

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