

# Empowering Frontline Workers to gain a competitive edge

Enabling Frontline Workers through Surface devices and Microsoft Teams not only drives connectivity and digital transformation—it improves the bottom line.



## Equipping Frontline Workers with better technology leads to company growth



11% reported annual growth greater than 20% when

<25% of Frontline Workers are digitally connected

31% reported annual growth greater than 20% when

<75% of Frontline Workers are digitally connected

Source: Harvard Business Analytic Services Survey, October 2019

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We are breaking down barriers so our colleagues in stores can be heard and we are able to access a rich pool of ideas that can support the transformation of our business.

**Sarah Cokayne**  
Head of Retail Operations  
Marks & Spencer

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The investments in technology that we're seeing for frontline employees not only bring about increases in customer satisfaction, they also translate into increased customer loyalty and same-store sales.

**Paul Tiedt**  
Senior Vice President for Research  
Services Management Group

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