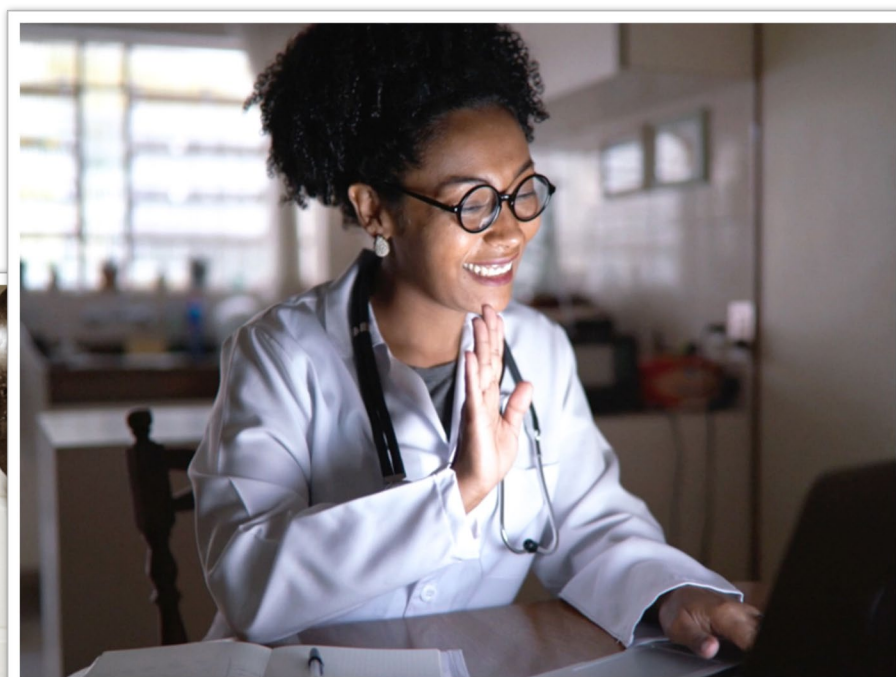Microsoft

Work Trend Index Special Report:

Telco Frontline Worker Insights

Microsoft

Key Takeaways

As part of Microsoft's ongoing thought leadership on the future of work, we published a
[Work Trend Index: Special Report](link) 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.
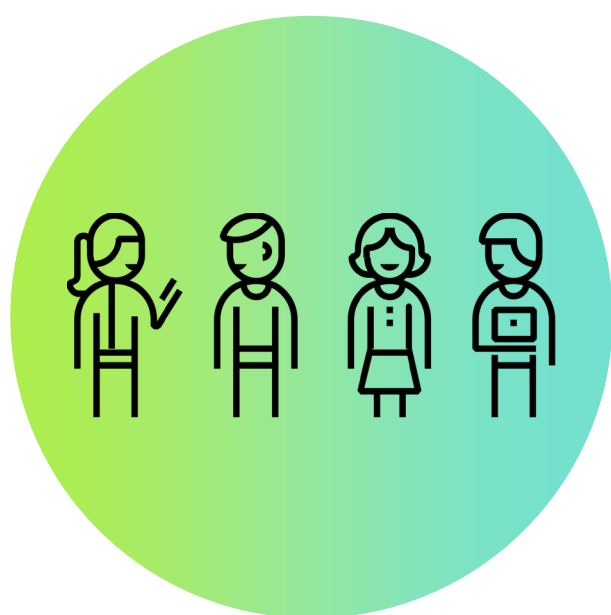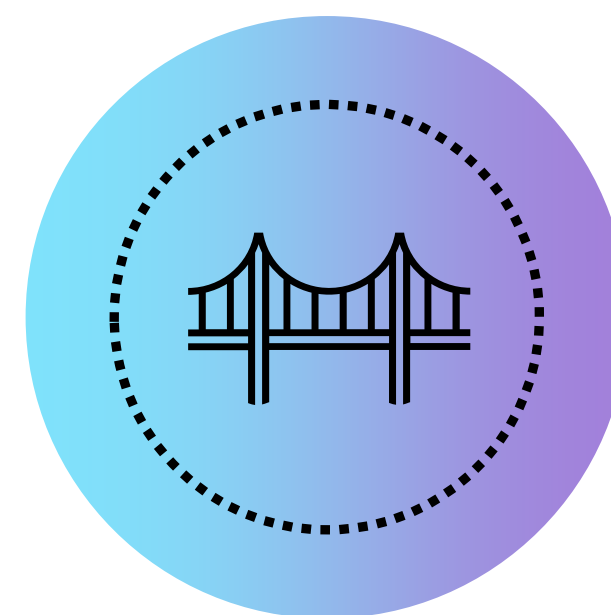
Culture of caring is the new currency
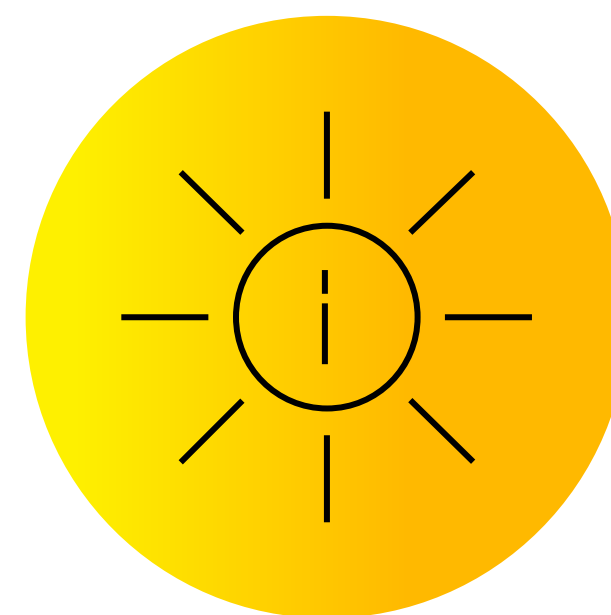
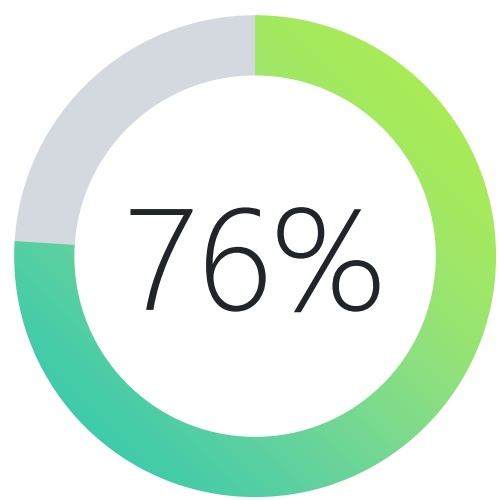## Frontline workers are at an inflection point

Optimism for tech is high
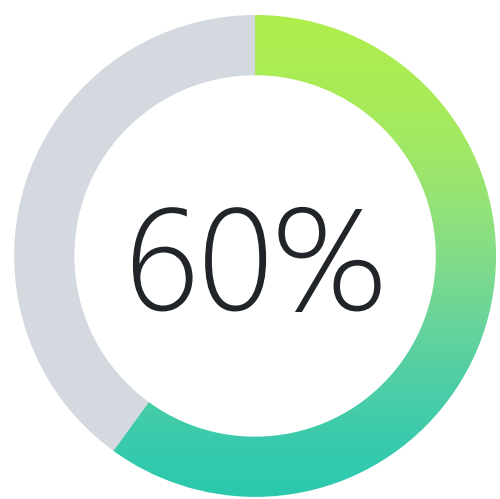
Opportunity to bridge tech and training gap

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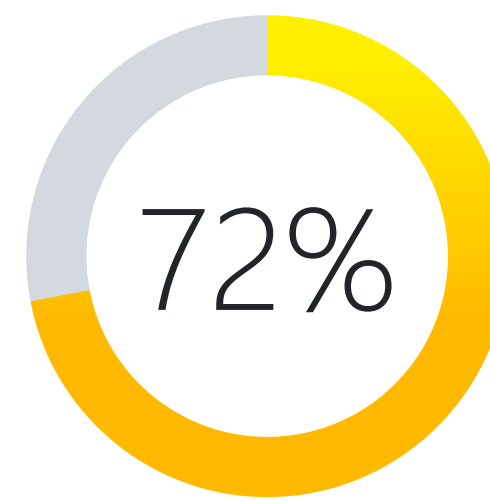Culture of caring is the new currency

All FLWs

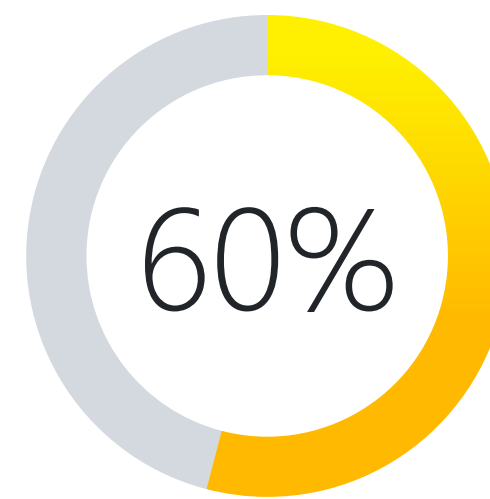**76%** feel bonded to each other

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

51% of those in nonmanagement positions on the frontline don't feel valued as employees.
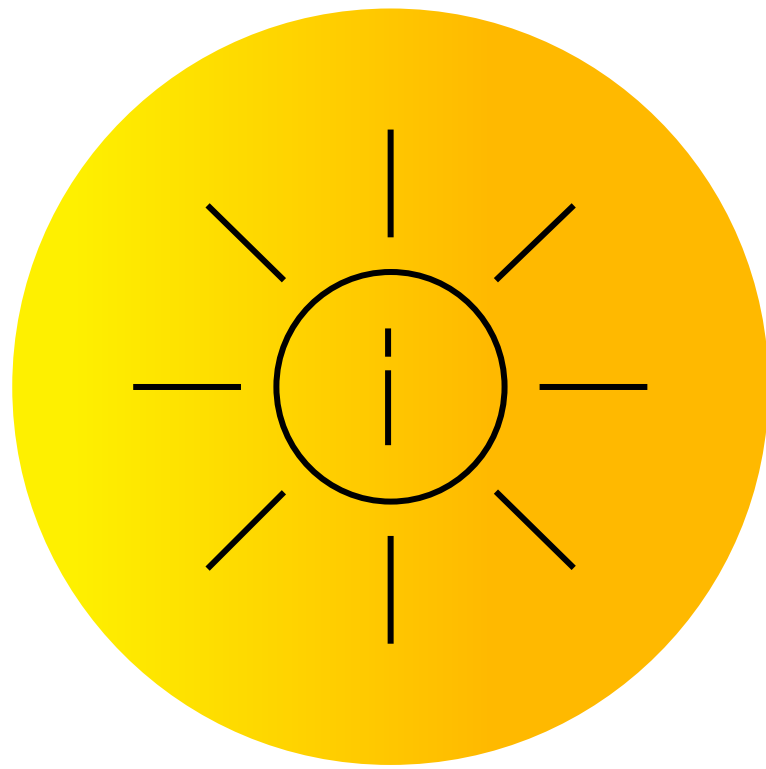
Telco FLWs

72% feel bonded to coworkers after the pandemic

60% say messages or communication from leadership often gets lost and does not reach them effectively
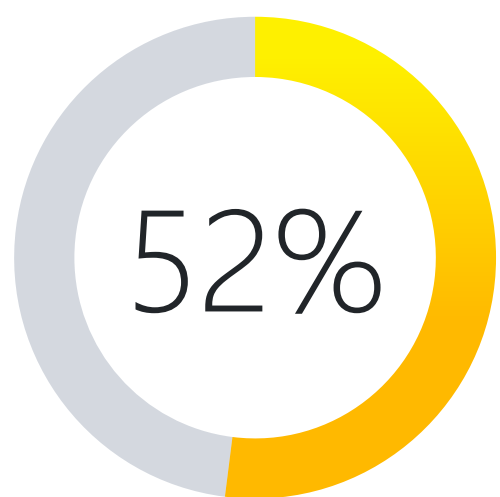
65% of frontline managers say messages or communication often gets lost and does not reach them effectively
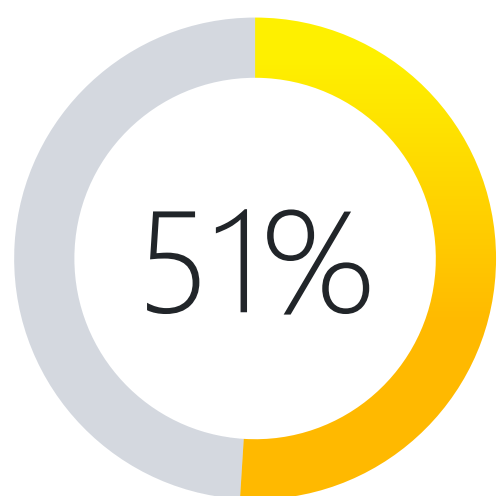
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Frontline workers are at an ==inflection point==

Frontline work presents challenges outside of employees' control
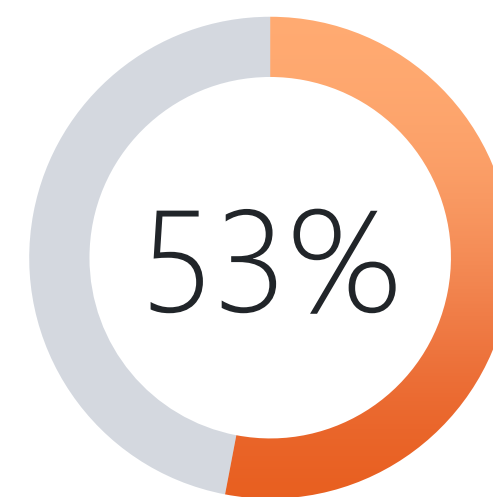
All FLWs

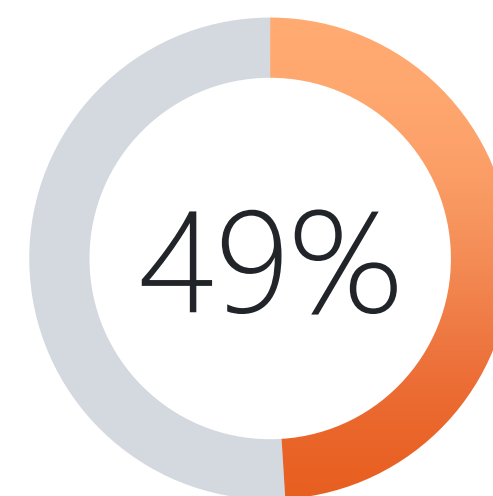**52%** do not think enough is being done to address supply chain issues

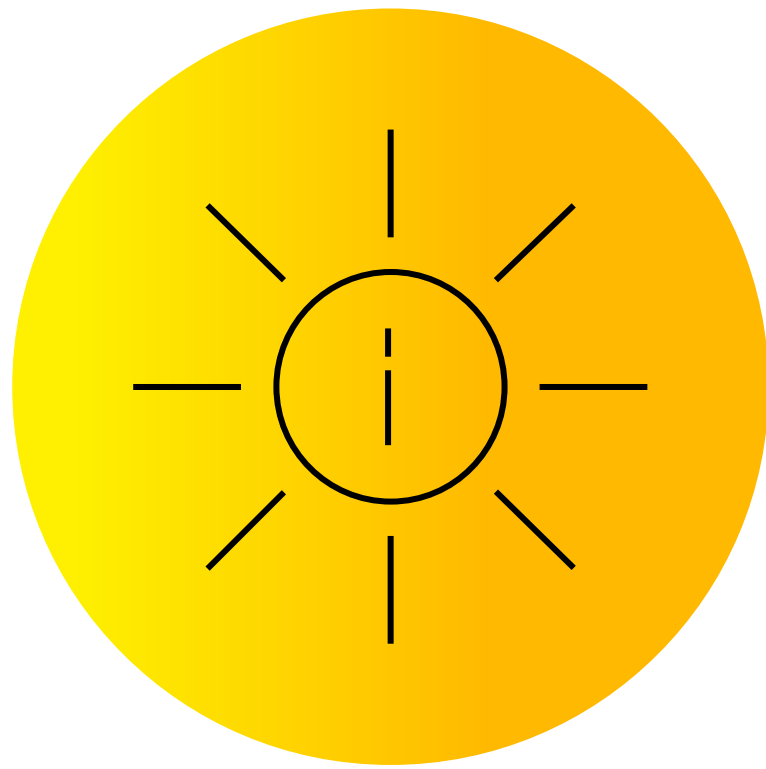**51%** say worker shortages are making it difficult to do their job

Telco FLWs

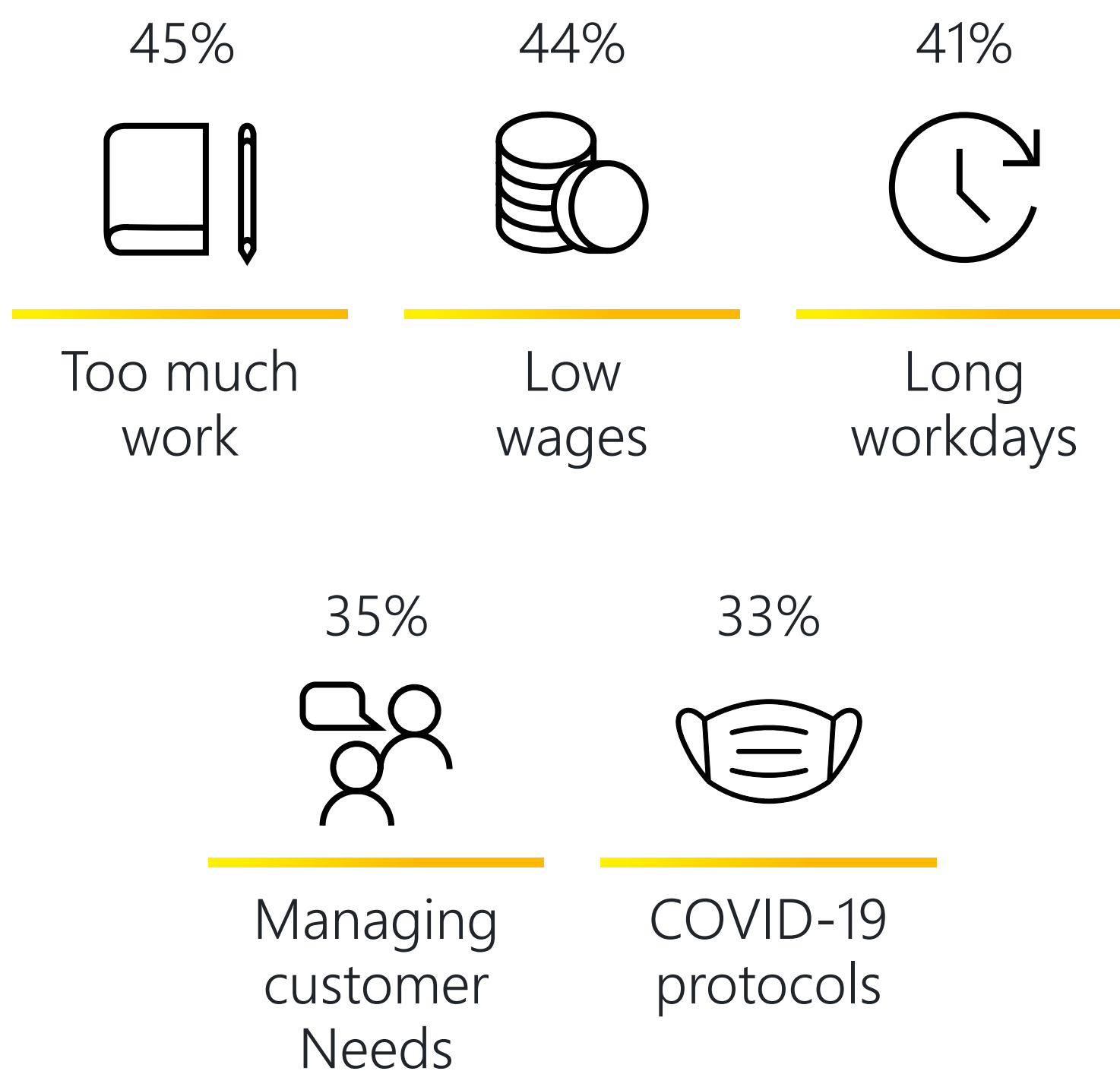**53%** do not think enough is being done to address supply chain issues

49% say worker shortages are making it difficult to do their job

Frontline workers are at an inflection point
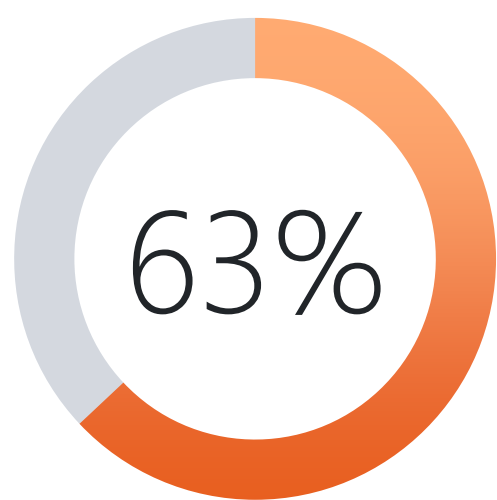
Top reasons for work-related stress

All FLWs

45%	44%	41%
Too much work	Low wages	Long workdays

35%	33%
Managing customer Needs	COVID-19 protocols

Telco FLWs

46%	43%	38%
Too much work	Low wages	Long workdays

33%	34%
Managing customer Needs	How customers treat them

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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
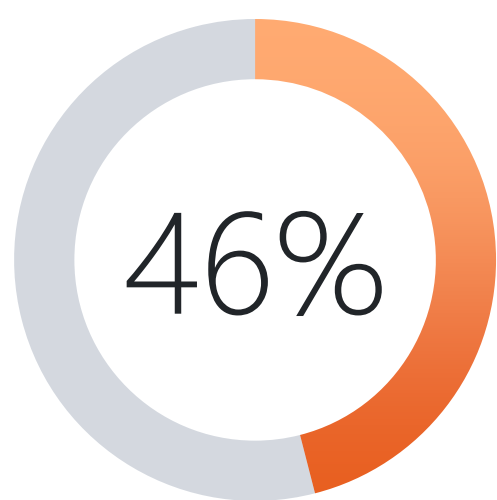
46% say better tech tools would reduce work related stress (ranking better tech over mental health and wellness benefits)
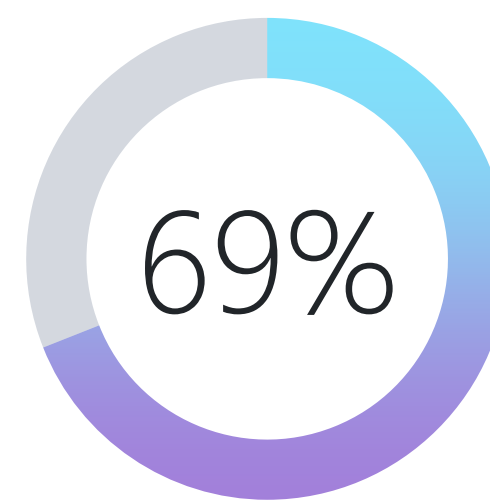
Looking to tech to help them with:
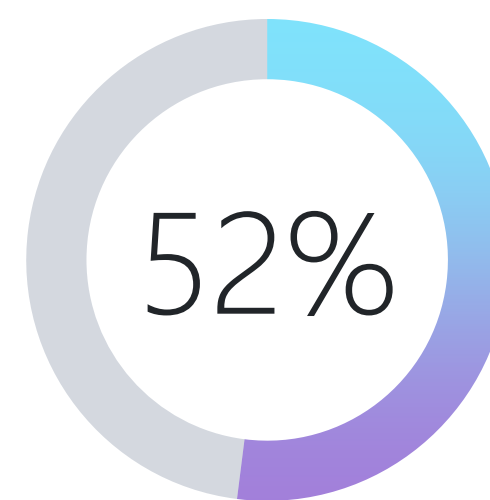Scheduling: 37%
Automating Repetitive tasks: 36%
Onboarding: 36%

Telco FLWs

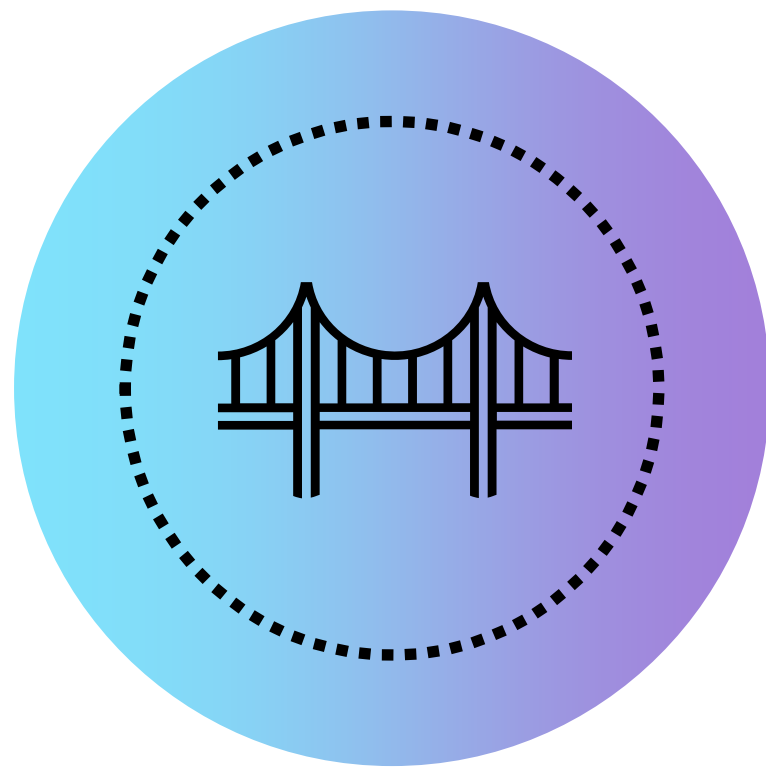**69%** say that they are excited about job opportunities tech brings to their industry

52% say better tech tools would reduce work related stress (ranking better tech over mental health and wellness benefits)

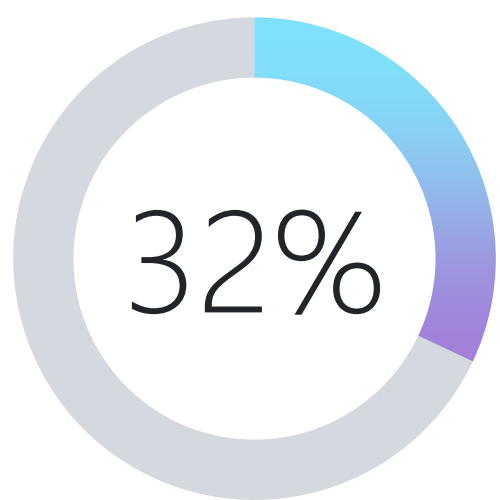**Looking to tech to help them with:**
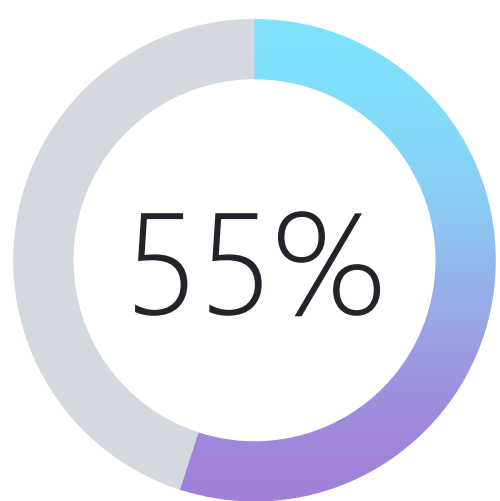Scheduling: 41%
Automating Repetitive tasks: 41%
Onboarding: 41%

Microsoft

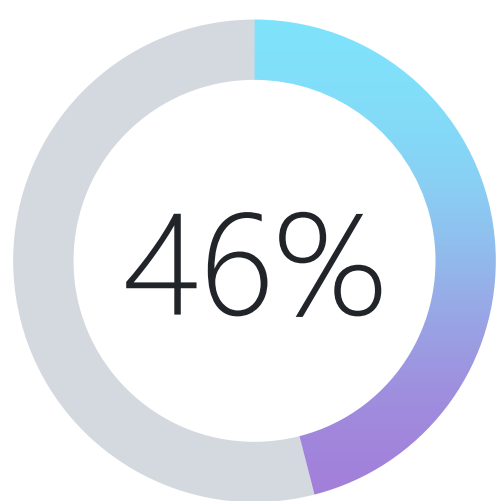## Opportunity to bridge tech and training gap

All FLWs

32% do not feel they have the right digital tools or technology to do their job effectively
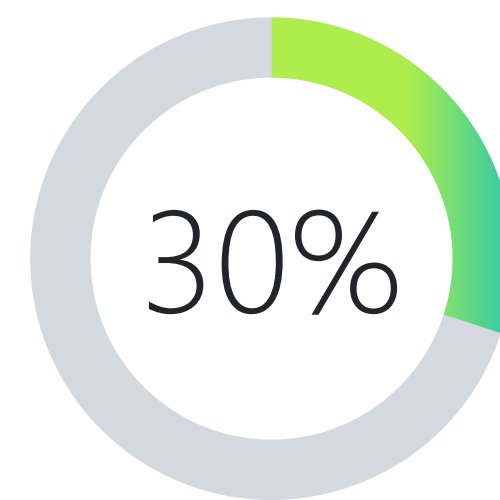
55% feel they have been learning on the fly with no formal training

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

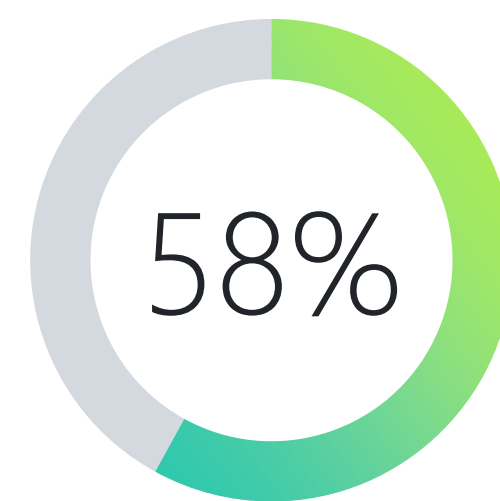**58%** feel they have been learning on the fly with no formal training

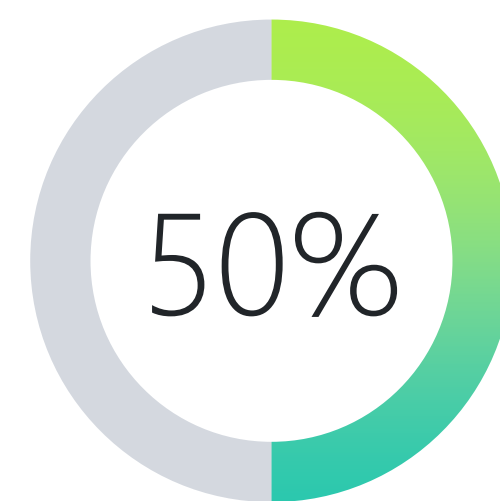**50%** say they expect to struggle using new technology or digital tools at work