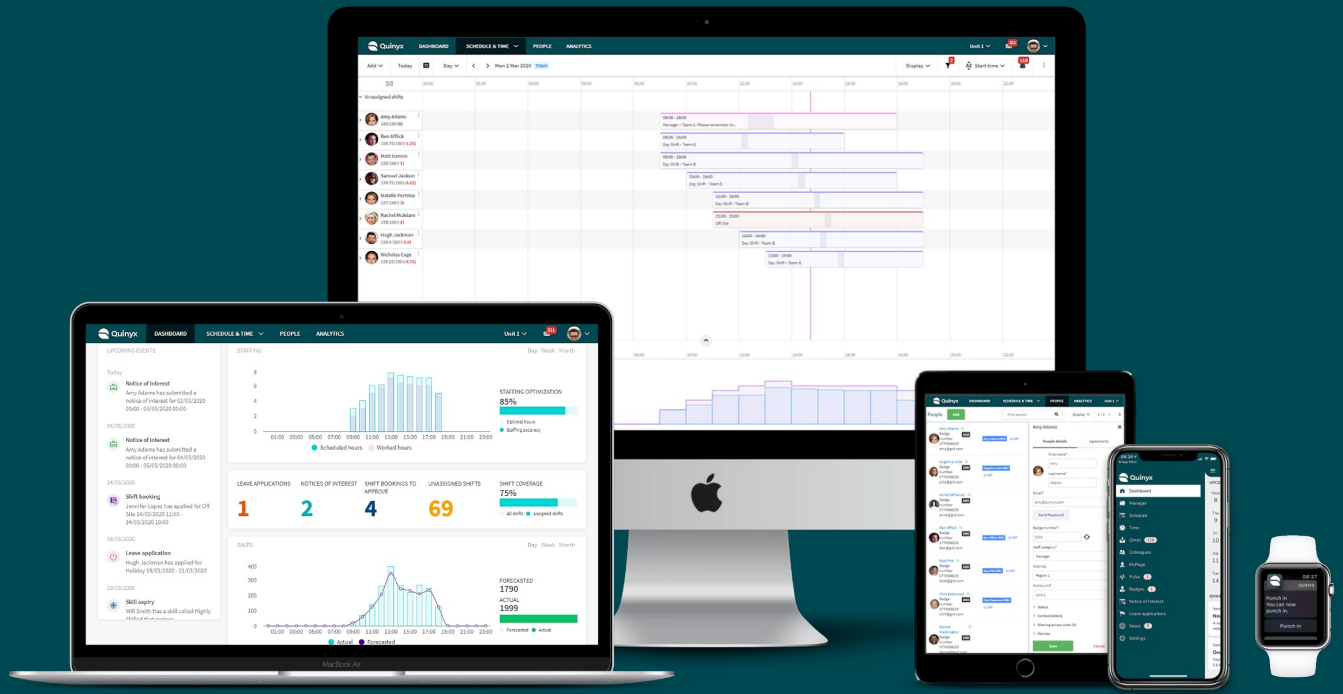
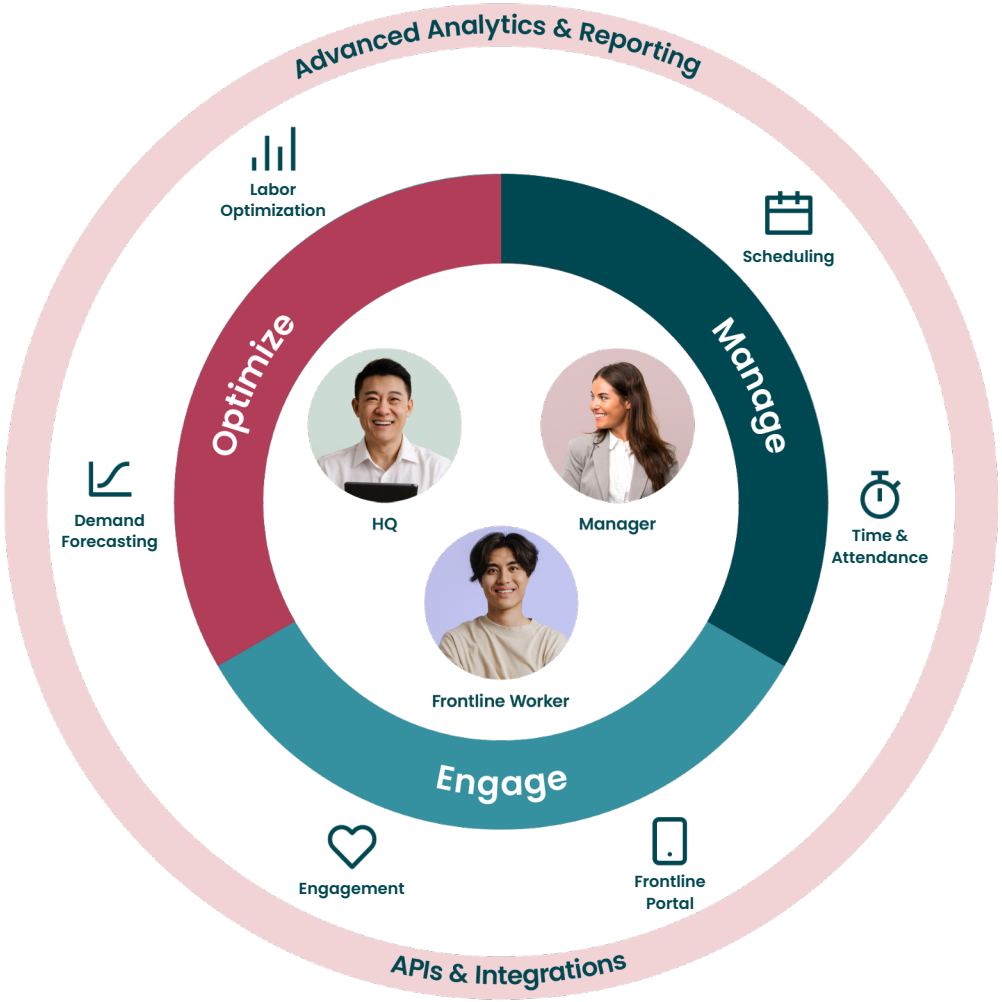
Annual Report #4
State of the Frontline Workforce 2023



Workforce Management platform

Breaking the silos

One place that empowers your HQ, managers and frontline workers.



Frontline Heroes!

Purpose

“We create a better life for millions of people by improving their work lives. ”

Quinyx

State of the Frontline Workforce 2023

What do 13,000 frontline workers think about their future?

Can they thrive at work?

Are they happy with their work-life balance?

Do they have the tools to get the job done?

This is what we found..

What do you think front line workers miss the most in their current job?

Mentimeter

The Big Shift

The labor market is changing and **employees** are more **important than ever** before

The New Rules of Frontline Engagement 2023

75% of frontline employees have considered quitting their jobs within the last year

Top three triggers:

1. Poor **work-life balance**
2. **Stress** at work
3. No room for **career development**

What can motivate the employees?

1.
Higher degree of recognition

(39%)

2.
Better communication

(39%)

3.
Less stressful work environment

(34%)

62% experience work-related stress

Top three stress triggers:

1. Understaffing
2. Overtime
3. Lack of flexibility in regards to working hours

4 out of 10 believe that the lack of flexibility in their schedules is the cause of increased stress

49% reported they don’t have any say over their work schedule

50% report their work schedule caused them to miss important social events or holiday celebrations

Communication

40% don’t feel comfortable speaking directly with their manager when they have changes to their schedule

Yet **73%** don’t have a work app for swapping shifts

And **88 %** primarily use other communication solutions than a work app.

Career

One in three workers feel they don’t have opportunities for career development.

66% would stay longer in the company if they had more development opportunities.

Notable areas

- Reduce **stress**
- Offer more **flexibility** aka **work-life balance**
- Opportunity for **career development**

Tech can help
you find the
harmony

Less stress *please!*

Forecasts through AI

From gut feelings to data-driven decisions

- Predict when you will be busy and less busy for more accurate staffing
- Stay close to trends, your campaigns and og seasonal fluctuations
- When do we have time for the non-customer related tasks

If we get it right...

- **A healthier working environment -> happier employees**
- **Better customer experiences**
- **Optimize labor costs**

An example form a customer

Roadchef

Kundecase

Roadchef

“Our gut feeling told us that the highest demand in the day has always been around 12:00 but with AI forecasts we saw the demand start to significantly increase from around 11:15”.

AI hyperlocale forecasting helped them to:

- *95% accuracy in the staffing forecast (up to 5 weeks)*
- *“No more 9-5 jobs”*
- Schedules that incorporate employee wishes and still meet demand

Flexibility aka work-life balance *por favor*

citizen hotels

*We're set out everyday to **create amazing guest experiences** and we truly believe that if we have **happy employees**, we will get **happy guests**.*

***Employee happiness** plays a key role in **customer satisfaction**, but **satisfied employees** are also **less absent** and **more productive**.*

How to get happy employees then..?

- Democratic scheduling...(!)
- Opportunity to register personal schedule preferences before the schedule is created
- Be able to change shifts afterwards with your colleagues

Automated their scheduling with algorithms

*“The level of **guest satisfaction** and **commercial success** has really been a **result** of that level of **employee happiness** and **engagement** that CitizenM has **thanks to optimal schedules.”***

- **Matthew Bell,** Director of Hotel Operations

Notable improvements

- 80% of employees reported that schedules was improved

- Better fairness!
  - distribution of morning vs night shifts
  - consecutive days off
  - longer shifts

- Time saved for managers
  - from 4 hours to 15 min (per hotel/month)

- Full compliance with local labour laws and regulations

Career development

learningbank

Tak !

Quinyx