

# Why you need to empower your Frontline Workforce now



of executives agree that Frontline Worker autonomy boosts competitiveness

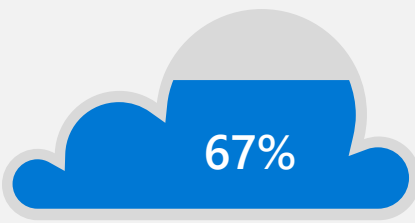
of organisations grant Frontline Workers full autonomy<sup>2</sup>

## Almost half of highly autonomous Frontline organisations

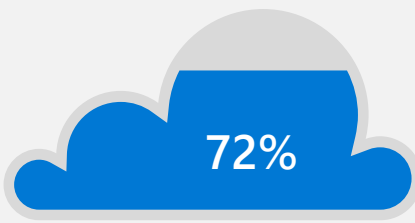


are seeing above-average levels of annual growth (>20%)

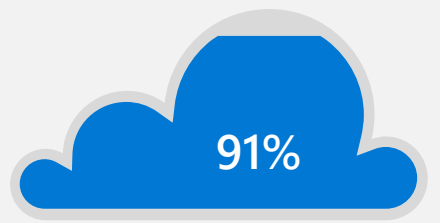
of those with little to no Frontline autonomy<sup>2</sup>



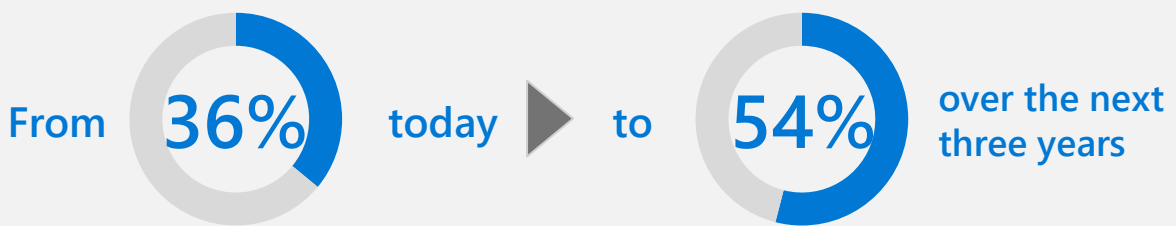
of retail executives "strongly agree" that digital transformation over the past two years has increased the need to equip Frontline Workers with additional digital tools<sup>1</sup>



of retail executives say having a digitally empowered Frontline workforce will become a competitive differentiator in the industry in the future<sup>1</sup>



of retail executives say that the Frontline segment of the workforce is essential for achieving high levels of customer satisfaction<sup>1</sup>



**Figure:** Projected increase of Frontline Workers using technology tools on a daily basis<sup>2</sup>

(Respondents with more than half of their workforce engaged)

**Microsoft 365 for Frontline Workers**

Microsoft 365 combines intuitive best-in-class productivity apps with intelligent cloud services to empower your Frontline Workforce.

<sup>1</sup>Harvard Business Review, Empowering Frontline Workers To Gain A Competitive Edge, January 2020  
<sup>2</sup>Forbes Insights, Empowering The Frontline Workforce: Technology, Autonomy and Information Sharing Deliver Growth to Forward-Thinking Organisations, December 2017