

A woman with curly hair and glasses is smiling and pointing at a computer monitor in an office. A large yellow arc is drawn over the scene, and a red and orange graphic element is at the bottom.

# Unlock the full potential of your frontline workforce

Empower employees by embracing  
a people-first approach to frontline work



# Empower your frontline workers, grow your business

Frontline teams are both the heartbeat and the face of your business – offering tremendous growth potential. There are more than 2 billion frontline workers around the world – it's time to deliver experiences that benefit them and the bottom line.

Unlock the full potential of your frontline workforce

The trouble is, evolving frontline work is hard. It depends on much more than rolling out apps or devices – it requires an end-to-end transformation, rethinking core work processes, renewing your employee experience and culture, and modernizing your workplace technology ecosystem.

So, if you're hitting roadblocks as you move along your frontline journey, then you need to read this guide. It explores how you can rethink frontline work and turn it into a growth driver for your business.





# Frontline frustrations are constraining growth

Despite their pivotal role, frontline workers have largely been overlooked during digital workplace transformation programs. That means they're disconnected from other teams and their wider company – frustrated by outdated, obsolete tools and processes.

Meanwhile, many organizations fail to effectively communicate the value of new tools, programs or services to the frontline employee in terms that'll resonate with them. Failing to answer "what's in it for me" leads to a predictable result: Initiatives are often ignored.

**This means organizations across the globe are left facing an intimidating set of frontline work challenges today – including:**

### Workplace technology challenges

- Modernizing legacy workflows and processes in away that balances productivity and user experience
- Enabling effective interaction and collaboration between frontline colleagues (as well as with management)
- Maintaining a robust security stance across an expanding range of endpoints and devices, without creating friction for users

### Employee experience and culture challenges

- Addressing the well-being of employees – from basic health and safety through to mental health, data privacy and physical wellness
- Supporting knowledge sharing to maximize the potential of existing expertise and assist new team members
- Promoting brand and company culture efficiently and effectively, as well as increasing employee engagement

### Process and Customer Experience (CX) challenges

- Training workers to adopt and embrace new processes and methods (such as automation) to improve operational efficiency and boost resilience
- Identifying product or service improvements and opportunities to innovate or diversify revenue streams
- Responding faster to changing customer expectations and enabling a seamless omnichannel CX

# Big challenges demand a big response

True frontline work transformation involves much more than just apps, platforms or devices.

It demands you think big and adopt a holistic approach – bringing IT, HR and line-of-business leaders together to tackle frontline work frustrations.

We call this Workplace Experience (WX) and when done right, it can help your organization to generate sustainable business value and harness the full growth potential from your frontline workforce.

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## The prize on offer when you master frontline transformation

Savings estimates based on an average of 3,300 frontline workers:<sup>1</sup>

**\$6.6M**

in improved frontline worker performance

**\$2.25M**

in reduced IT effort and device cost worker performance

**\$3M**

in lower security breach-related costs

**Up to \$19M**

potential benefits over three years

<sup>1</sup>Estimates based on calculations from a Forester [Total Economic Impact™ study commissioned by Microsoft Corporation, 2018 – “Maximizing The Impact Of Frontline Workers With Microsoft 365”](#)



# Fuel a future-ready frontline transformation

Bringing IT, HR and line-of-business leaders together to redesign frontline work enables you to maximize your existing workplace investments and create programs that'll deliver real value to the employee and the business.

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## Here are five ways you and your people stand to win with a holistic frontline work approach:

### Elevate experiences without compromising on security

- Seamlessly harvest data on frontline work practices, using insights to improve employee experiences and protect well-being.
- Help frontline teams to provide personalized customer care on the spot with relevant product recommendations, tailored customer service, and accurate inventory and fulfillment information.
- Enable robust governance to deliver flexibility for frontline teams without vulnerability – protecting against security threats, while addressing the UX impact (and endpoint implications).

### Boost productivity by simplifying and automating tasks

- Streamline access to core HR, IT or facilities applications, including shift management and task tracking, through a centralized hub.
- Gain access to automation capabilities to accelerate productivity further – improving or eliminating manual workflows, allowing employees to reinvest their time elsewhere.
- Increase capacity by providing employees with mobile, role-based applications that allow them to move across physical locations and complete tasks in context, immediately.

### Unleash collaboration; accelerate cultural change

- Establish a direct connection between frontline teams and the broader organization in real time – enabling faster, simpler communication of news, tasks and more.
- Drive greater transparency over shifts, task management and compliance, while enabling true two-way communication to tap into employee-led innovation.
- Promote or reshape your corporate culture by capitalizing on data-driven change management and gamification.

### Enhance learning and development; improve adoption

- Make L&D services instantly accessible for frontline or field-based employees – including training on automated workflows to build greater resilience.
- Speed up adoption, support the uptake of new processes and improve compliance adherence rates.
- Create a feedback loop to gain insights from employees and continually optimize the adoption process going forward.

### Manage and evolve frontline work processes

- Harness insights to stay on top of advances in core processes, collaboration patterns and well-being trends, as the world of frontline work continually changes.
- Capitalize on the evergreen product lifecycles of cloud-based work platforms, to support new ways of working and meet employee expectations.
- Empower the evolution of employee experiences and culture to meet escalating customer expectations.



# Jumpstart your **frontline** journey

Our frontline worker accelerator program helps you identify possibilities to evolve the world of work for your employees in field and customer-facing roles. The program enables you to construct the foundations for your frontline work transformation and design a roadmap for the future. Here's how.

[Learn more about how to power your frontline experience with our accelerator program.](#)

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## Pinpoint a frontline pilot scenario

Review the critical issues facing your frontline workforce. Ideate together with a stakeholder group and explore opportunities to inject business value through Microsoft platforms.

## Build a frontline prototype

Design, test and implement a foundational frontline user experience output, featuring a lightweight, brand-aligned visual design which is prototyped and refined in iterative agile cycles.

## Review and redesign your future frontline

Conduct a final play-back session, hand over for limited availability to an identified user base and record potential future enhancements. Use insights to build your future frontline vision with technical requirements, value case and roadmap.

## Why work with **Avanade**?

As Microsoft's #1 Teams and Dynamics 365 partner globally, we're ideally positioned to empower your frontline workforce.

Avanade is a Microsoft Gold Partner with more than 20 years of unrivaled experience, offering market-leading expertise and innovation across Microsoft technologies. We support organizations with large frontline workforces across the world – including NHS and Siemens.

That's why we're Microsoft's 2021 Global SI, Employee Experience and three-time Dynamics 365 partner of the year and 2020 Modern Workplace for Firstline Workers award winner.

And it's why organizations turn to us to solve their frontline work challenges:

- Helping **Austrian federal agency BBU** to empower employees in the field with mo-bile applications
- Enabling **Swedish retailer ICA Roslagstull** to improve its employee experience and efficiency through AI
- Supporting manufacturers like **ABB Turbocharging** and **KION Group** to roll out remote field service through mixed reality and Microsoft HoloLens
- Harnessing the latest Microsoft technologies to elevate learning and development at **MV Transportation**
- Find out more about our **frontline accelerator program** and our broader range of workplace solutions. **Talk to Avanade today.**

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### About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

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