



Connecting Frontline Workers

Overcoming Risks & Challenges in Operational Staff Communication

| Core Dimensions of Analysis



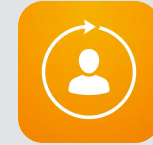
Disconnection

Level of isolation and lack of corporate identity



Operational Risk

Critical failures due to a lack of real-time communication



Staff Turnover

Staff turnover due to a lack of commitment and integration

Dimensions of Analysis: Disconnection

Competitive Advantage

"Connecting mobile workers digitally is not a cost; it is a competitive advantage. The data shows that if these employees feel intrinsically connected to their role and the company, their engagement increases by 32%, their job satisfaction rises by 46%, and their operational performance improves by 16%."

"Why frontline workers are disengaged"

McKINSEY & COMPANY

Business Visibility

"The disconnection of mobile workers is a problem of business visibility. Staff without a desk often feel invisible and disconnected from corporate strategy. To bridge this gap, leaders must stop treating them as passive recipients of information and enable mobile technologies that actively integrate them into the company culture."

"Actionable Insights: How to Connect and Engage the Frontline Workforce "

GARTNER RESEARCH

Identity Gap

"Disconnection creates an identity gap within the company. Almost half of deskless workers (49%) say they feel a deep cultural divide between themselves and their office-based colleagues, noting that the lack of suitable tools makes them feel invisible and segregated from the organisation."

"The State of the Deskless Workforce Report, 2025"

The State of the Deskless Workforce, 2025

Dimensions of Analysis: Operational Risk

Informal Channels

"76% of employees without a dedicated desk admit to using messaging tools not approved by the company (such as their personal WhatsApp) to communicate for work purposes. IT and operations leaders warn that this lack of control and informality exponentially increases cybersecurity risks and compliance breaches, and accounts for up to 35% of incidents that directly threaten staff's physical safety."

**Mitel Global Research Report,
May 2026**

Vanson Bourne / Mitel 2026

Frontline

"To unlock operational potential and mitigate risks, frontline staff must be the priority. The lack of tools for direct communication with frontline staff leads to a severe loss of control, which increases the risk of process failures, resistance to change and costly deviations in day-to-day operations."

**To deliver a transformation's
full potential, put the front
line first".**

McKINSEY & COMPANY

Process Efficiency

"Operational risk increases when field workers are disconnected. 89% of business leaders say that when organisations fail to provide these workers with centralised, mobile-first communication tools, this directly results in serious operational inefficiencies, human error and a drop in overall productivity."

**Empowering Frontline Work
with Digital Transformation**

HARVARD BUSINESS REVIEW

Dimensions of Analysis: Staff Turnover

Talent Drain

"Disengagement and a lack of corporate identity are the main drivers of talent drain. Operational staff who report feeling isolated or ignored by the company's core strategy show a turnover rate between 18% and 43% higher than that of integrated teams."

**State of the Global
Workplace: 2024 Report**

GALLUP

Active Retention

"To reduce staff turnover, we need to break down the corporate bubble. When senior management ignores the realities of the front line, trust is eroded. Investing time in connecting directly with non-desk staff is not just a symbolic gesture; it is an essential retention strategy for motivating employees."

**CEOs Have Lost Touch with
Frontline Workers**

HARVARD BUSINESS REVIEW

Direct Migration

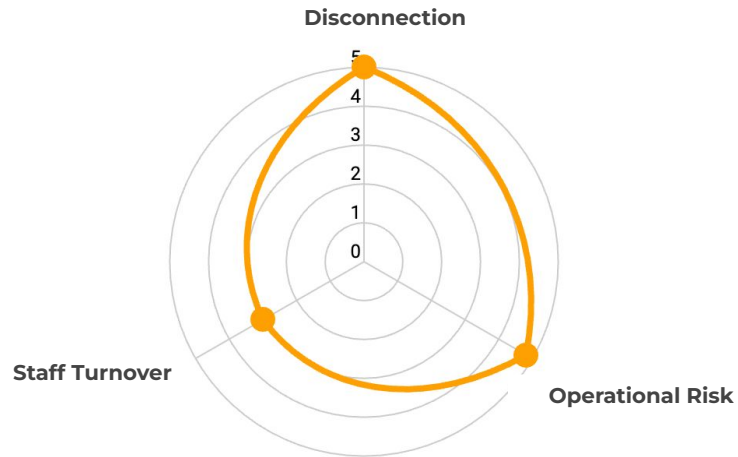
"48% of the operational workforce in sectors such as retail and hospitality say they would actively switch to a competitor that guarantees them better digital communication tools, transparency in workflows and immediate access to their employee benefits via their mobile devices."

**Global Workforce Hopes
and Fears Survey: Frontline
Edition, 2025**

PriceWaterhouseCoopers

Sector: Construction

Temporary projects, geographically dispersed staff and physically demanding working conditions



Critical Risk: Operational Security

4.8

It is not possible to implement or audit safety protocols: this leads to a risk of accidents and legal penalties.

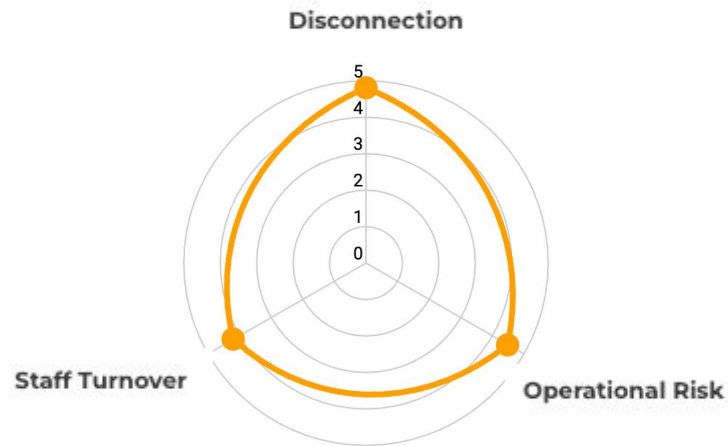
The Solution

Instant dissemination of critical safety protocols, incident alerts and the mobile distribution of updated timetables.



Sector: Transportation

Drivers spend 90% of their working day alone, behind the wheel and on the road. There is no daily face-to-face contact with the company.



Critical Risk: Isolation and disconnection 4.8

Drivers are on their own 90% of the time. The lack of warnings about road closures or weather alerts affects efficiency and safety.

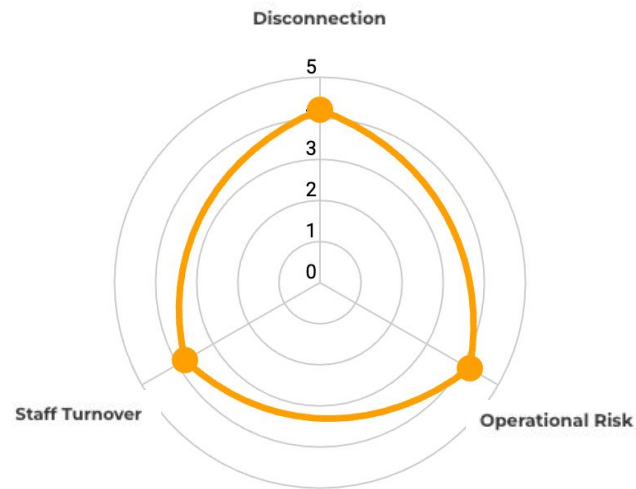
The Solution

Sending notifications about road closures, changes to customer deliveries or weather alerts.



Sector: Logistics

Employees work in the same physical space (the Distribution Centre), but under intense pressure to meet delivery deadlines.



Critical Risk: Process efficiency

4.2

Picking lists are out of date and are sent via informal channels, leading to errors in dispatch.

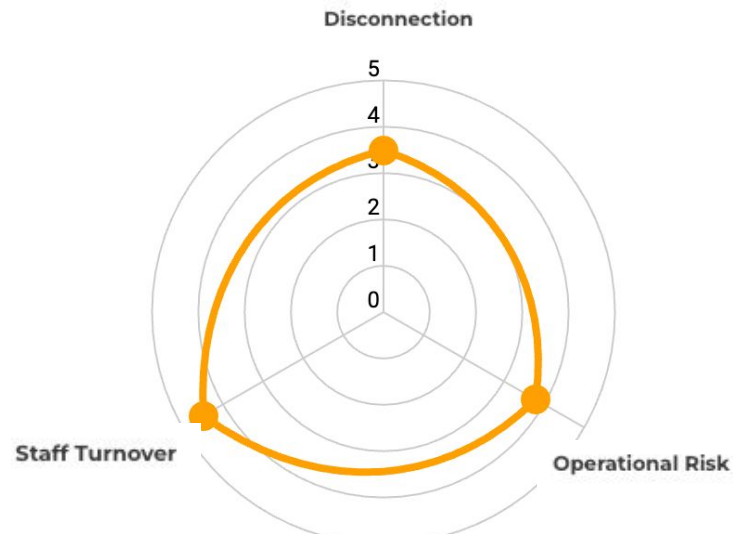
The Solution

Centralized, validated digital delivery of up-to-date picking and packing lists, and streamlined management of complex rotating shifts.



Sector: Retail

Staff (cashiers, stockers) are in direct contact with end customers and represent the face of the brand, working extended hours and rotating shifts



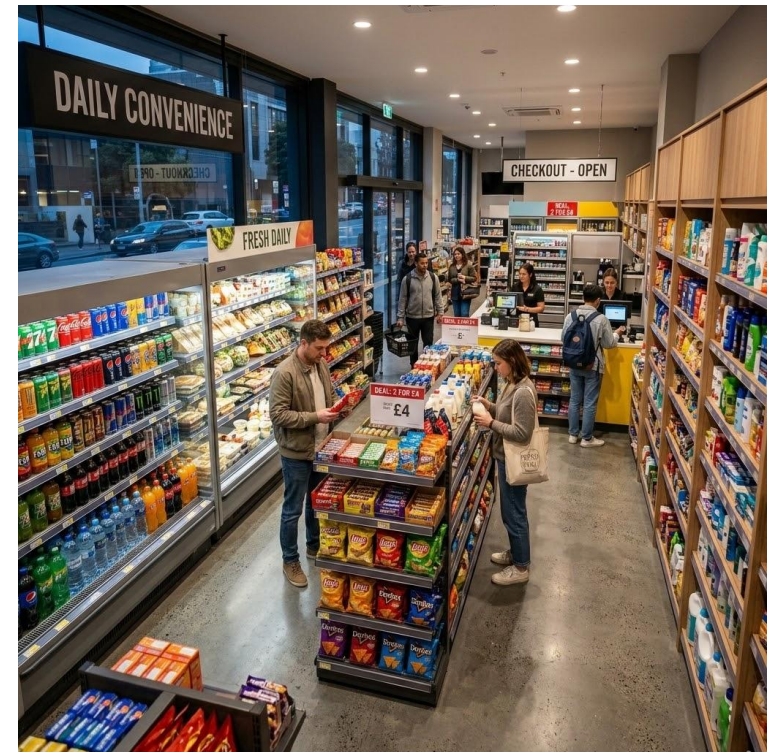
Critical Risk: Staff Turnover

4.5

A lack of brand identification and a lack of awareness of benefits are fuelling the brain drain.

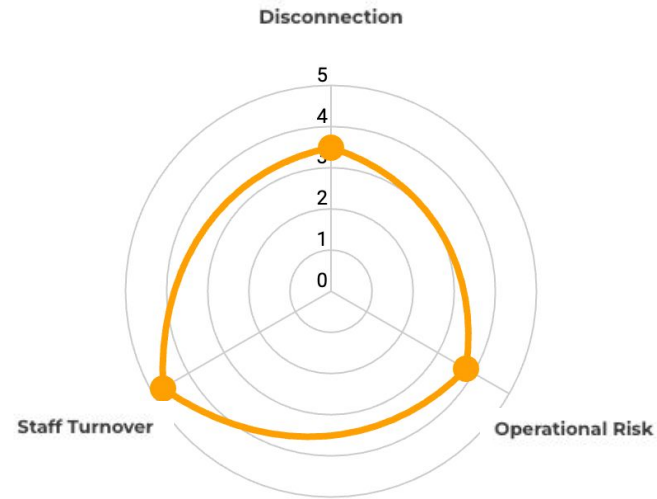
The Solution

Real-time updates to operational policies (promotions, returns) and visibility of corporate benefits via the app.



Sector: Hospitality

Staff move around the premises frequently and work to strict international quality standards and a high level of personal hospitality.



Critical Risk: Staff Turnover

4.7

Operations conducted in accordance with rigorous customer service quality standards and high mobility within the premises.

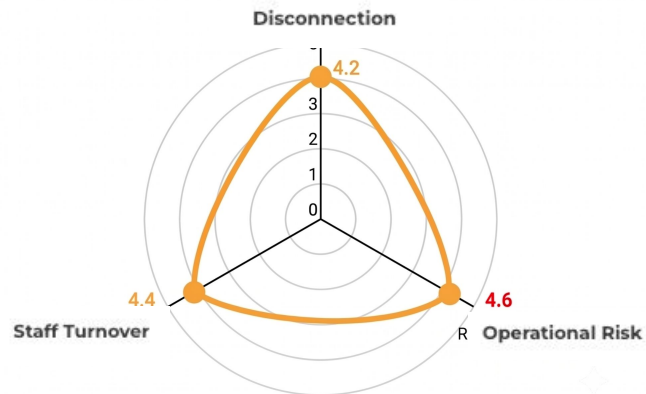
The Solution

Instant notifications regarding room cleanliness status, urgent maintenance requests and integrated shift rotas.



Sector: Food and Beverage

Operational staff (kitchens, production facilities, bars) work at a very fast pace and under strict hygiene standards.



Critical Risk: Food Safety

4.6

Inability to instantly communicate allergen alerts, sudden changes to health regulations or cross-contamination.

The Solution

Centralized distribution of safety alerts, standard quality recipes and audit compliance, with read receipts.



Information gets diluted

The traditional hierarchical communication chain means that critical information becomes diluted before it reaches staff on the front line.



| The Solution: A Communication Platform



Zero Disconnection

A native channel directly to each operational employee's mobile phone, removing the barrier posed by a non-existent corporate email system.



Minimize Risk

Guaranteed delivery of information, ensuring legal compliance and governance.



Lower Staff Turnover

Strengthens a sense of belonging at work, integrating staff into the corporate culture.

| Essential Solution Requirements



Mobile-First

Designed natively for smartphones (iOS and Android), enabling staff on the move or on the shop floor to access information without relying on a desktop computer.



No Corporate email Required

Enable secure login via alternative methods, removing the barrier of requiring corporate email accounts, which operational staff rarely have.



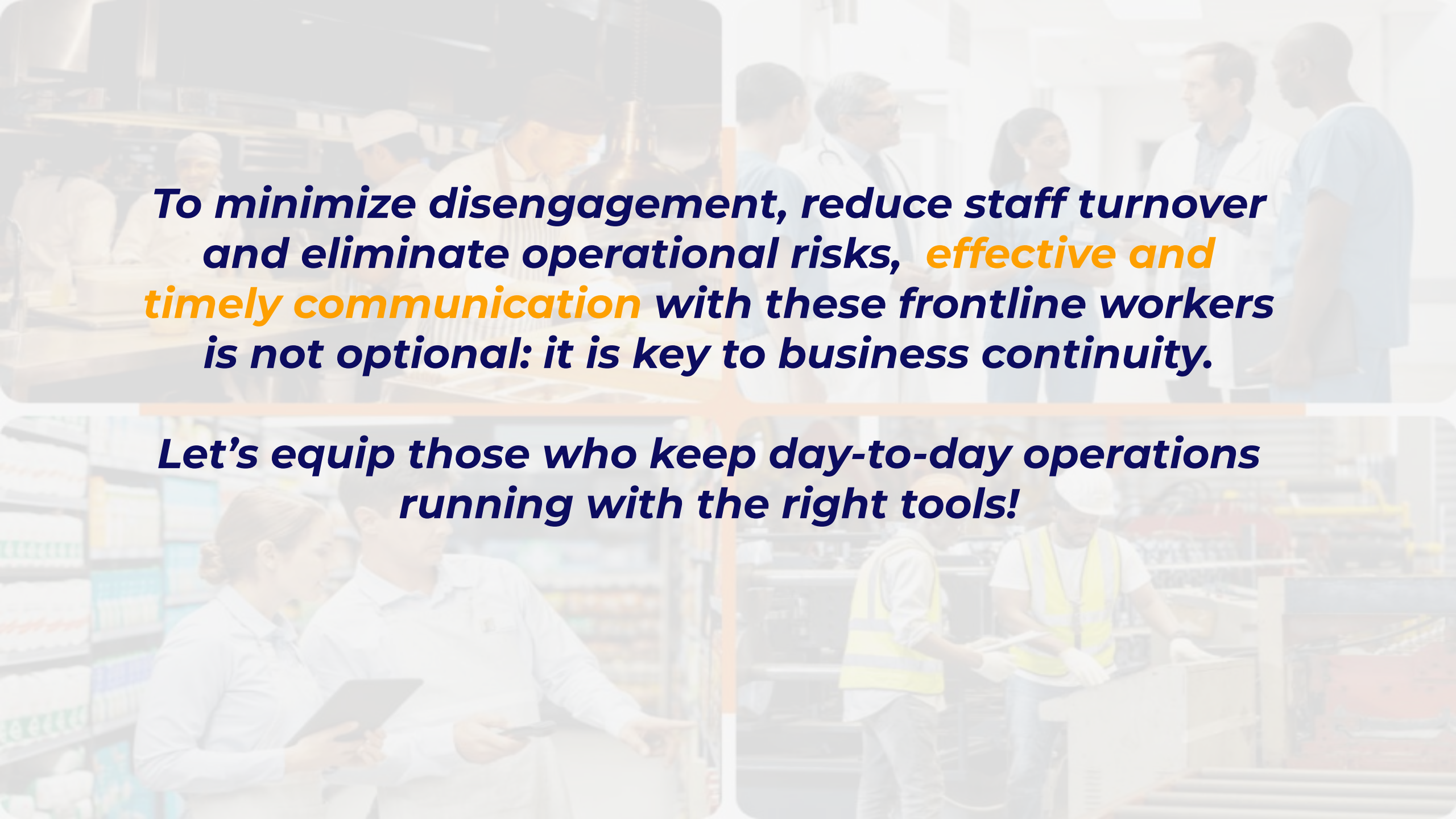
Zero Learning Curve

An intuitive, familiar and seamless interface to ensure immediate adoption by all staff without the need for complex training.



Smart Segmentation

Filter content by role, geographical area or project, ensuring that each employee receives only the information relevant to their day-to-day work.



*To minimize disengagement, reduce staff turnover and eliminate operational risks, **effective and timely communication** with these frontline workers is not optional: it is key to business continuity.*

Let's equip those who keep day-to-day operations running with the right tools!