


MAXIMIZE THE IMPACT OF Firstline Workers


Foster culture
and community


Train & upskill
employees


Digitize business
process


Deliver real-time
expertise


Minimize risk
and cost

2

BILLION PEOPLE

are in roles that make them the first point of contact
between a company and the world it serves

WHO WE ARE

Behind the
Counter

On-site

In Clinics

On Phone

BUILDING FOR SUCCESS AT THE FIRSTLINE OF BUSINESS

78% of business leaders see empowering
Firstline Workers as critical to their long-term strategy

91% of business leaders indicate an increase in
Firstline Worker performance and productivity when
digitally empowered

+122% Companies with great **employee experiences**
outperform the Standard & Poor's (S&P) 500 by 122 percent



1st to engage customers

1st to represent a company's brand

1st to see products & services in action.

THEY ARE THE BACKBONE TO SOME OF THE WORLD'S LARGEST INDUSTRIES.

[Click Here to learn more about
the Firstline Workforce Opportunity](#)

- Building for success at the firstline of business, HBR Pulse Survey, September 2018 survey of 383 business leaders conducted by Harvard Business Review Analytic Services
- Empowering the Firstline Workforce. Forbes Insights. September 2018 survey of 303 business leaders conducted by Forbes Insights
- Glassdoor Study, 2015. <https://www.glassdoor.com/press/company-culture-pay/>