just about avoiding problems but about creating a positive, proactive work environment where employees feel they can rely on their leaders and the information they receive.

This is how you turn trust into a tangible asset for your organization.



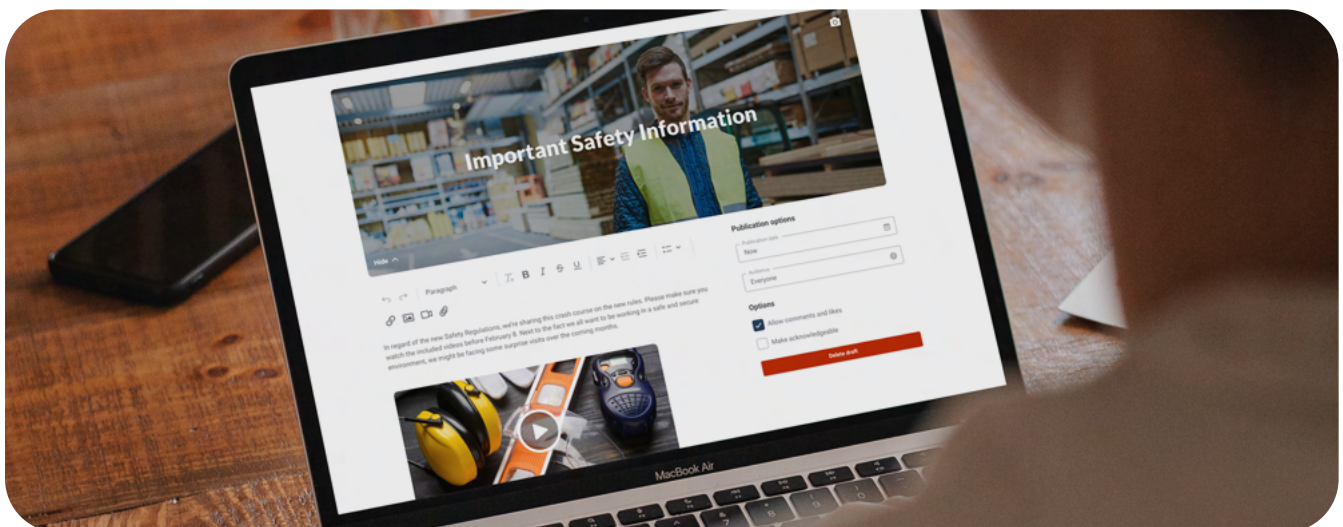
Best practices to keep in mind:

- Maintain open and honest communication channels, regularly updating frontline employees on company developments and changes.
- Create opportunities for frontline employees to provide feedback and voice their concerns, demonstrating that their opinions are valued.
- Ensure consistency between what is communicated and what is practiced within the organization to build and maintain trust.



How can Speakap help with this?

Speakap's platform facilitates transparent and consistent communication, allowing organizations to share updates and gather feedback effectively, thereby building and maintaining trust among frontline employees.



Trend #5:

Ethical AI for IC

As artificial intelligence becomes increasingly integrated into workplace communications, its ethical use has come to the forefront. This trend emphasizes the importance of responsible AI usage in internal communications to enhance, rather than compromise, the employee experience. Recent incidents highlight the potential pitfalls of using AI without proper oversight:

- In August 2023, newspaper chain Gannett paused the use of an AI tool after several dispatches written by the AI went viral for being repetitive, poorly written, and lacking key details.
- Google hit the headlines for race-changing AI (The Verge).
- Air Canada was defeated in court after a chatbot lied about refund policies.
- Delivery parcel service DPD closed its online chatbot after a customer showed in a post on X that it could easily be manipulated into swearing and criticizing the company –and itself.

What Does It Mean for Internal Comms?

For internal communications, this means establishing clear guidelines for AI usage, monitoring AI-generated content, and maintaining human oversight. You need to train your employees on the ethical use of AI and its limitations to ensure these technologies are used responsibly and effectively.



Guiding principles and best practices to keep in mind:

- **Check the Privacy Policy:** It might feel like a chore, but it's worth the effort to know what you're agreeing to.
- **Be Mindful of What You Share:** For text input, avoid including personal, private, or sensitive information (e.g., financial results, your address, bank details).
- **Review Your Settings:** Explore the privacy and security controls for your AI tool of choice. For ChatGPT, you can stop it from using your conversations to train its models, but you'll lose access to the chat history.
- **Develop and Enforce Guidelines:** Create and enforce guidelines for ethical AI use in internal communications to protect privacy and ensure accuracy.
- **Regularly Review AI-Generated Content:** Maintain human oversight to prevent errors or ethical issues by regularly reviewing AI-generated content for quality and appropriateness.
- **Train Employees on Ethical AI Use:** Train your frontline employees on the ethical use of AI tools, emphasizing the importance of data privacy and responsible communication practices.



How can Speakap help with this?

While Speakap does not specifically provide AI tools, it can be integrated with AI solutions, ensuring that any AI-generated content adheres to the established guidelines and is communicated effectively.

Trend #6:

A Global Workforce on the Rise



The rise of global digital jobs is reshaping the labor market, with positions expected to increase from 73 million today to 92 million by 2030.

The rise of digital jobs and remote work has expanded the talent pool, allowing organizations to tap into a diverse, global workforce. However, managing a geographically dispersed team presents unique challenges, such as time zone differences, language barriers, and cultural divides. This trend highlights the need for strategies that create a consistent and coherent employee experience across diverse locations, ensuring that all employees feel engaged and supported, regardless of where they are based.

For frontline workers, who are often off-site and away from HQ, these challenges hit even harder.



What Does It Mean for Internal Comms?

For internal communications, managing a global workforce means creating strategies that bridge geographical and cultural gaps. You need to develop flexible communication plans that account for time zone differences, provide multilingual support, and respect cultural nuances. Using global communication platforms that offer real-time updates and options for asynchronous communication can help keep everyone in the loop.

For example, language barriers can be a big hurdle. Imagine an important company announcement getting lost in translation. Providing multilingual support ensures that everyone, no matter where they are, gets the message clearly.

Fostering a sense of global community through inclusive messaging and initiatives that connect employees across different regions is key. Celebrate international holidays or host virtual team-building activities to create a more connected and inclusive work environment. This way, all employees feel engaged and valued, regardless of their location.



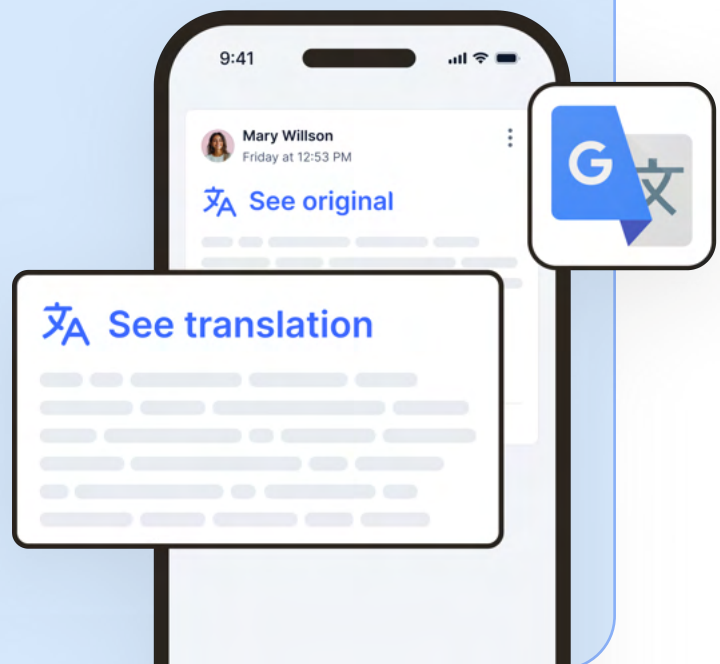
Best practices to keep in mind:

- Design communication strategies that accommodate different time zones and work schedules of frontline employees.
- Provide communications in multiple languages to ensure that all frontline employees understand and can engage with the information.
- Be mindful of cultural differences and tailor communications to respect and address these nuances, fostering inclusivity and understanding.



How can Speakap help with this?

Speakap supports multilingual communication and provides tools for real-time and asynchronous messaging, making it easier to manage a global workforce and maintain a consistent and inclusive employee experience.



Key Takeaways Summary

As we head towards 2025 and beyond, the importance of frontline employee experience can't be overstated. By focusing on security and compliance, using data for personalized communication, consolidating tools, building trust, utilizing ethical AI, and managing a global workforce, you can create a more engaged, productive, and loyal frontline workforce.

These trends aren't just passing fads—they're foundational changes that will shape the future of work. Embrace these trends, and you'll be better positioned to attract and retain top talent, foster innovation, and drive overall success. Businesses that get this right will stand out, thrive, and set the standard for others to follow.



About Speakap

Speakap was founded with the mission to bridge the communication gap between frontline employees and their organizations. We provide a secure, user-friendly platform that ensures seamless communication, whether your team is on the frontlines, in the office, or working remotely. Our solution is trusted by leading companies worldwide, helping them to stay connected and engaged with their workforce.



**Employee
satisfaction**



**Employee
retention**



**Employee
productivity**



**Adoption
rate**



Our EXP Approach

At Speakap, we take a holistic approach to Employee Experience (EX).

Our platform integrates **operational, organizational, and cultural elements** to create a cohesive and engaging experience for all employees. We focus on:

- **Security and Compliance:** Ensuring that all communications are secure and compliant with regulations.
- **Data-Driven Insights:** Leveraging data to provide personalized and impactful communications.
- **Tool Consolidation:** Streamlining tools into a unified platform to enhance efficiency and reduce complexity.
- **Trust Building:** Fostering a culture of transparency and trust through clear and consistent communication.
- **Ethical AI:** Utilizing AI responsibly to enhance communication without compromising privacy or trust.
- **Global Workforce Management:** Providing tools and support to manage and engage a diverse, global workforce.

Our commitment to improving the frontline employee experience drives everything we do. By partnering with Speakap, organizations can ensure that their most valuable assets—their employees—are informed, engaged, and empowered to succeed. Join us in redefining the future of work and creating a workplace where every employee feels valued and connected.