

THE ENGAGEMENT OF FIELD STAFF

And how to take them through a real HR experience

The majority of the workforce :

80%

of employees are in the field (sales assistants, couriers, waiters...).



3 Billion

people worldwide are currently field staff

Listening to employees



They are on the front lines and know the business reality. Yet, they do not feel heard.

16% 

of field employees say they feel heard by their managers

Lack of tools



84%

of field employees do not have access to digital tools to assist them.



Barely 5% of these employees have a professional email address and only 25% receive communications from the management team.

Isolation



These employees feel isolated from their head office and, consequently, excluded from the company's life.

21%

have no contact with their head office



High turnover rates

19%






of these employees will resign if they are not heard by their organization.



These figures show the urgency of finding solutions to prevent the departure of these employees.

 Bonus : 5 tips from our experts

Deploy an HR tool for everyone, everywhere!

-  Choose a true mobile solution to offer the best HR experience to all employees.
-  Provide access to everyone, including those who do not have a computer or professional email address
-  Acknowledge the feelings of employees and adapt your management rituals to the reality of the field staff
-  Make local managers your first "allies" by developing the project with them
-  Create uses that are important to them, so that they can see the immediate benefits