

# 5 Reasons Your Frontline Workers Need to Transform to the Cloud

Frontline workers use a wealth of knowledge – both institutional knowledge of the company and firsthand customer insights – to provide essential services. These workers include: nurses, retail associates, factory line workers, customer service representatives, firefighters, call center teams, sales road warriors, support technicians, and front desk/registration staff.

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## Strong Desire to Adopt to the Cloud

**53%** of frontline workers are using unapproved cloud messaging apps for work-related reasons but **68%** said they'd stop if given approved internal communication tools. Frontline workers are ready – even eager – for cloud technology tools that help them access information and connect with colleagues from wherever they are.

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## Increase in Collaboration & Productivity

Frontline workers make up a significant portion of the **80%** deskless workforce and deserve to access the same cloud collaboration and productivity tools that have improved work and productivity as information workers.

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## Jobs executed more effectively

Frontline workers are among the easiest employees to move successfully to cloud because there are fewer legacy barriers to adoption. With benefits like fast deployment, company agility, built-in security, ease of use, and a strong multi-user experience, Chrome Enterprise ensures that IT and frontline workers alike can work better in the cloud.

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## Engaged Employees = Excellent Customer Service

Engaged frontline workers improve the customer experience resulting in customers who receive top-notch service to spend **140%** more; therefore, it's essential to leave customers with a memorable impression.

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## Benefits across the board

Welcoming frontline workers to the cloud has become a valuable necessity as its outcomes have shown that deploying Chrome Devices to your frontlines results in productivity gains, saves IT admin costs and reduces hardware and licensing costs. In addition, other benefits include: better employee experiences; greater customer experiences; stronger security; higher value; and enhanced business intelligence.