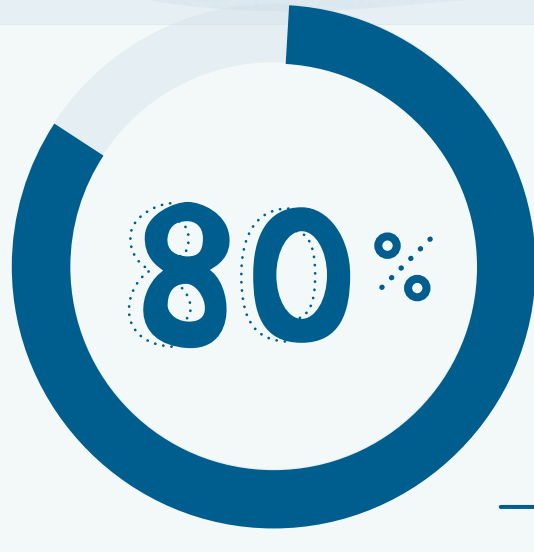


The Overlooked Majority of Our Workforce:

The Deskless Worker



of all workers globally perform deskless roles.

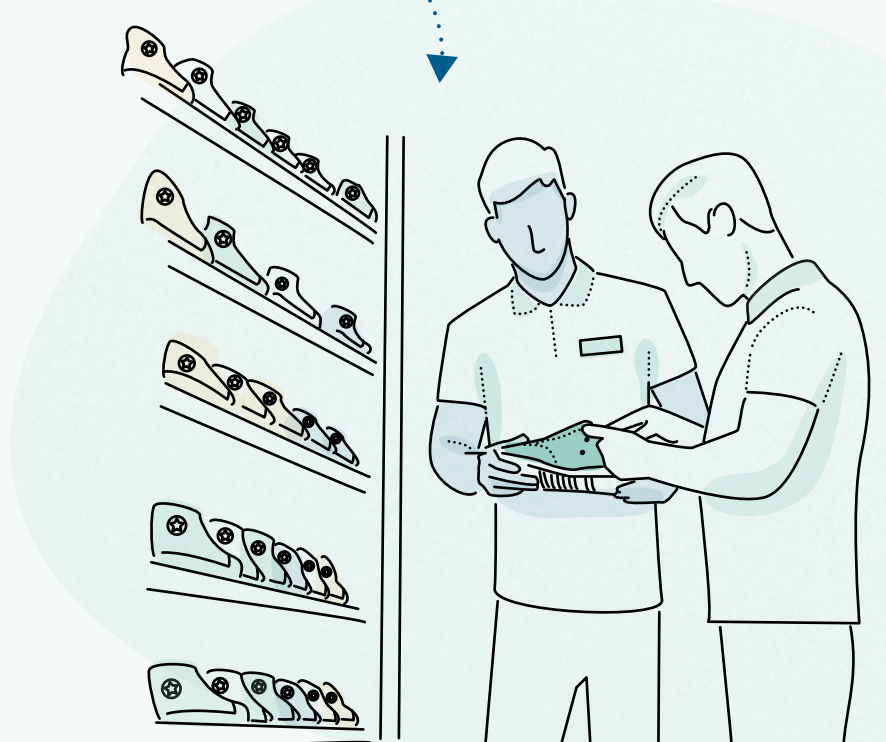
Who are they?

Retail

Known as: Partners, Associates, Team Members

13.3m 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
- 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 at¹



Manufacturing

Known as: Production, Shop Floor, Frontline

8.8m 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
- Safe work environment

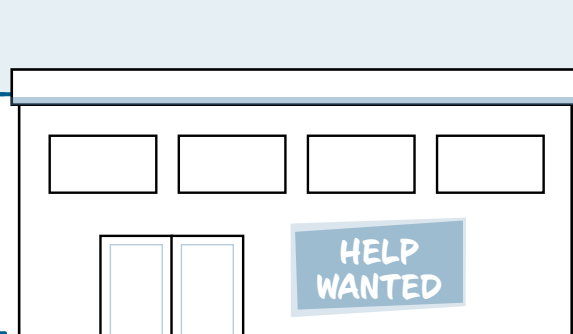
Industry Impacts

- 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

U.S. Manufacturing Skills Gap Could Leave as Many as **2.1** Million Jobs Unfilled By 2030²



Healthcare/Education

Known as: Essential, Nurses, Doctors, Teachers

20.9m 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

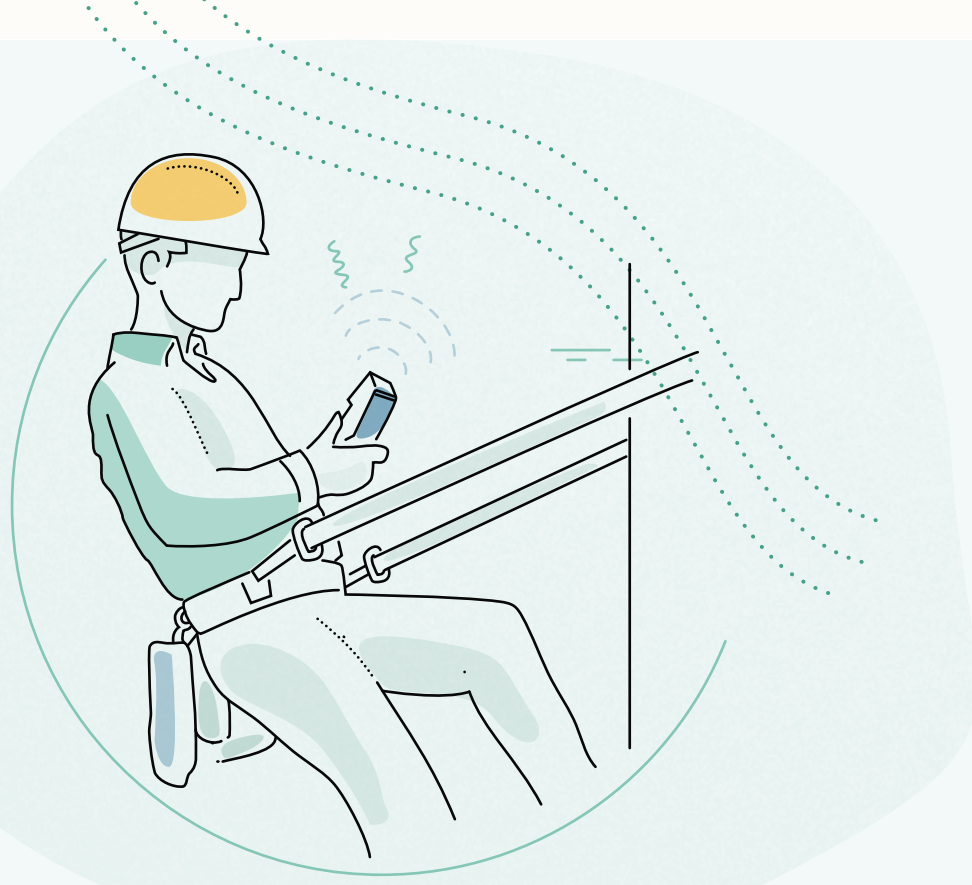
18% of Healthcare Workers Have Quit Jobs During Pandemic³

Utilities

Known as: Waterworks, Gas Experts, Powerlines

429,000 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

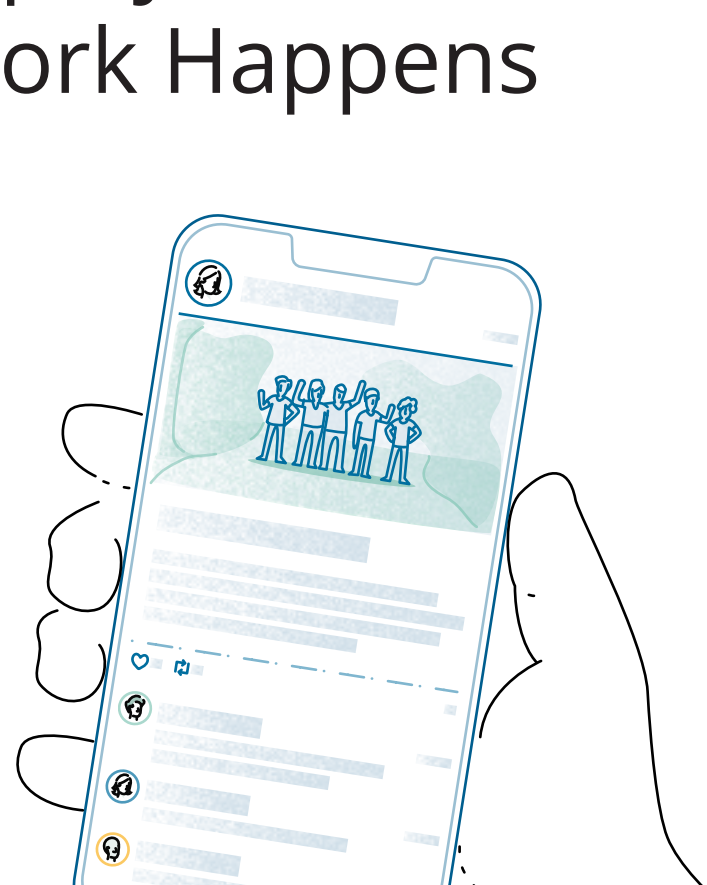
More Than **3/4** of U.S. Utilities Report Difficulty Hiring New Employees⁴



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