

Empowering Frontline Workers to gain a competitive edge

Enabling Frontline Workers through Surface devices and Microsoft Teams not only drives connectivity and digital transformation—it improves the bottom line.



Equipping Frontline Workers with better technology leads to company growth



11% reported annual growth greater than 20% when

<25% of Frontline Workers are digitally connected

31% reported annual growth greater than 20% when

<75% of Frontline Workers are digitally connected

Source: Harvard Business Analytic Services Survey, October 2019

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We are breaking down barriers so our colleagues in stores can be heard and we are able to access a rich pool of ideas that can support the transformation of our business.

Sarah Cokayne
Head of Retail Operations
Marks & Spencer

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The investments in technology that we're seeing for frontline employees not only bring about increases in customer satisfaction, they also translate into increased customer loyalty and same-store sales.

Paul Tiedt
Senior Vice President for Research
Services Management Group

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Forbes Insights, Empowering The Frontline Workforce: Technology, Autonomy and Information Sharing Deliver Growth to Forward-Thinking Organizations, December 2017

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