Work Trend Index Special Report:
Telco Frontline Worker Insights
As part of Microsoft’s ongoing thought leadership on the future of work, we published a Work Trend Index: Special Report which explores findings from a survey of 9,600 frontline workers (FLWs) and managers in eight industries across five continents. The data sheds light on the challenges impacting nearly every business, across all industries right now. While technology is not the only solution, the report reveals an opportunity for digital tools to help ease the burden on these essential workers. We’ll explore all up findings with an in-depth look at Telecommunications.

Key Takeaways

- Culture of caring is the new currency
- Frontline workers are at an inflection point
- Optimism for tech is high
- Opportunity to bridge tech and training gap
51% of those in nonmanagement positions on the frontline don’t feel valued as employees.

Culture of caring is the new currency

76% feel bonded to each other

72% feel bonded to coworkers after the pandemic

60% say their company should better prioritize culture and communication from the top

60% say messages or communication from leadership often gets lost and does not reach them effectively

65% of frontline managers say messages or communication often gets lost and does not reach them effectively
Frontline workers are at an inflection point

Frontline work presents challenges outside of employees’ control

### All FLWs
- 52% do not think enough is being done to address supply chain issues
- 51% say worker shortages are making it difficult to do their job

### Telco FLWs
- 53% do not think enough is being done to address supply chain issues
- 49% say worker shortages are making it difficult to do their job
Frontline workers are at an **inflection point**

Top reasons for work-related stress

<table>
<thead>
<tr>
<th>All FLWs</th>
<th>Telco FLWs</th>
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</thead>
<tbody>
<tr>
<td>Too much work</td>
<td>45%</td>
</tr>
<tr>
<td>Low wages</td>
<td>44%</td>
</tr>
<tr>
<td>Long workdays</td>
<td>41%</td>
</tr>
<tr>
<td>Managing customer Needs</td>
<td>35%</td>
</tr>
<tr>
<td>COVID-19 protocols</td>
<td>33%</td>
</tr>
<tr>
<td>How customers treat them</td>
<td>34%</td>
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</tbody>
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Optimism for tech is high

All FLWs

- 63% say that they are excited about job opportunities tech brings to their industry
- 46% say better tech tools would reduce work related stress (ranking better tech over mental health and wellness benefits)

Telco FLWs

- 69% say that they are excited about job opportunities tech brings to their industry
- 52% say better tech tools would reduce work related stress (ranking better tech over mental health and wellness benefits)

Looking to tech to help them with:
- Scheduling: 37%
- Automating Repetitive tasks: 36%
- Onboarding: 36%

Looking to tech to help them with:
- Scheduling: 41%
- Automating Repetitive tasks: 41%
- Onboarding: 41%
Opportunity to bridge tech and training gap

All FLWs

- 32% do not feel they have the right digital tools or technology to do their job effectively
- 55% feel they have been learning on the fly with no formal training
- 46% say they expect to struggle using new technology or digital tools at work

Telco FLWs

- 30% do not feel they have the right digital tools or technology to do their job effectively
- 58% feel they have been learning on the fly with no formal training
- 50% say they expect to struggle using new technology or digital tools at work