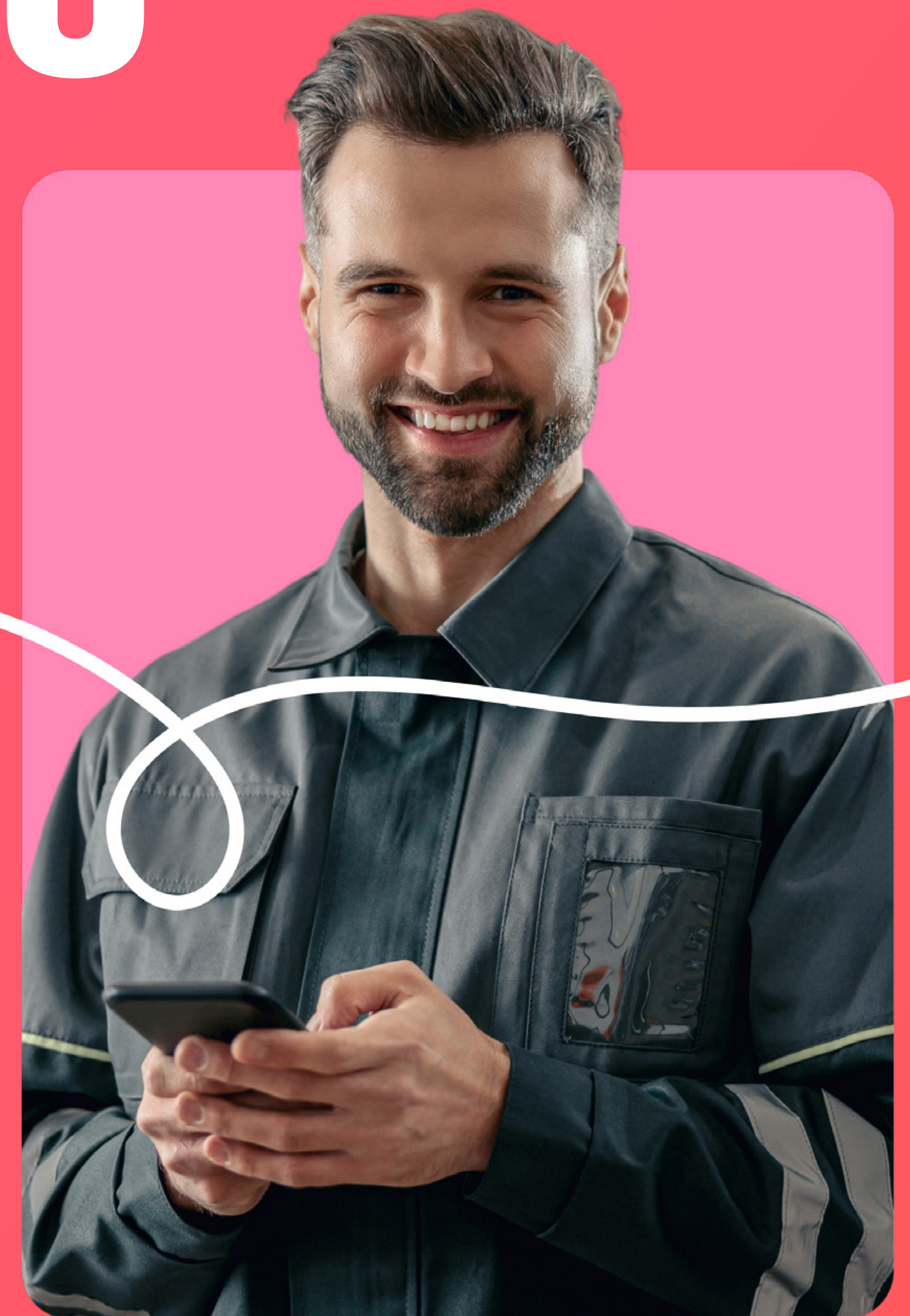


FRONTLINE INTERNAL COMMUNICATIONS

The Ultimate Guide



workvivo
by zoom



Employees in the field or the factory are often harder to reach, but engaging them could have a big effect on your business.



Here's everything you need to start nailing your internal comms for frontline workers.



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INTRODUCTION

Your CEO and senior leadership team set the direction of the business. Your talent team brings in the people who make progress possible. And your marketing and comms craft the message and influence how the world sees you.

But the real lifeblood of your organization — the people you couldn't live without — is your frontline staff. Without them on the ground, interacting with customers and promoting your brand values, you wouldn't have a business at all.

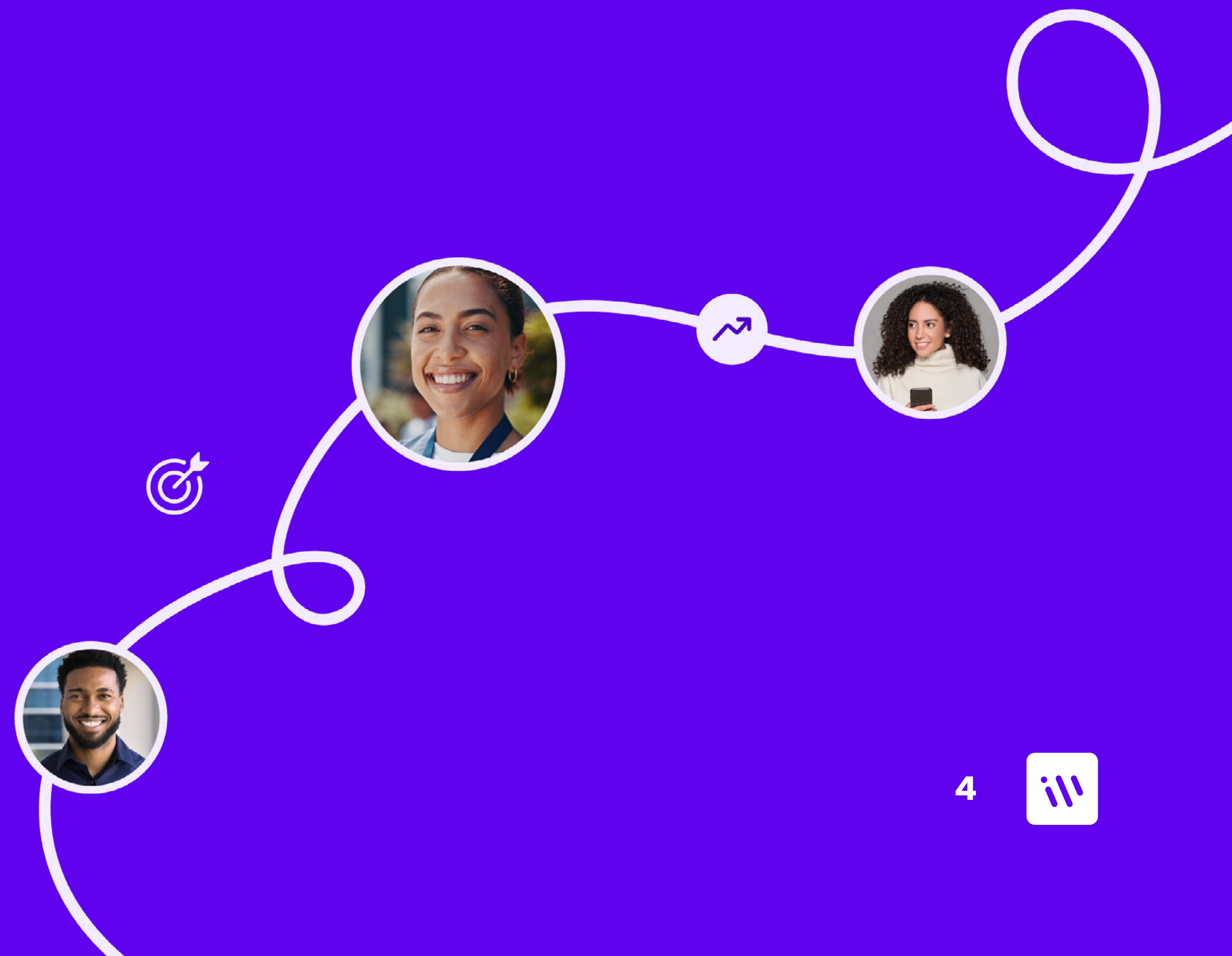
SO, ASK YOURSELF:

How much do you know about your frontline staff?

Are they engaged at work? Fulfilled? Do they have ideas that could improve how your company operates? (Spoiler alert: yes, they do.)

Without a clear, intentional communications plan, you have no way of finding the answers to any of these questions — or of disseminating your overall mission, core strategy, and values to the people who find it hardest to hear about them.

Plus, frontline workers understand your business at a granular, day-to-day level. If you ignore their voices and don't actively seek their feedback, you're missing out on valuable insights that could drive real growth.



What is employee internal communications?

Employee internal communications is an umbrella term that covers all the ways that organizations interact with their team members.

It includes traditional top-down channels, such as corporate newsletters or emails, as well as more modern, staff-focused methods like active listening, feedback loops, and peer-to-peer recognition.

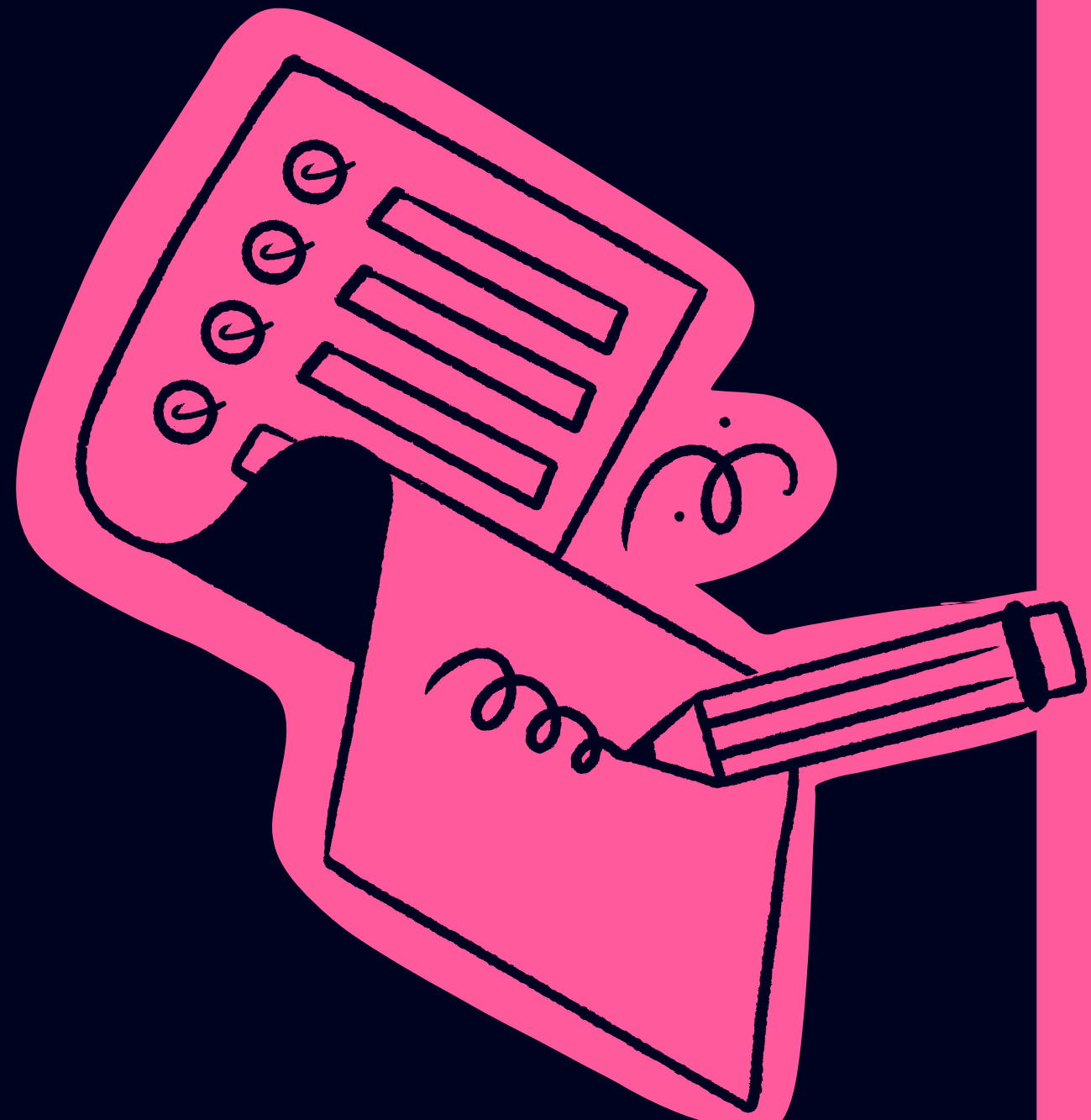


WHY IS INTERNAL COMMUNICATIONS CRITICAL IN TODAY'S WORKPLACE?

Without internal comms, employees miss essential policy updates and legislative changes that affect your industry.

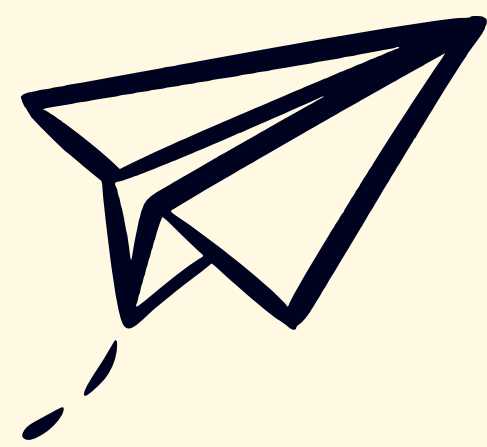
More broadly, you lose the ability to share brand values, mission, and strategy — and workers lose their voice in how the company operates.

Simply put, internal communications are a vital part of any organization. Our survey of more than 7,000 frontline workers, [The Frontline Gap](#), shows, **ineffective communication and engagement strategies** disempower and disconnect frontline workers from their companies.



49%

of frontline workers believe they contribute more than their office-based peers, yet they receive little recognition.



If ignored, this gap can lead to higher turnover, damage the brand, and hurt the customer experience. In contrast, a well-thought-out internal communications strategy can:



BOOST EMPLOYEE ENGAGEMENT AND PRODUCTIVITY

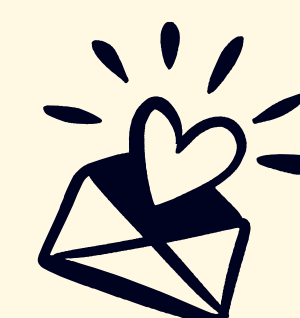
When team members feel detached – **whether from their purpose, the company's outcomes, or one another** – engagement suffers. A clear and consistent communication framework bridges these gaps, making the work feel purposeful, collaborative, and impactful rather than routine.

But communication isn't just about sending updates: **people need to feel heard**. When you welcome feedback and encourage honest dialogue, you build trust – and trust drives real engagement.

The case in numbers:

5x

Employees who strongly agree that they receive valuable feedback are 5x more likely to be engaged, according to Gallup's 2024 report, The Human-Centered Workplace.



IMPROVE THE EMPLOYEE EXPERIENCE AND BOOST RETENTION

Internal communications have a direct impact on the employee experience, which, in turn, drives talent retention.

When done well, internal comms **strengthen culture** and help everyone feel **part of the bigger picture**. Poor communication, on the other hand, fuels confusion and contributes to silent turnover.

The case in numbers:

68%



Gallup's 2024 Employee Retention & Attraction report found that 68% of workers who left their jobs cited low engagement, weak culture, and poor work-life balance as their main reasons.

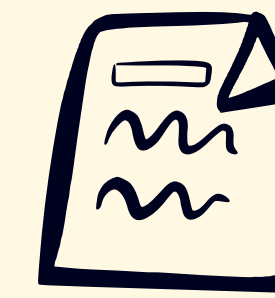




INCREASE EFFICIENCY AND SOLVE PROBLEMS MORE QUICKLY

When a serious issue comes up, should your employees handle it alone? Or should they have instant access to teammates and tools that can help? A successful communications strategy connects your workers, enabling them to act quickly and work smarter.

The case in numbers: According to Gallagher's Employee Communications Report 2025, organizational agility ranks just behind alignment and culture as a key driver of internal communications success. In this context, agility means reducing friction, breaking down silos, streamlining collaboration, and helping teams adapt at speed.



SAVE THE COMPANY MONEY

Poor communication doesn't just slow teams down – it drains resources and damages your bottom line. Misunderstandings, missed updates, duplicated efforts, and unclear responsibilities all add up to wasted time and lost revenue.

The case in numbers: Grammarly's State of Business Communication report estimates that miscommunication costs U.S. businesses \$1.2 trillion each year. On a global scale, low employee engagement, often rooted in a lack of communication, costs the world economy \$438 billion in 2024, according to Gallup.

\$1.2T

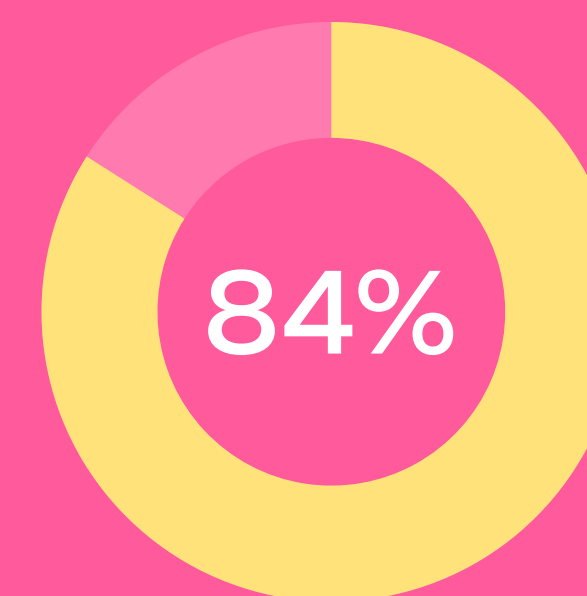
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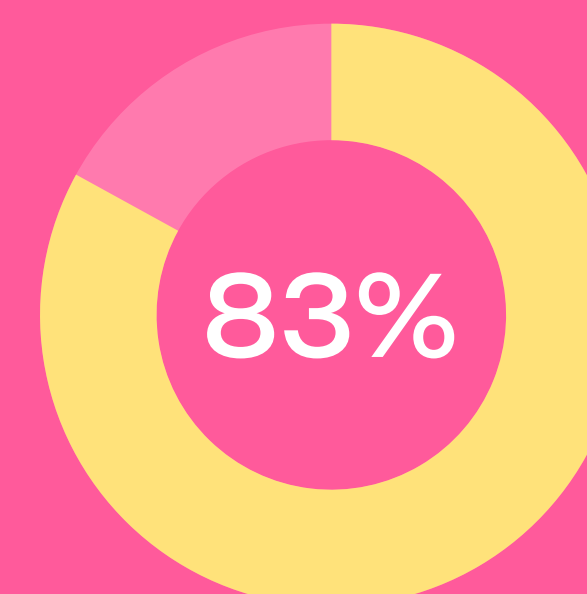


Ultimately, it's no surprise that companies are doubling down on communication.

Grammarly's research also shows that



of business leaders are investing in more effective strategies



of business leaders are prioritizing tools that strengthen team collaboration in hybrid environments

Outdated methods and old-school mindsets are a formula for failure. Corporate emails often go unread, and legacy intranet platforms are clunky and frequently neglected. As a result, frontline workers bear the brunt, leaving them unseen and more isolated than ever.

THE CHALLENGES OF INTERNAL COMMS FOR FRONTLINE EMPLOYEES

Frontline workers power daily operations, yet many still feel overlooked in internal communications. Our [Frontline Gap report](#) reveals that **42% of them believe leadership fails to communicate effectively.**

48%

Nearly half (48%) of frontline workers say the communication they receive doesn't relate to their daily tasks, showing that messages often miss the mark

69%

And even more concerning, 69% want greater transparency around how leadership makes decisions



We know reaching frontline teams is uniquely challenging, even for companies that excel at internal communications elsewhere. So, what makes internal communications so difficult for frontline teams?



DISTANCE

Frontline workers don't work at your corporate HQ.

They're out there greeting customers, performing essential services, and representing your brand on shop floors, in factories and warehouses, and on the road.

Because frontline teams work farther from headquarters, it's harder to keep them engaged. And since most internal communications professionals are also based in offices, their messaging tends to reflect office life — often overlooking the realities of frontline work.



ACTIVITY

Frontline workers spend most or all of their shifts on their feet, not behind a desk. This fact means that they **rarely have more than a few minutes to read internal messages** or respond to surveys and polls.



TECH

An excellent internal communications strategy **begins with a strong tech foundation**, like a company intranet or employee experience platform (EXP). The problem is that often, traditional versions of these are designed with the office in mind, not the fast-paced world of frontline work.

These workers usually don't have access to a business email address or a computer at all — and even if they do, they don't have time to browse an intranet.



7 WAYS TO CONNECT WITH YOUR FRONTLINE WORKERS THROUGH YOUR INTERNAL COMMUNICATIONS STRATEGY

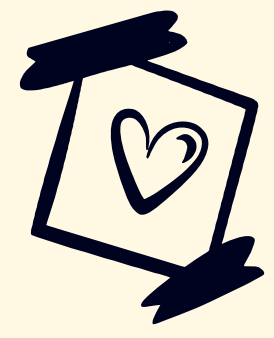


What if your most powerful business insights are already coming from the shop floor, the warehouse, or the delivery route?

Frontline teams see the cracks before anyone else. They know what works, what breaks, and where change is overdue. Still, **38% say they have ideas worth sharing but no clear way to reach leadership** (The Frontline Gap, 2025).

Getting through to frontline workers isn't easy, but ignoring them is costly. When communication flows both ways, the payoff is real.

Here are seven practical ways to make internal comms work for your frontline — fast, clear, and built to stick.



BRING EVERYTHING TOGETHER IN ONE HUB

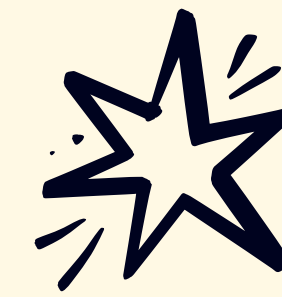
Many organizations rely on scattered methods to reach frontline staff. Some send monthly email newsletters, while others post updates on physical noticeboards. Some teams even turn to informal tools like WhatsApp for last-minute messages.

The problem? **You can't track whether messages are actually seen.**

These fragmented channels also create silos — teams communicate only within their own location or department. And let's be honest, a bulletin board post or dry, corporate email won't inspire anyone.

The best solution is to set up an intranet or EXP as a central hub for all employee communication. If the term intranet brings back memories of clunky early-2000s systems, don't panic.

Today's intranets (or EXPs) come packed with features that connect your entire workforce, whether they're at a desk or on the factory floor.



GO MOBILE

When rolling out a company intranet, ensure that your frontline workers can access it. Otherwise, you're just reinforcing the gap between them and your office-based teams, one memo at a time.

And here's the obvious-but-often-ignored truth: **deskless workers don't have desks.** All too often, they may have access to a shared computer in the break room and about two minutes to use it.

What they do have, though — like 98% of Americans — is a smartphone. That's your gateway. Your communication platform needs a mobile app that users can download to their own devices, providing them with direct access to updates, announcements, and tools.

Companies with large frontline cohorts use Workvivo across both desktop and mobile to engage their teams, whether they're on the hospital floor or catering to passengers in the sky.





SEEK (AND LISTEN TO) EMPLOYEE FEEDBACK

Traditional corporate communications flow top-down: leadership crafts a message and sends it out, usually via email. Those emails may contain important information about the operations, performance, and future of the business. But let's be honest: **how many people do you think actually read them?**

The most valuable insights don't always come from the top. Your frontline workers have direct visibility into customer behavior, preferences, and day-to-day operations. Why not tap into that knowledge?

An exceptional internal comms strategy should empower frontline employees to share feedback and ideas that improve how the business runs, but you need to make it easy for them. Even a dedicated inbox can help — but a simple, mobile-friendly form is far more practical.

You don't have to implement every piece of feedback you receive, of course. But when employees see their input taken seriously, it sends a clear message: **their voice matters**. That alone can strengthen engagement and retention across your workforce.





DON'T LET EMPLOYEE EXPERTISE SIT IN SILOES

When a new frontline employee joins your team, who do they turn to with questions? Probably not the corporate office.

Frontline workers hold a wealth of practical knowledge about how your business operates. They're in the perfect position **to support new hires and even offer valuable input to management.** However, that expertise stays trapped if communication is limited to their immediate team or location.

One of the best ways to empower your frontline workers is to establish open, cross-location communication channels. When people can share tips, insights, and best practices across teams, everyone benefits – from onboarding to performance.

A modern intranet with a social-style feed makes this idea possible. It allows any employee to post updates, ask questions, or share knowledge, connecting colleagues across departments, shifts, and locations.



RECOGNIZE GREAT WORK

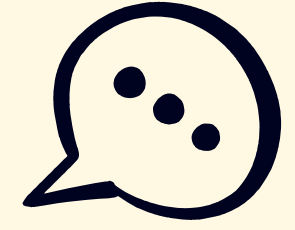
As humans, we all appreciate being recognized for a job well done. However, for frontline employees, praise is typically limited to their direct supervisors. While that still matters, public recognition can be far more impactful – it boosts morale, strengthens team culture, and inspires others to raise the bar.

When people feel seen and valued, they're more likely to stay engaged and put in the extra effort. Appreciation also helps with retention: **employees who receive high-quality recognition are 45% less likely to leave their jobs within two years,** according to [Gallup's 2024 report](#).

So, how do you build recognition into your internal communications strategy? Start by spotlighting achievements via email, blog posts, or content on your employee app. Celebrate both team and individual wins on a weekly or monthly basis, and make it a part of the culture.

Many modern intranets and EXPs come with this function integrated, making it even easier for your workers to recognize each other and give credit where it's due.





USE POLLS AND SURVEYS TO GAUGE ENGAGEMENT

A motivated workforce is a productive one, but you can't tackle disconnection if you don't know it exists. And when it comes to measuring engagement, frontline workers are the hardest group to reach.

Another challenge is that the best communication strategies are two-way, but disengaged employees rarely take the initiative to speak up. That means it's your job to make it easy for them to share how they're feeling.

The solution? **Run short, regular surveys that take only a few minutes to complete.** Even a single-question pulse check can give you a real-time snapshot of team morale. For example, ask employees to rate how engaged they feel on a scale of 1 to 10.

This simple approach is compelling for dispersed workforces. If your frontline teams are spread across regions — or even continents — these quick surveys can help surface location-specific issues before they escalate.



DON'T BE AFRAID TO MAKE IT FUN

Internal communications shouldn't feel like a top-down broadcast of stiff corporate updates. Your frontline teams are busy, and chances are, they're not reading long, formal emails from leadership.

Instead, aim for communication that feels natural, **more like social media, rather than a formal memo.** Ditch the lengthy content your teams don't have time to read, and use formats that are concise, visual, and easy to digest.

There are several ways to inject a bit of fun into your internal communications, from organizing regular competitions to asking employees to share photos of their pets. These small touches help your people feel valued and more invested in the workplace culture.



5 MUST-HAVES OF INTERNAL COMMS FOR FRONTLINE WORKERS

A strong communication strategy has many moving parts. It needs carefully crafted, well-branded content. **It should also give your entire workforce a voice**, which requires thoughtful planning as well.

But even the best approach won't go far without the right platform behind it. To truly bring people together, you need a system designed to connect teams, roles, locations, and devices.

There's no shortage of platforms out there. Each offers its own mix of features, and the best choice depends on your organization's specific needs. That said, **some capabilities are non-negotiable**.



Here are some must-haves to look for when choosing a platform:

01 • An intuitive and familiar interface

If you want employees to use the platform, it needs to be simple and inviting.

Prioritize tools with clean, **easy-to-navigate interfaces that feel familiar** — particularly for frontline workers who don't have time to figure out clunky, overcomplicated systems.

02 • A mobile app

To engage frontline workers, you need to meet them where they are: on their phones. That doesn't just mean having a website that technically works on mobile.

Prioritize solutions built with a **mobile-first design**, offering a smooth and responsive experience that integrates into their daily routine.

03 • Push notifications

Sometimes, you need to share a message across the entire organization — and ensure everyone sees it. But, again, frontline employees typically don't sit at a desk, so traditional channels like email or intranet announcements may go unnoticed.

To close that gap, choose a platform with built-in push notifications. **You can then deliver time-sensitive updates directly to everyone's device** without delays or uncertainty.



04 • Surveys and polls

Surveys are a great way to keep a **pulse** on what's really happening across your organization in terms of employee engagement. **Polls** can be particularly beneficial with frontline teams. For instance, if you're considering a new policy, **a quick poll can surface feedback you might not get otherwise.**

Often, ideas seem strong at the head office, and it takes someone on the ground to point out an obvious problem. Whichever platform you choose should make it simple to send out surveys and polls – and just as easy for frontline employees to respond.

05 • Opportunities for bottom-up and cross-functional communication

As we mentioned, communication shouldn't flow from the top down. It must move in every direction to stay effective. That means **building open channels where feedback and ideas can reach leadership** without getting lost in layers of hierarchy. Just as critical, frontline teams need to connect across departments and locations.

Bonus points if your platform includes social-style features like comments or emoji reactions – small touches that help make communication more natural and engaging.



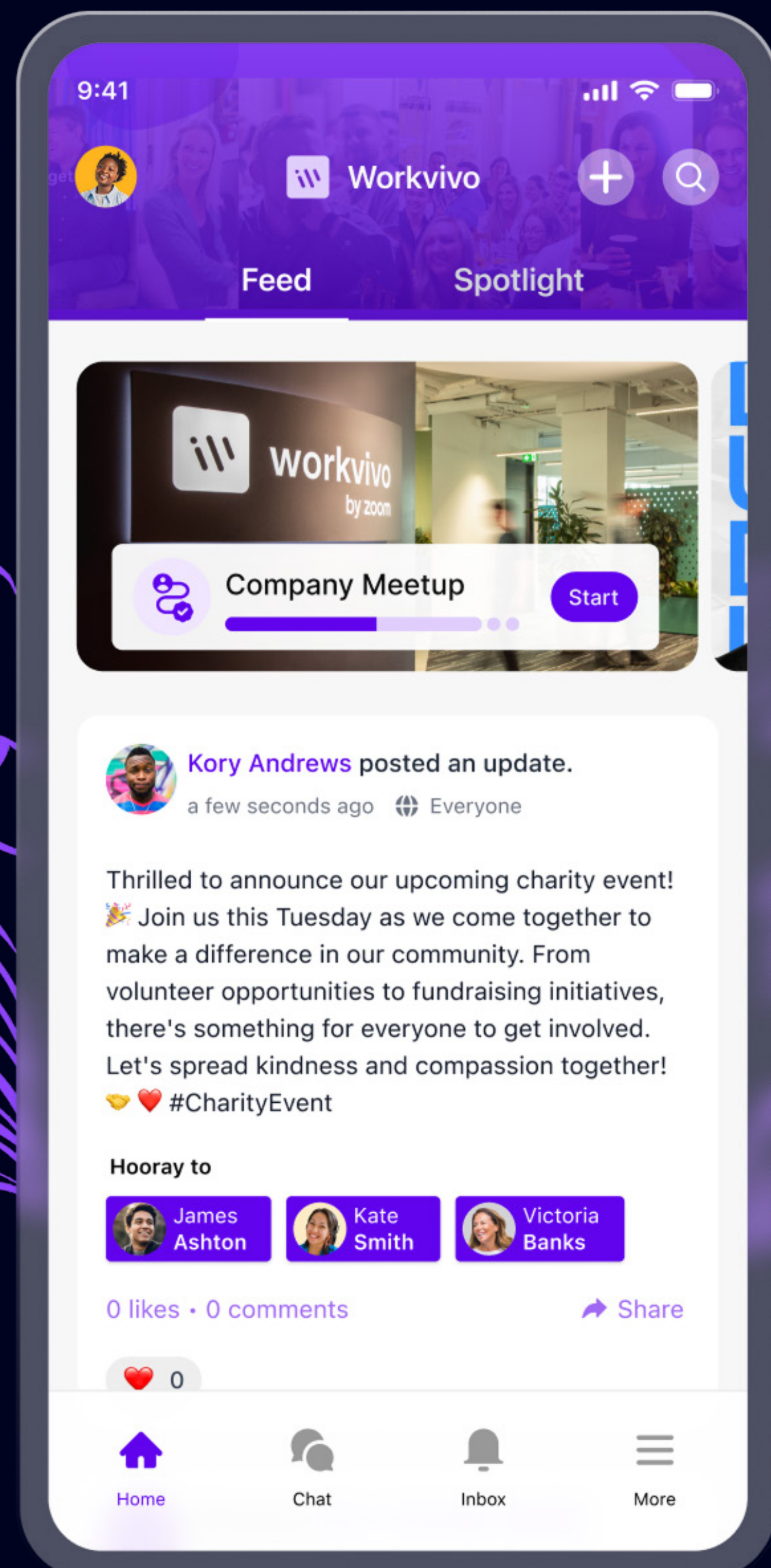
Introducing Workvivo

Workvivo is an employee communication platform that unites your entire organization — whether your teams are behind a desk or on the frontline. Our platform gives employees a dedicated space to communicate, share ideas, and stay aligned with your mission and values.

Team members across all departments can post updates, ask questions, and give shoutouts — all of which are visible in a personalized news feed. Built-in recognition features foster a culture of real-time, peer-to-peer appreciation. You can also run polls and surveys that employees can respond to in seconds, right from their phones.

And yes, our platform is fully accessible through our mobile app, making it the perfect tool to revolutionize your internal comms for frontline employees.

Ready to see it in action? [Book a personalized demo](#) to explore how Workvivo empowers your frontline employees and strengthens your internal communications.



START BUILDING THE COMPANY CULTURE YOU'VE ALWAYS DREAMED OF

Book a demo

The employee experience app that
brings your entire company together





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