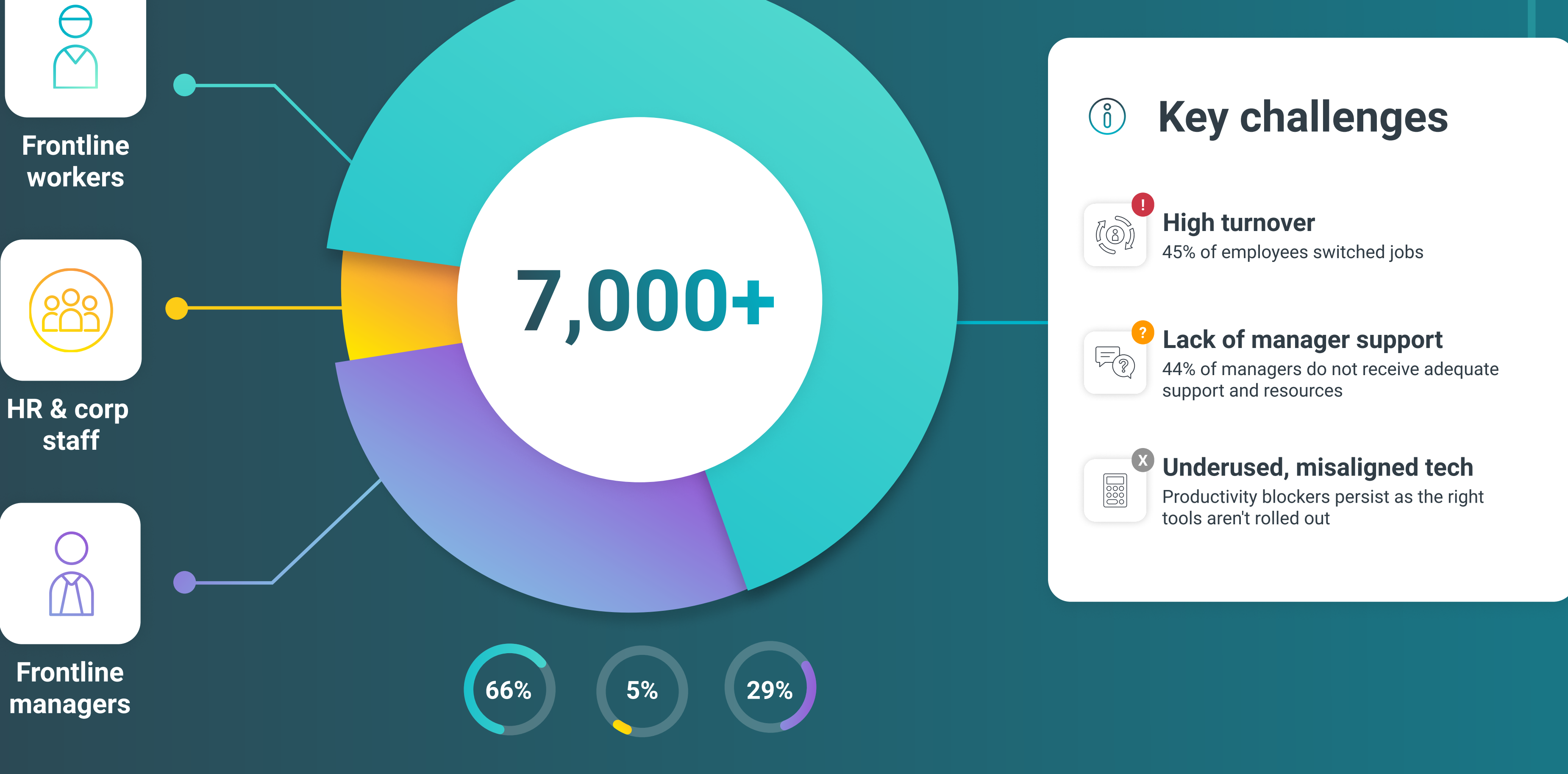


The frontline workforce report: Turning findings into strategy

Frontline teams keep businesses running, but they're stretched thin, unsupported, and at risk of disengagement. Our survey of 7,000 frontline employees, managers, and HR and business leaders reveals the cracks: high turnover, lack of manager support, and outdated technology are draining productivity and morale.

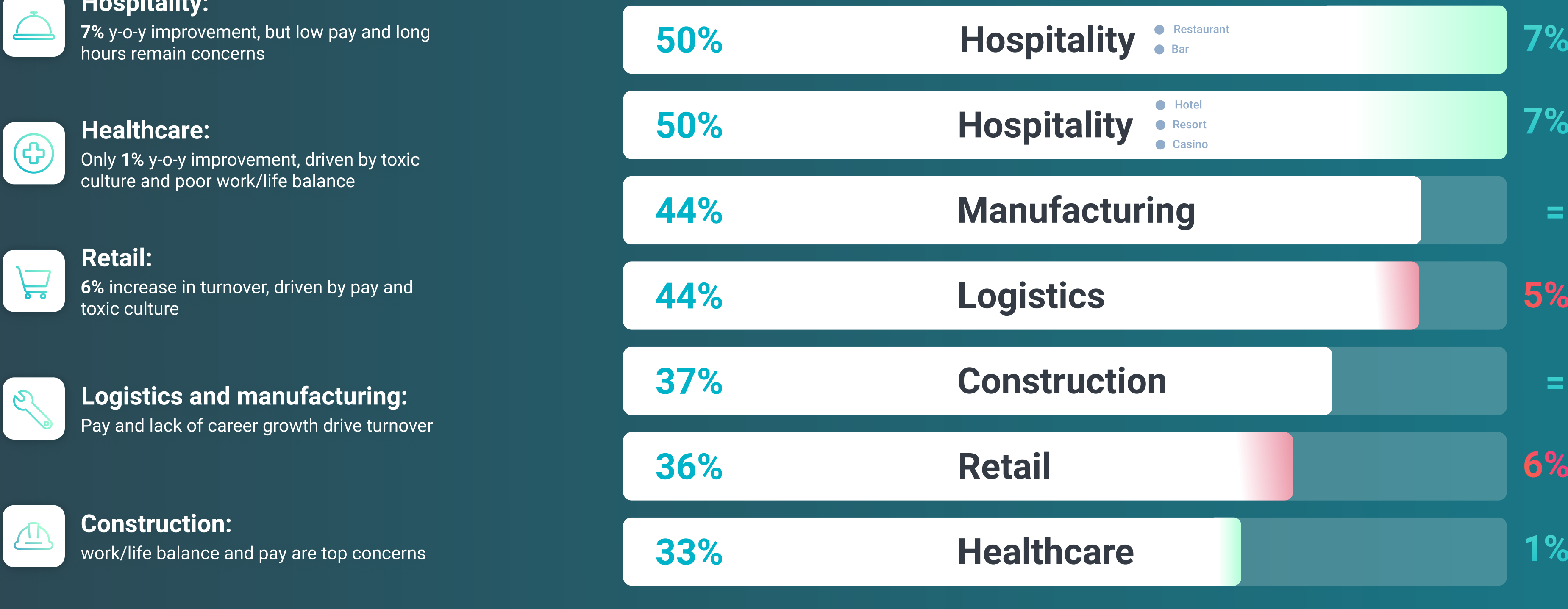
The cost? Lost revenue, inefficiencies, and talent walking out the door. But here's the good news: companies that invest in their frontline don't just boost retention; they build stronger, more productive businesses.

Where are organizations falling short? And how can they turn things around? The data tells the story.



01 Job hopping has slowed, but risks remain

Job hopping among frontline workers decreased from 52% to 45% this year, but turnover remains high. The top reasons? Work-life balance, future career prospects, and pay dissatisfaction.



Beekeeper recommends

Retention starts with experience. Build industry-specific retention plans that go beyond just pay and address work-life balance, well-being, and career growth. Create a turnover-resilient employee experience that workers rave about. Real-time feedback loops and career development initiatives can strengthen engagement and reduce churn.

02 Manager engagement drives frontline team success

Great managers build great teams. Our survey confirms Gallup's findings that workers who feel supported by their managers are significantly more engaged.

Managers who feel supported are also more engaged but lack support in key areas such as communication and training.

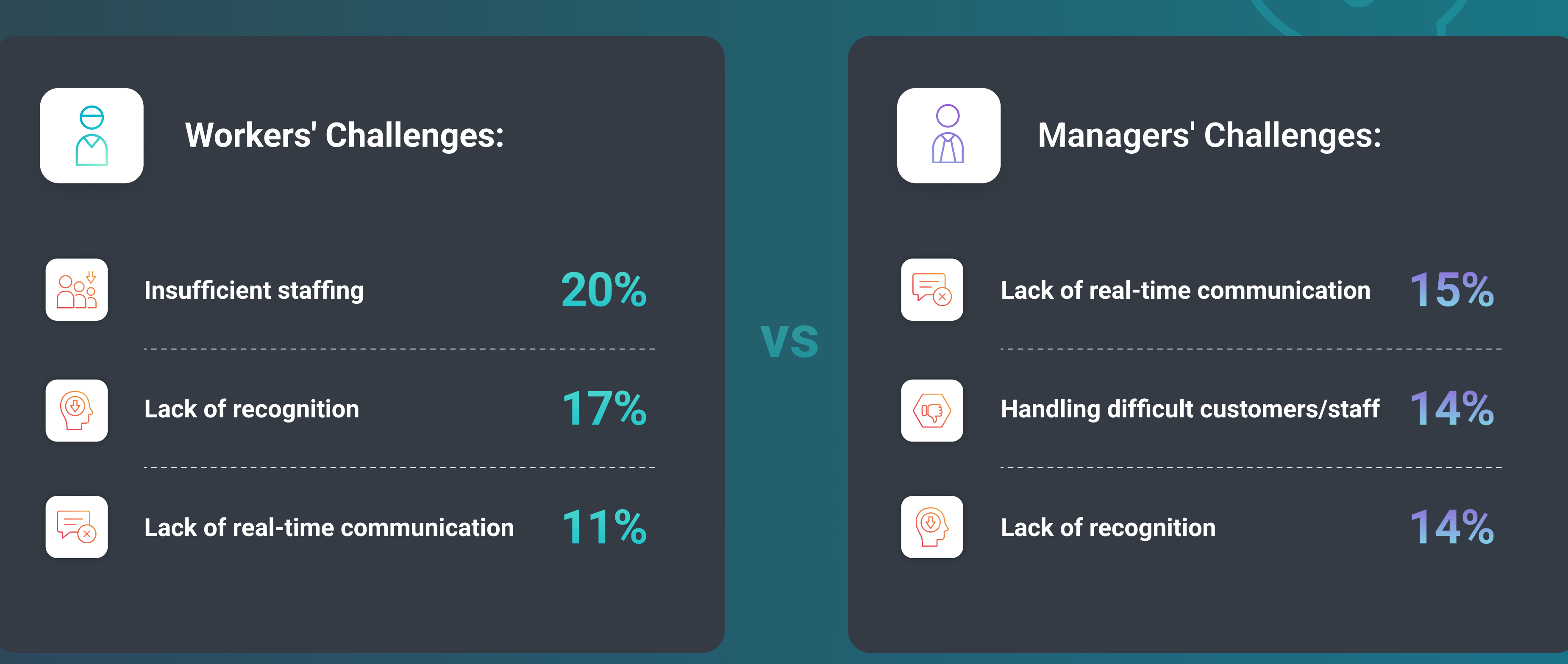


Beekeeper recommends

Engaged managers create engaged teams. Build a culture of transparency, trust, and support by equipping managers with real-time communication tools, automated workflows, and leadership training. When managers feel empowered, their teams thrive.

03 Overcome productivity barriers: Recognition and communication

Frontline teams are facing major roadblocks that limit productivity. What are the biggest challenges?

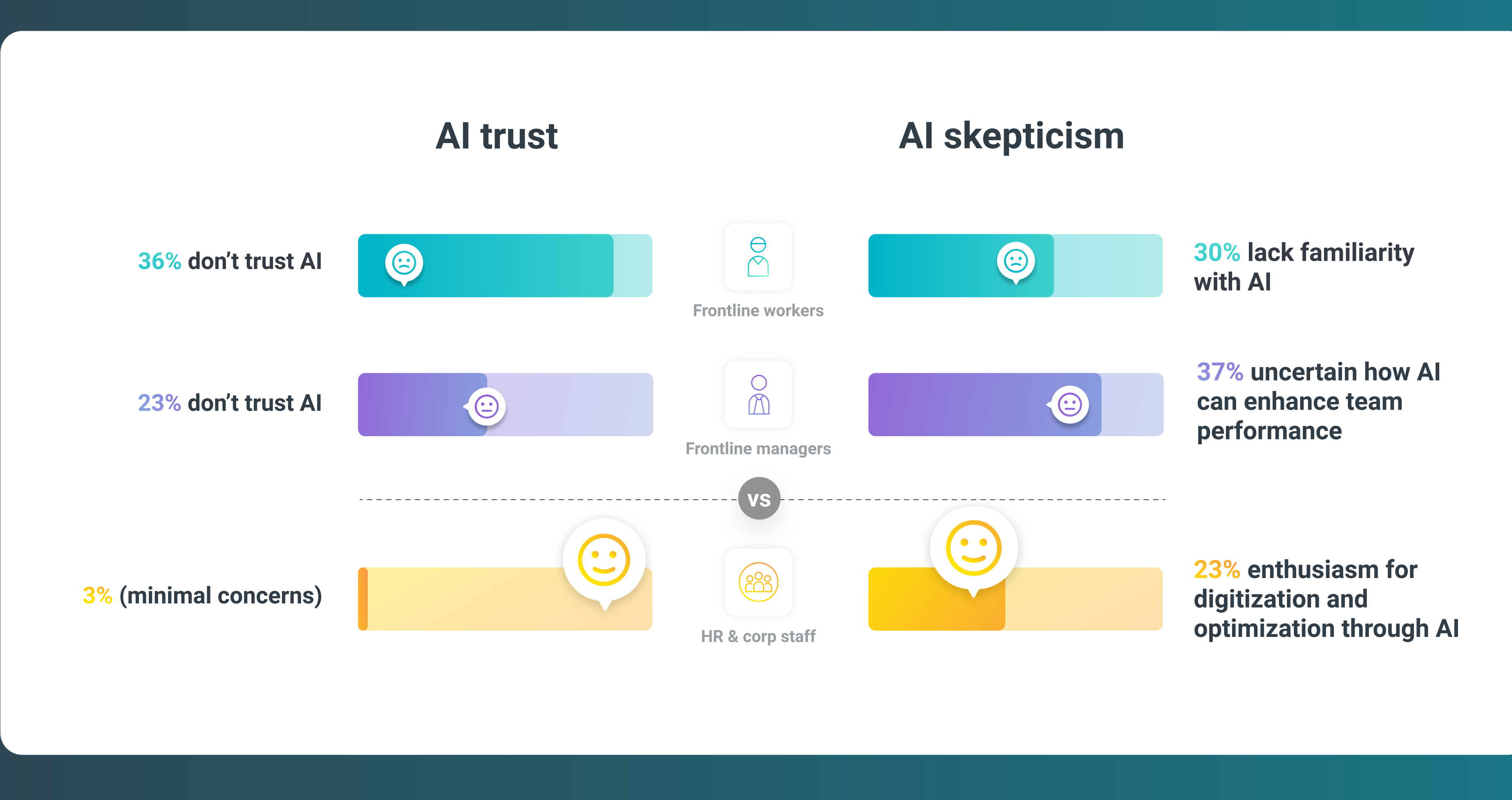
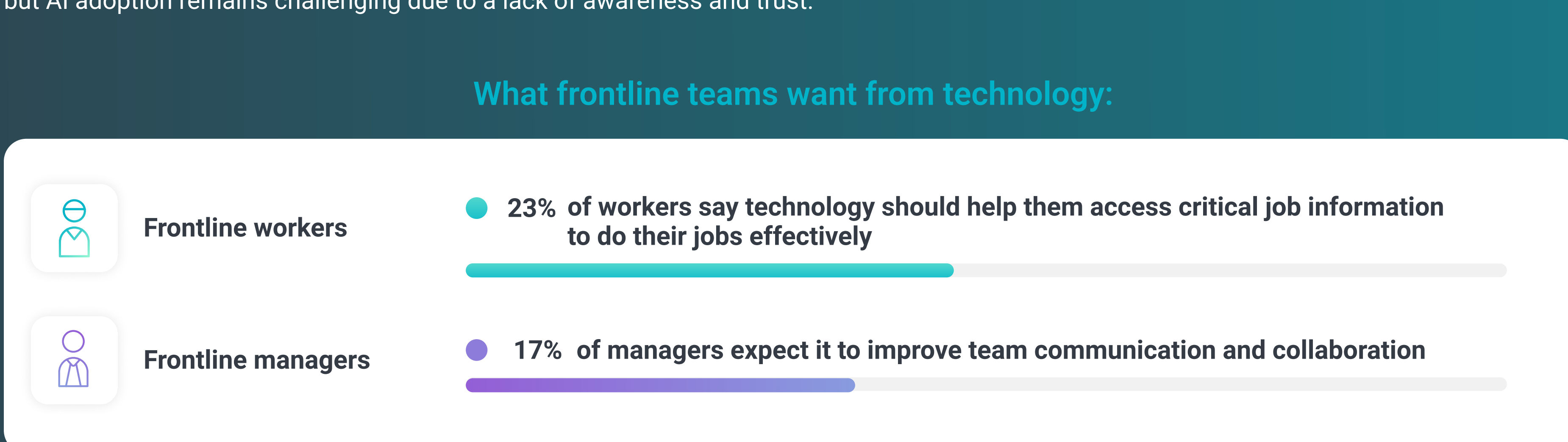


Beekeeper recommends

Disconnected teams struggle. Implement tools that make real-time communication seamless – no more waiting for updates or missing critical info. Encourage recognition with structured feedback loops and tools that make appreciation part of daily work. When employees feel valued, included, and connected, productivity soars.

04 Technology for engagement: Meet frontline needs and overcome AI hesitation

Frontline workers and managers see technology as key to productivity, but AI adoption remains challenging due to a lack of awareness and trust.



Beekeeper recommends

Workers aren't resistant to AI. They just need the right tools and training to see its benefits. Bridge the gap with frontline-friendly, mobile-first technology that removes friction, automates admin, and gives teams instant access to the info they need. When AI is practical and intuitive, it's not a disruption – it's a game-changer.

Building a better frontline experience

The survey results make one thing clear: frontline workers don't just need better tools—they need a better experience. Here's how companies can step up:

- Keep teams informed and connected:** Make real-time updates and communication effortless with mobile-friendly tools. No more top-down messaging black holes.
- Create a culture of recognition:** Appreciation shouldn't be an afterthought. Build structured feedback and reward programs that make employees feel valued every day.
- Lighten the load for managers:** Automate workflows and eliminate repetitive admin busywork so managers can focus on people, not paperwork.
- Upskill for the future:** Support digital adoption with training and AI education that empowers - not intimidates - your frontline workforce

The bottom line? Investing in your frontline workforce isn't just about retention - it's about driving stronger business results. A connected, productive, and empowered frontline starts with the right tools, real-time communication, and a culture of recognition.

But, most importantly, it starts with supporting the people who lead them - your frontline managers. When managers are supported with the right training, technology, and leadership resources, they create engaged teams that stay longer, perform better, and drive business success.

Discover how Beekeeper makes frontline lives easier – schedule a demo today!

