

# Why you need to empower your Firstline Workforce now



of executives agree that Firstline Worker autonomy boosts competitiveness

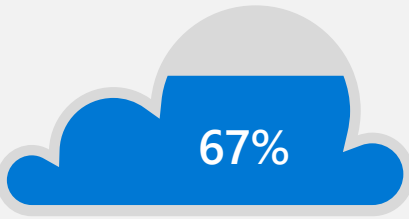
of organizations grant Firstline Workers full autonomy<sup>2</sup>

-----Almost half of highly autonomous Firstline organizations-----

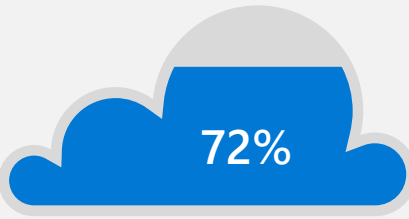


are seeing above-average levels of annual growth (>20%)

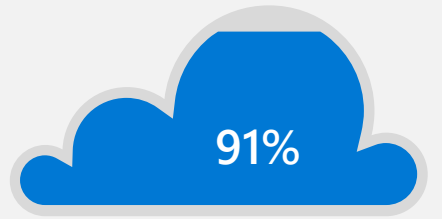
of those with little to no Firstline autonomy<sup>2</sup>



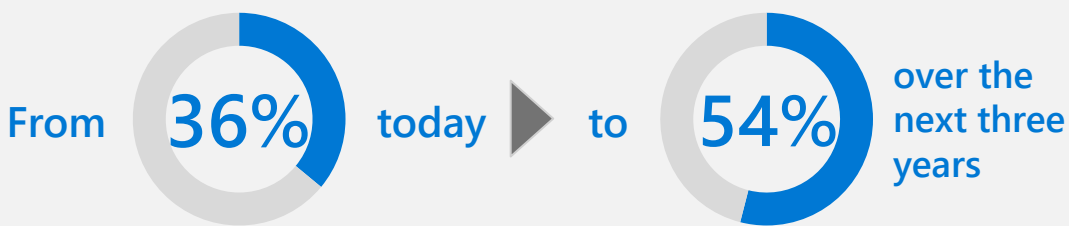
of retail executives "strongly agree" that digital transformation over the past two years has increased the need to equip Firstline Workers with additional digital tools<sup>1</sup>



of retail executives say having a digitally empowered Firstline workforce will become a competitive differentiator in the industry in the future<sup>1</sup>



of retail executives say that the Firstline segment of the workforce is essential for achieving high levels of customer satisfaction<sup>1</sup>



**Figure:** Projected increase of Firstline Workers using technology tools on a daily basis<sup>2</sup> (Respondents with more than half of their workforce engaged)

**Microsoft 365 for Firstline Workers**

Microsoft 365 combines intuitive best-in-class productivity apps with intelligent cloud services to empower your Firstline Workforce.

<sup>1</sup>Harvard Business Review, Empowering Firstline Workers To Gain A Competitive Edge, January 2020  
<sup>2</sup>Forbes Insights, Empowering The Firstline Workforce: Technology, Autonomy and Information Sharing Deliver Growth to Forward-Thinking Organizations, December 2017