

FRONTLINE DIGITAL TRANSFORMATION

DISCOVERY WORKSHOP

March 2024

DESKLESS.
DISCONNECTED.
DISSATISFIED.



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FRONTLINE WORKER

noun

a worker who deals directly with customers, clients, patients, or other users of an organisation's services, especially one who must be in a particular location or vehicle to complete their role.

Whether they are teaching children, serving customers in retail, working in manufacturing, or caring for patients in hospitals, frontline workers are often the face of an organisation.

But all too often they are disconnected from the organisation as they don't sit behind a desk on a day-to-day basis.

80%

of all workers globally do not sit at a desk to perform their job



75%

of employees spend their time using technology to do their job

60%

of employees say the technology they're provided to do their work doesn't meet their needs



56%

have turned to technologies they were already using in their personal lives



LOOKING BEYOND THE TRADITIONAL OFFICE OPENS A NEW SET OF OPPORTUNITIES BY TRANSFORMING THE FRONTLINE WORKFORCE



MICROSOFT 365 FOR FRONTLINE

2020 brought about a monumental shift in the way people work, Both desk-based and frontline workers faced challenges and there was a huge amount of focus on “how” we work.

Video conferencing and messaging has enabled an always on workforce that can work from anywhere with the introduction of the “hybrid” working week.

But this doesn’t take into consideration that 80% of the workforce are hands-on, location specific, and immersed with customers or activities.

Nor does it consider how the two working groups collaborate, share information and communicate.

Taking a people-first approach to any digital workplace transformation is imperative.

Frontline workers are more likely to leave a job and are already burnt-out from the last four years of work.

The workplace should be designed with everyone in mind.

Five key challenges can be addressed head on through a digital transformation

1 LOW CUSTOMER SATISFACTION

A strategic focus on Employee Experience means 21% higher profitability, 20% higher sales, 10% higher customer ratings.

2 BUDGET AND COST CONSTRAINTS

The looming recession has put great strain on all organisations to reduce costs. Missed opportunities for cost optimisation, productivity enhancement, and overall profitability can be costly.

3 HIGH EMPLOYEE TURNOVER

42% of frontline workers consider quitting their jobs in the next year. The cost of recruiting, onboarding and upskilling new employees regularly can be 50% of a frontline employee’s annual earnings.

4 OUTDATED TECH & SECURITY

Capgemini research shows that only 29% of employees are happy with the selection of technology provided to get the job done. Shadow IT presents security challenges that lead to data loss.

5 MAKING DECISIONS WITHOUT THE DATA

Valuable data and insights remain untapped, hindering competitiveness. The skills required to farm and analyse the data we have in a scarce resource.



WE HELP OUR CLIENTS TO EMPOWER FRONTLINE TEAMS WITH MODERN DIGITAL TECHNOLOGIES TO ENHANCE EFFICIENCY AND ENABLE INFORMED DECISION MAKING

Our approach to frontline teams puts people front and centre, using technology to solve real-world challenges. Business benefits realization is accelerated by engaging the right people at every touchpoint, enabling them for future success, and optimizing productivity at every level. What might start out as a digital workplace technology initiative, can achieve business-wide digital transformation.



DISCOVER

Frontline workers have a unique set of challenges at hand, and they all too often aren't heard. Through this phase we give voices to the voiceless and balancing the organisational goals. The Frontline Fitness test shows us the areas for the biggest improvements.



DEFINE

Once we know what the challenges are, we set out a roadmap to innovatively solve them. Keeping the frontline workforce front of mind, we work to understand the impacts on their daily work. The Business Case for change governs how we do this.



REFINE

Using an Agile methodology, we work to design, test, build, and review solutions to solve real problems. We see the organisational frontline fitness increase and add in new challenges to be solved iteratively.



ADOPT

Imagine a world when a new tool or process is rolled out and it just works, you have the right support, and feel confident in making decisions. That's how we approach adoption, with empowerment of frontline workers the top priority.



OPERATE

Keeping the momentum after any change is hard, when it comes to frontline teams, it's the key enabler for digital transformation. We empower frontline teams to continue to drive future fit tools.

WORKPLACE STRATEGY AND OPERATING MODEL

WORKPLACE EXPERIENCE AND ADOPTION

WORKPLACE DATA AND TECHNOLOGY ENABLEMENT

WORKPLACE PRODUCTIVITY AND MODERN WAYS OF WORKING

WORKPLACE LABS AND ACCELERATORS



MICROSOFT 365 FOR FRONTLINE

A DIGITAL WORKPLACE FIT FOR FRONTLINE EMPLOYEES WILL HAVE A CONSIDERABLE IMPACT ON YOUR BUSINESS



Imagine a workforce who are engaged in their work, are ambitious to succeed and have the knowledge to do so, they deliver top-level customer experiences, and have the right channels to feedback when something isn't working. Transforming your workplace to be more inclusive of those workers who aren't at a desk every day, will reap several benefits for the business.

The below outcomes can be achieved through a digital transformation for frontline



DISCONNECTED

A connected frontline workforce **shortens the feedback loops with customers, processes and inefficiencies**. The sense of community builds informal knowledge transfer.



UNINFORMED

Reducing duplicate and contradictory information brings greater employee engagement in activities and **increased productivity**.



UNSECURE

Having a well thought out Digital Workplace that empowers your frontline employees will **secure the organisations data**, reducing the use of "guerrilla" technologies such as Facebook and WhatsApp.



INEFFICIENT

A **reduction in inefficient and repetitive tasks through automation** will increase productivity, freeing up employees to deliver on tasks which cannot be automated.



DISSATISFIED

Increased customer satisfaction leads to greater growth of the organisation. Happy employees and happy customers go hand in hand to deliver wide ranging benefits for the organisation.



UNSUSTAINABLE

Digitally connecting frontline workers can **reduce the need for physical resources** and real-time data collection and analysis enable **smarter, eco-friendly decision-making**.



IMAGINE THE FUTURE OF YOUR FRONTLINE WORKFORCE THROUGH CAPGEMINI'S DESIGN-THINKING LED ENVISIONING WORKSHOP

Capgemini's Frontline Fit workshop is the first step in understanding how to connect your deskless frontline workforce and take actionable insights to increase employee and customer satisfaction.

This is an opportunity to sit back and imagine what an engaged frontline workforce would look like. We look at the trends impacting the industry and people, alongside technologies that can solve them.

Focusing on your frontline teams, we can start to imagine a world where your people work in lock-step.

A typical agenda for the envisioning workshop is split

Challenges and Opportunities

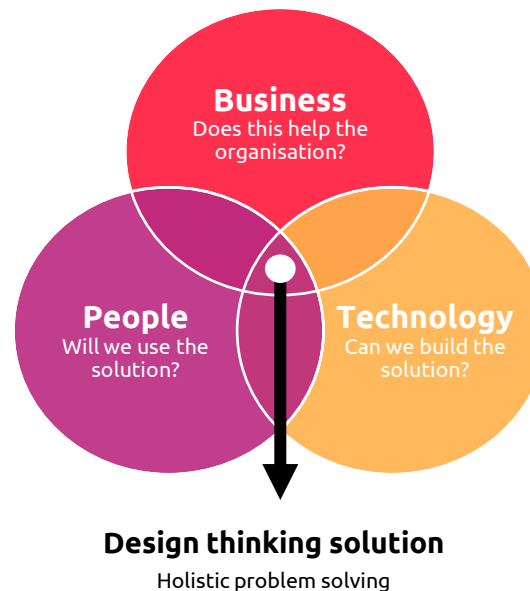
- Unpack the business and technology challenges faced in your frontline workforce
- High-level view of your ways of working

Trends and Technology

- An overview of the current market trends
- A look at the Microsoft solutions that enable your Frontline teams

Reimagine

- Identifying the high-impact use cases that can enable transformation
- Define the potential future state



OUTCOMES

POSSIBILITIES

An in-depth review of the “art of the possible” and potential future vision

LIGHTHOUSE USE CASES

Examples of specific use cases that address challenges and opportunities from your organisation

COMPARATIVE INSIGHTS

Comparative insights from how other organizations have improved business performance

VALUE ANALYSIS

A high-level value analysis of what could be achieved

Let's get together to talk about how to empower, connect, and delight your Frontline Workforce using Microsoft 365

WHY CAPGEMINI INVENT



PARTNERSHIPS

We approach a Frontline Digital Transformation through the lens of the Frontline Workforce Experience. Designing tools and solutions that are not only inventive but are fit for purpose. We understand their basic needs and have an in-depth knowledge of the digital workplace.

- Capgemini has all **6 Microsoft Partner Designations** and 19 specialisations, including the **Adoption and Change Management specialisation**.
- Our knowledge has been widely recognised by **6 Partner of the Year Microsoft Awards**.

CREDENTIALS

- As the digital innovation, design and transformation brand of the Capgemini Group, Capgemini Invent enables CxOs to envision and shape the future of their businesses.
- We have delivered workplace transformation in every sector, gaining **extensive transformation experience** and building an understanding of **best practices**.

Credentials are available upon request.

LABS & ACCELERATORS

- Capgemini has developed a **fast-paced innovation method** to experiment with new workplace ideas through our Workplace Labs.
- We can facilitate workshops to prototype and validate solutions through our **Accelerated Solutions Environment (ASE)**.
- Capgemini **sector-agnostic accelerators** that have been proven at scale.



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About Capgemini Invent

As the digital innovation, design and transformation brand of the Capgemini Group, Capgemini Invent enables CxOs to envision and shape the future of their businesses. Located in over 30 studios and more than 60 offices around the world, it comprises a 12,500+ strong team of strategists, data scientists, product and experience designers, brand experts and technologists who develop new digital services, products, experiences and business models for sustainable growth.

Capgemini Invent is an integral part of Capgemini, a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of nearly 350,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2022 global revenues of €22 billion.

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