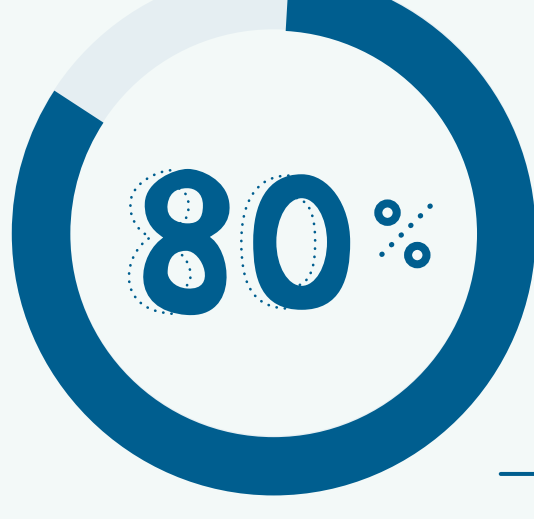


The Overlooked Majority of Our Workforce:

# The Deskless Worker



80% of all workers globally perform deskless roles.

Who are they?

## Retail

Known as: Partners, Associates, Team Members

13.2m U.S. Retail Workers\*

These associates work at your favorite stores and fill your online orders. Often experiencing high turnover, these workplaces struggle to maintain communication across a sprawling network, connecting their HQ to satellite locations.



### What They Value

- Scheduling flexibility
- Coworker camaraderie
- Recognition and incentives

### Industry Impacts

- High turnover, seasonality
- Part-time
- Weekends, evenings, holidays

### Engagement Motivators

- Open communication
- Reward and recognition
- Schedule visibility and self-service shift swaps

Turnover in the Retail Industry Is Higher Than Any Other at<sup>1</sup>



## Manufacturing

Known as: Production, Shop Floor, Frontline

9.1m U.S. Manufacturing Workers\*

These workers make, build, and assemble the things we use every day. They are on their feet and operating machinery, physically working side-by-side with peers and some of the most sophisticated technology in the history of manufacturing.



### What They Value

- Being respected and included
- Scheduling flexibility
- Safe work environment

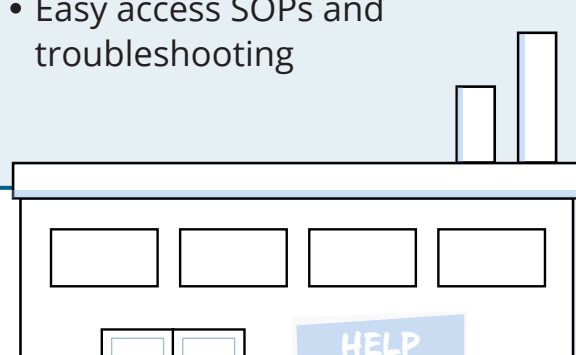
### Industry Impacts

- Production quotas
- Lack of upskilling
- Division between management and workers

### Engagement Motivators

- Two-way communication and input
- Safety and emergency protocols
- Easy access SOPs and troubleshooting

Despite a record level of new hires, job openings in the industry are still hovering near all-time highs at 800k



## Healthcare/Education

Known as: Essential, Nurses, Doctors, Teachers

22.6m U.S. Healthcare and Education Workers\*

These people take care of us, heal, and teach us. Though some have access to a desk, their real work is with people, patients, and students whose well-being relies on them. They require “always-on” access to information, especially when they’re on their feet.



### What They Value

- Helping others
- Being respected and supported
- Training and transparency

### Industry Impacts

- Mentally and physically draining
- Burnout from fast-paced working conditions
- Budget constraints and insufficient pay

### Engagement Motivators

- Sentiment surveys
- Input into procedures, policies, regulations
- Honest, two-way communications



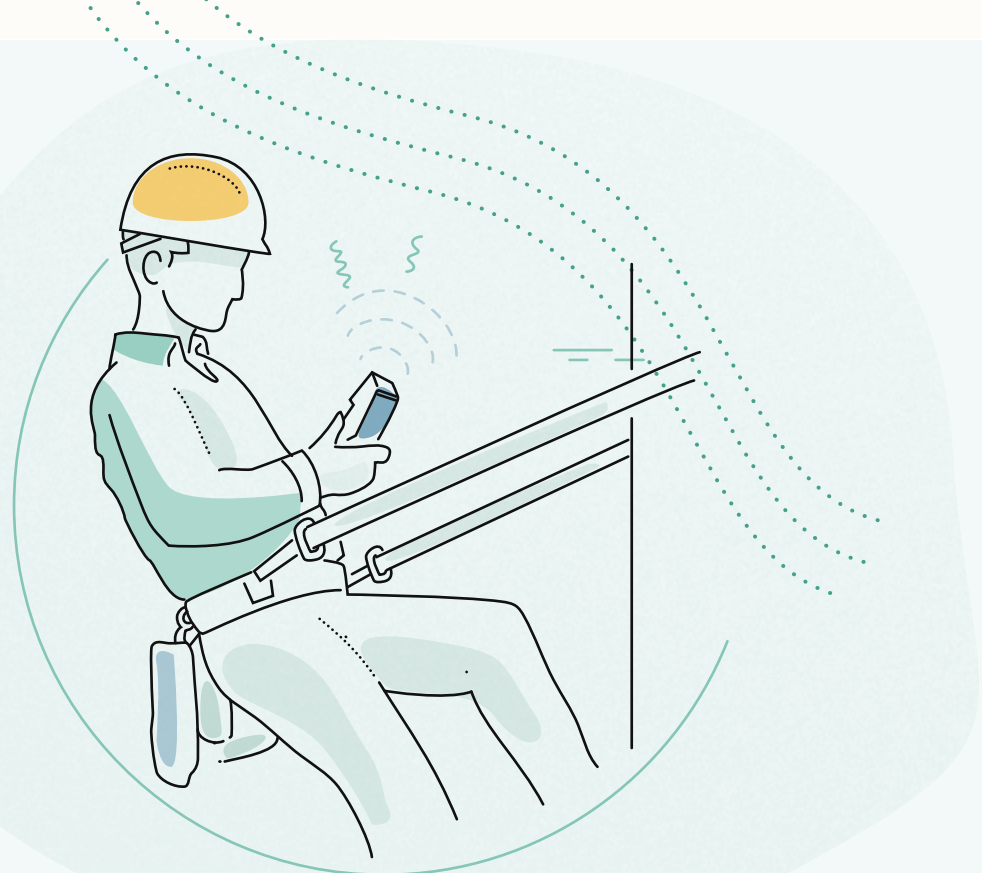
47% of Healthcare Workers Plan to Leave Their Position by 2025<sup>3</sup>

## Utilities

Known as: Waterworks, Gas Experts, Powerlines

442,400 U.S. Workers\*

These crew and field workers keep us connected, comfortable, and running smoothly. They often communicate through unsecured, third-party apps, which means management can't be certain if teams are receiving needed information, feeling supported, and protected.



### What They Value

- Compensation
- Scheduling flexibility
- Being respected and heard

### Industry Impacts

- Clean and affordable energy transition
- Lack of focus on workforce potential
- Poor perception of career growth

### Engagement Motivators

- Continuous learning
- Flexible work arrangements
- Surveys and sentiment analysis

4 out of 5 employers across energy technologies reported having some difficulty hiring new employees<sup>4</sup>



## Make Work Easy for Every Employee, Every Day, and Everywhere Work Happens

Deskless workers are an integral part of the global workforce and your organization's success. Modern workforce management technology provides workers access to the digital tools they need to do their jobs better, when and where they need them.

WorkForce Software has made a commitment to make work easy for global employers and their teams, delivering workforce management solutions with smart, integrated employee communications designed to be in the flow of work—so everyone can adapt and communicate quickly, with the ease of use of a favorite personal app.



Tap into the Power of Your Deskless Workers



Sources  
 \*U.S. Bureau of Labor Statistics, Production and Nonsupervisory Employees, July 2023  
<sup>1</sup>FinancesOnline, "112 Employee Turnover Statistics: 2023 Causes, Cost & Prevention Data," 2023  
<sup>2</sup>Deloitte, 2023 manufacturing industry outlook, 2023  
<sup>3</sup>Elsevier Health, "Clinician of the Future" Report, 2022  
<sup>4</sup>U.S. Department of Energy, U.S. Energy & Employment Report 2023