

Axonify

Navigating today to earn tomorrow

Key frontline insights from
the Deskless Report 2024





JD Dillon

Chief Learning Architect

Axonify



Brambles



Structured

Operations focus
Scheduled shifts
Managed to the minute

Directed

Assigned tasks
Limited autonomy
Require permission

Mobile

Rarely at desks
On the go
Varying tech access

Diverse

Unique backgrounds
Varying skills
Distinct motivations

Limited

Defined roles
Compliance requirements
High risk roles

Axonify

Insights on your frontline

The 2024 Deskless Report

<https://axonify.com/deskless24/>

Get your copy!



NEW!



Focus on **TODAY** to earn **TOMORROW**

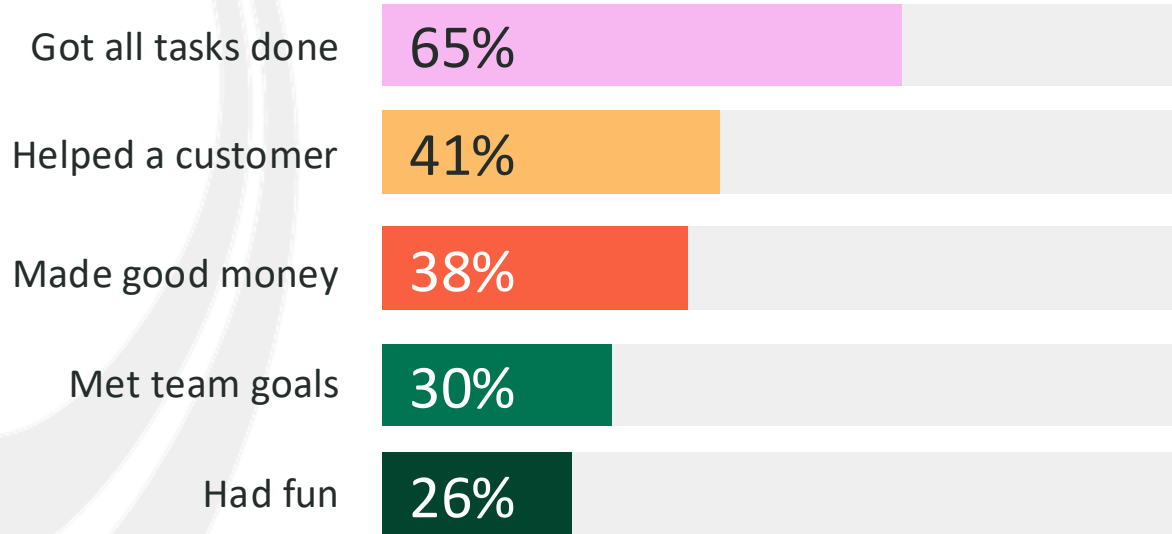
Axonify

A woman with long, dark, wavy hair is smiling and looking towards the camera. She is wearing a light-colored, textured sweater. The background is a wooden slat wall with several shelves displaying various styles of sneakers. The lighting is warm and focused on the woman.

What makes
a shift **great?**

Axonify

Top 5 indicators of a great day at work





How can L&D foster a
culture of engagement and
performance —
so every frontline worker
has a great shift (almost)
every day?

Five key **insights**

- Empower frontline managers
- Overcome customer incivility
- Close communication gaps
- Foster frontline community
- Make tech work for the frontline



INSIGHT #1

Empower frontline managers



Axonify

What percentage of frontline managers are **making it up as they go along**—at least some of the time?



67%

Managers account for **70% of the variance** in team engagement.

Companies with highly engaged employees experience **21% greater profitability.**

Engaged teams demonstrate **17% higher productivity.**

Organizations with engaged employees have **41% lower absenteeism rates.**



Axonify

A photograph of a middle-aged man with grey hair, wearing a dark blue polo shirt and a light blue apron, looking down with a stressed expression, resting his head on his hand. The background is a blurred warehouse or industrial setting with overhead lights.

35%

**of managers are
engaged in their jobs**

Managers are
more stressed,
angry, sad, lonely
and worried than
non-managers.

Axonify

TACTICS FOR TODAY:

Boost your manager support

- ✓ Clarify job expectations
- ✓ Define knowledge/skill
- ✓ Provide real-time support
- ✓ Avoid disrupting the operation or adding to manager task lists
- ✓ Foster peer networks
- ✓ Provide ongoing training that fits
- ✓ Justify investment in training
- ✓ Use data to nudge managers in the right direction

INSIGHT #2

Overcome customer incivility



The rise and impact of **difficult customers**

Managers

1. Finding and keeping people
- 2. Dealing with customers**
3. Workload

Employees

- 1. Challenging customers**
2. Meeting goals
3. Staffing





**40% of frontline
workers are
scared to go to work.**



**73% of hospitality
workers are
battling chronic stress.**

Tesco arms delivery drivers with DNA 'spit kits' to help trace abusive customers amid rise in violence

[Crime & Safety](#)

Violent Customers Throw Items, Climb On Counter At CA Chipotle

Spikes in violent theft frightening customers, damaging business of brick-and-mortar retailers

Axonify Content Marketplace

8/10

most popular topics are related to customer incivility and workplace safety

4M+

reinforcement activities completed across these topics to date in 2024

TACTICS FOR TODAY:

Prepare employees to deal with customer incivility

- ✓ Enable present, capable managers
- ✓ Reinforce de-escalation skills
- ✓ Use realistic scenarios
- ✓ Share success stories with proven practices



Axonify

INSIGHT #3

Close communication gaps



Percentage of
frontline workers who
find org
communication very
effective

51%

Hospitality



48%

Foodservice



40%

Distribution &
logistics



39%

Grocery



31%

Retail



Axonify



96% of execs
assume frontline
workers regularly
receive feedback,
only 67% do

TACTICS FOR TODAY:

Closing the frontline communication gap

- ✓ Get managers out of the middle of communication channels
- ✓ Assess manager feedback skills
- ✓ Require regular manager check-ins
- ✓ Leverage data to nudge managers towards the right coaching conversations



INSIGHT #4

Foster frontline community



Connection + Performance

Building a sense of community is crucial

32%

of frontline employees
are considering **leaving
their jobs**



Two factors retain frontline employees better than anything (including pay).

People are more likely to stay when they **like the people they work with** and **trust their managers**.



Community



Engagement



Motivation



Performance

TACTICS FOR TODAY:

Strengthen the frontline community

- ✓ Acknowledge that community is local
- ✓ Include community building skills in your manager enablement program
- ✓ Foster peer-to-peer learning
- ✓ Highlight community stories



INSIGHT #5

Make tech work for the frontline





Only 5% of frontline managers and 4% of employees think AI will replace them

Most Common AI Use Cases in L&D

Donald Taylor | AI in L&D: Intention and Reality (2024)

DISCOVERY

- Information gathering
- Content ideation
- Sourcing shareable resources and tools
- Analyzing source content received from SMEs

LX STRATEGY + DESIGN

- Creating learning outcomes and outlines
- Generating quiz questions and feedback messages
- Rapid storyboarding
- Brainstorming
- Asking for feedback on designs
- Drafting presenter notes and facilitation guides

ADMIN SUPPORT

- Generating meeting notes and recaps
- Drafting announcements, posts and emails
- Writing reports and procedures
- Converting text into presentations
- Software troubleshooting

CREATION

- Content writing, copy editing, and proofreading
- Simplifying technical, jargon-heavy text
- Summarizing and synthesizing long documents
- Translation
- Image generation, synthetic audio and media editing
- Multilingual 'talking head' videos with avatars
- Generating transcripts and captions

ONGOING SUPPORT

- Role-play practice and simulation
- Analysis of recorded conversations
- Performance and career coaching
- Tutoring support within learning experience
- Finding information among internal resources

EVALUATION

- Sentiment analysis on survey responses
- Tracking and analysis of user progress and usage patterns
- Analyzing KPIs and assessing L&D effectiveness
- Generating reports



Translation

Make information available in each person's preferred language



Literacy

Make sure content is accessible regardless of reading capability



Personalization

Provide each person with the right support at scale



Support

Give every person a reliable place to go for help in the flow of work

TACTICS FOR TODAY:

Leveraging technology on the frontline

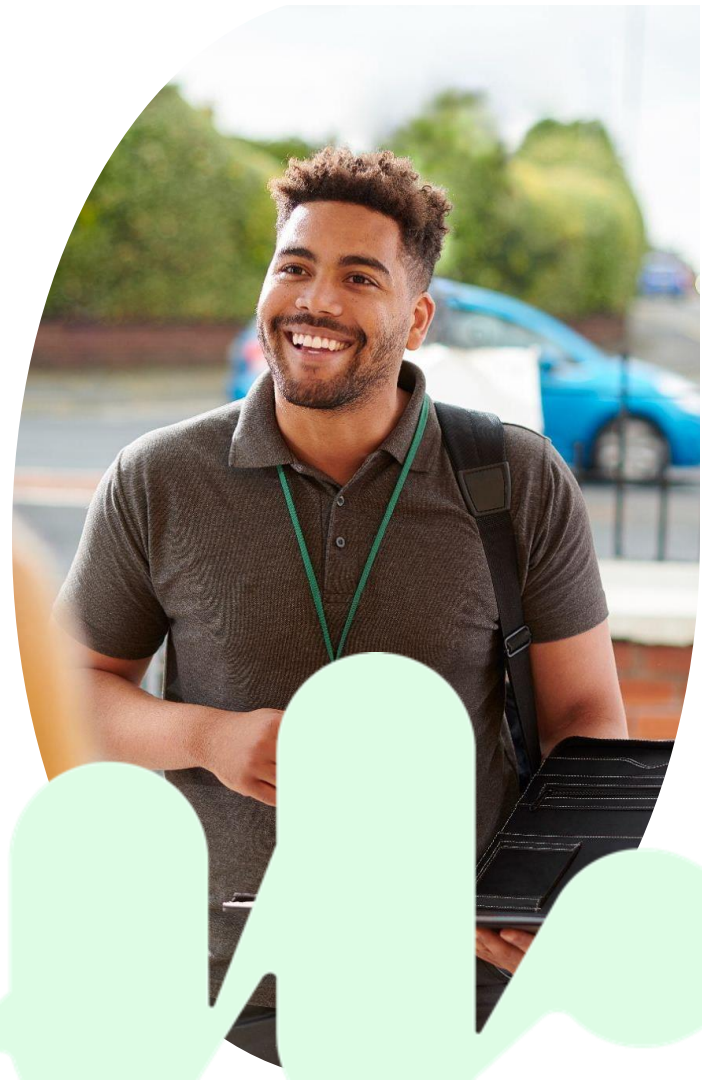
- ✓ Solve meaningful problems
- ✓ Explain the WHYs and HOWs
- ✓ Involve employees in planning
- ✓ Provide robust training and support



axonify

Five key insights

- Empower frontline managers
- Overcome customer incivility
- Close communication gaps
- Foster frontline community
- Make tech work for the frontline



comfort + capability + confidence



Axonify

Focus on **TODAY** to earn **TOMORROW**



Axonify

Insights on your frontline

The 2024 Deskless Report

<https://axonify.com/deskless24/>

Get your copy!



NEW!



JD Dillon
Chief Learning Architect

Axonify



axonify.com



jdillon@axonify.com



linkedin.com/in/jddillon



Let's
connect!



Be well.

The background is a dark teal color. On the right side, there are several overlapping, flowing, organic shapes in various shades of green, ranging from a light, almost white-green to a dark, almost black-green. These shapes create a sense of movement and depth, resembling a stylized landscape or a series of waves.