

Built for the frontline

The technology that's
changing how we work



OPTUS

SAMSUNG

Step into the future of frontline work

Frontline workers are the backbone of industries like health and aged care, retail, transport, logistics, construction and more. But keeping frontline teams connected, productive and motivated is no small task.

Built for the frontline: The technology that's changing how we work unpacks the challenges these industries are facing on their frontline and uncovers the game-changing technology shaping our work. From simplifying operations with smarter tools to boosting employee engagement and customer satisfaction, this guide is packed with practical insights and real-world strategies.

Whether you're navigating device fragmentation with legacy single use devices, struggling with staff retention and training or security and compliance, or enhancing customer experiences, this guide explores the opportunities to build stronger, more efficient frontline operations, equipping your business for future success.

Why read this guide?

- **Discover the technology opportunities that frontline challenges present**
- **Explore the solutions that can help realise those opportunities**
- **Uncover the real-world benefits already being enjoyed by organisations with frontline teams**
- **Understand the significant downsides of not addressing frontline challenges**
- **Learn about the smart solutions that better enable your frontline from Optus and Samsung.**





Contents

Introduction	04
The frontline revolution	
Chapter 1	09
The device dilemma – taming the technology chaos	
Chapter 2	12
The connected workforce – collaboration without boundaries	
Chapter 3	14
Work smarter, not harder – streamlining operations	
Chapter 4	17
Happy teams, happy customers – the human side of technology	
Chapter 5	19
Empowering IT and Fleet Managers	
Chapter 6	23
The bottom line – the ROI of frontline innovation	
Conclusion	27
Your frontline advantage	
Appendix	29
Realise your frontline advantage with Optus Frontline Worker	

The frontline revolution

The backbone of essential industries

Frontline workers are the unsung heroes of essential sectors like health and aged care, emergency services, retail, transport, logistics and more. They're the first to respond to customer or client needs, the last to leave when challenges arise, and the glue that keeps operations running smoothly. Whether it's keeping shelves stocked, delivering packages on time, or caring for the elderly or sick, their efforts are vital in our everyday lives.

Despite their importance, frontline workers often lack recognition, the right tools or support. They make up roughly 80 per cent of the global workforce, yet they receive only about one per cent of their organisation's technology budget.¹

Frontline workers are often the face of the business and have a direct impact on customer experience and loyalty, and yet they often operate with fewer or inadequate tools, less support and limited influence compared with their office counterparts.

Many rely on outdated systems and tools, and disconnected processes, making their jobs harder. In fact, only 23 per cent of frontline workers feel they have access to the technology they need, with poor integration and design often hindering efficiency.²

However, it doesn't have to be this way. By understanding and addressing their challenges, private and public sector organisations can improve outcomes for their teams, their customers and communities, and their bottom line.

¹<https://brandonhall.com/providing-frontline-workers-with-the-digital-tools-they-need-to-thrive/>

²<https://www2.deloitte.com/us/en/blog/human-capital-blog/2023/frontline-worker-technologies-for-productivity.html>



Mounting pressures on the frontline

The world of work has changed dramatically and frontline workers have been at the centre of this shift. From the explosion of e-commerce to changing customer expectations, these teams are facing more pressure than ever.

Despite this, only 40 per cent of employers believe their frontline workers have the right technology to successfully navigate the workplace, and 50 per cent admit that their frontline workers don't have the technology to adopt all the tools available to other employees in the workplace.³

Let's explore the key challenges frontline workers face:

Operational inefficiencies: Frontline teams often deal with inefficient workflows and legacy systems. For example, warehouse workers might use one device for inventory, another for communication and paper checklists for order picking. This disjointed approach slows everything down and increases the chances of errors across any workflow.

These inefficiencies don't just affect productivity—they ripple throughout the organisation. Missed deadlines, customer complaints and increased operating costs can stem from process bottlenecks. Businesses that streamline and modernise frontline workflows are better positioned to stay competitive.



only
40%
of employers believe their frontline workers have the right technology to successfully navigate the workplace.³

³ <https://brandonhall.com/providing-frontline-workers-with-the-digital-tools-they-need-to-thrive/>

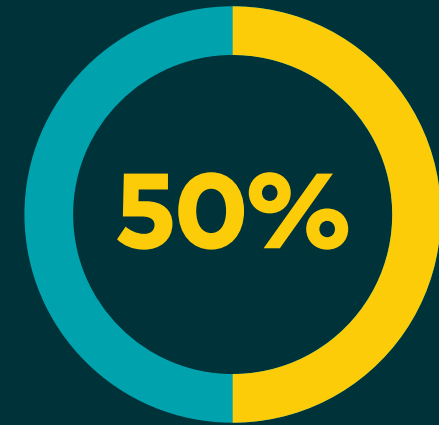
Introduction

Employee burnout: Frontline jobs are physically and mentally demanding. Long shifts, heavy workloads and high-stress environments—for example, in aged and health care—can quickly lead to burnout, impacting the individual and the whole team. Morale dips, productivity drops and turnover spikes.

Replacing burnt-out staff is expensive and time-consuming. But the cost can often be avoided by addressing the root causes—better rostering, improved support systems and ensuring staff have the right technology and tools to perform their jobs more efficiently and productively.

Rising customer demands: Today's customers expect more—faster service, seamless experiences and personalised attention. For frontline workers, this means juggling multiple responsibilities while delivering exceptional service.

When teams are stretched thin or lack support, customer satisfaction can quickly decline. But when frontline workers are empowered—with the right technology, tools, training and autonomy—they help drive brand loyalty and growth.



of employers admit that their frontline workers don't have the technology to adopt all the tools available to other employees in the workplace.³

³ <https://brandonhall.com/providing-frontline-workers-with-the-digital-tools-they-need-to-thrive/>

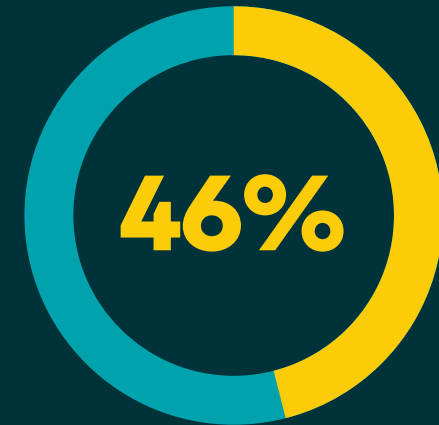
Turning challenges into opportunities with technology

While the challenges facing frontline teams are real, they open up powerful opportunities for businesses that embrace smart solutions, and frontline workers are eager for the change. Technology ranks third on the list of factors that workers say could help reduce workplace stress. In fact, 46 per cent of frontline workers say they value technology tools over mental health and wellness benefits.⁴

The right technology can streamline operations, improve employee wellbeing and elevate the customer experience. Here's how:

Streamlined operations: Integrated digital tools can transform frontline teams' operations, allowing them to focus on higher value activities. For example:

- In a warehouse, when inventory tracking, order management and team communication are handled through a single platform, workers don't need to juggle multiple devices or paper-based systems. This integration simplifies workflows and reduces the risk of errors.
- In a hospital, a nurse is managing patient care across multiple rooms. Equipped with a smartphone and integrated solutions, she can seamlessly coordinate her responsibilities. From real-time updates about changes to a patient care plan, to reducing paper entry via digital documentation and seamless team communication, an integrated solution saves precious time and reduces the risk of errors.



of frontline workers say they value technology tools over mental health and wellness benefits.⁴

⁴<https://www.microsoft.com/en-us/worklab/work-trend-index/technology-unlocks-a-new-future-for-frontline>

Introduction

Enhanced employee wellbeing: Technology isn't just about efficiency—it's key to creating better working conditions. Tools that reduce physical strain or help manage workload can positively impact frontline staff. Wearable technology that monitors fatigue or ergonomic equipment for repetitive tasks can reduce injury risk and boost wellbeing.

When businesses invest in systems that make frontline work easier and safer, it sends a clear message: your people matter. This support builds trust, motivation and a stronger connection to the workplace—and ultimately keeps frontline staff in your business for longer.

Elevated customer experience: There's a direct link between empowered and engaged employees and satisfied customers. When frontline teams have access to the right tools and information—such as real-time stock data, customer preferences or patient health records—they can offer a more informed, responsive and personal experience.

Technology helps teams anticipate customer needs. Systems that identify purchasing patterns can guide stock decisions or tailor marketing efforts. These insights lead to smoother experiences and stronger customer loyalty.

By recognising the true importance of the role of frontline workers—and equipping them with the right technology and tools—businesses can turn today's challenges into tomorrow's competitive advantage. The future of work on the frontline is here. It's time to empower the people who keep your operations moving and fuel business success.



The device dilemma – taming technology fragmentation

The everyday struggle of device overload

Frontline teams can be burdened by the number of single use mobile devices that they have to use daily to perform their role.

Picture a warehouse worker juggling a legacy inventory scanner, a push-to-talk radio for team communication and a tablet for reporting, or a logistics company relying on ageing devices needing separate software updates and maintenance. Workers lose time switching tools instead of focusing on tasks. Important information gets stuck in different systems and errors creep in easily. It's also clunky, inefficient and slows everything down.

Similarly, transport and logistics businesses face significant operational and financial challenges when relying on a wide variety of single-use hardware. Managing multiple devices—such as barcode scanners, mobile phones, GPS units and tablets—not only increases upfront capital expenditure, but also leads to higher maintenance costs, complex IT support and fragmented workflows.





Chapter 1

The true cost of device mismanagement

When frontline teams are stuck with outdated or fragmented technology, the cost is more than frustration. Technical hiccups can delay workflows, stall operations and impact the bottom line. In some retail environments, point-of-sale (POS) devices that freeze or lag can lead to long queues, frustrated and stressed staff, unhappy customers and lost sales. By the time old technology is replaced, a business experiencing this has already paid the price in lost productivity, brand damage and costly workarounds.

In health and aged care, the impacts can be more serious—delayed access to patient records, communication breakdowns or device failures at critical moments can compromise care quality, increase clinician burnout and even jeopardise patient safety.

Unlocking efficiency with smarter, tougher technology

Simplifying your technology solutions can be a game-changer. Replacing multiple mobile devices with a single, rugged, smart device with integrated tools, apps and systems access can make frontline work faster, smoother and less error prone. These purpose-built rugged devices can deliver scanning, communication and task tracking capabilities, whilst being built to withstand tough environments.

Key benefits of device consolidation

Streamlined operations: One device for multiple tasks cuts down on complexity.

Cost savings: Rugged devices are built to last longer in frontline environments and require less maintenance with their flexible features, e.g., replaceable batteries.

Improved productivity: Reducing inefficiencies and downtime by completing all workflow processes on one device.

Better employee experience: Improving efficiency and reducing frustration and stress can increase job satisfaction, resulting in happy frontline staff who stay with your business for longer.

Taming technology fragmentation on your frontline isn't just about simplifying workflows—it's about giving your teams the tools to succeed. Consolidate your device ecosystem to unlock a more efficient, productive and resilient frontline operation.

Device consolidation in action



A hotel manager uses a smart rugged device that is integrated into the operational functions of the hotel to streamline their workflow. From seamless check-ins and check-outs right in the lobby, assigning housekeeping tasks, tracking room statuses, stock inventory and cleaning schedules, they can ensure faster turnover, help avoid supply shortages and improve guest satisfaction.



A warehousing business upgrades to a fleet of cost-effective rugged devices and gives every employee access to a device. By moving away from shared devices to individually allocated devices, tasks are completed faster, technical issues drop significantly and staff find the new tools easier to use.



With a single, fit for purpose smart device, workers in health and aged care sectors get on-the-go access to patient health records and office systems even when working in remote areas, thus avoiding the potentially serious consequences of delays and information inaccuracy.



Chapter 2

The connected workforce – collaboration without boundaries

Breaking the barriers to connection

Frontline teams often face unique communication hurdles that slow down operations and weaken teamwork. From outdated legacy tools to a lack of integration between systems, the road to seamless collaboration isn't always straight.

Common challenges include:

Fragmented communication tools: It's common for frontline workers to switch between multiple apps or devices to complete simple tasks. This back-and-forth creates delays and opens the door to errors.

Information silos: When teams lack access to real-time updates or insights from other departments, they work in isolation—slowing progress and creating blind spots.

High turnover and training gaps: In fast-paced industries like retail and logistics, new employees are constantly onboarding. Teaching them to navigate outdated or complex systems makes it harder to get them up to speed quickly.

The good news? Modern technology is breaking down these barriers. Businesses implementing streamlined communication tools see smoother workflows, stronger team morale and, ultimately, improved business results.

Technologies driving collaboration include:

Unified communication platforms: Tools that integrate messaging, task management and file sharing reduce confusion and keep everyone aligned.

Mobile-friendly apps: These apps keep frontline workers connected and productive in real time—wherever they are.

Smart automation: AI-driven tools, like automated schedulers or digital assistants, can take repetitive admin tasks off workers' plates, freeing up time for more valuable and/or customer-focused work.

Connected teams drive high-performing operations. By removing communication barriers and equipping frontline workers with collaboration tools, businesses can unlock greater efficiency, stronger engagement and better business outcomes.



Collaboration in action



Picture a construction company dealing with real-time issue resolution on a large commercial building project. Multiple meetings between workers, project managers and supervisors can lead to delays, misunderstandings and rework. By moving to an integrated mobile communication platform, all information can be captured and shared with key stakeholders in real time, e.g., Microsoft Teams, thus reducing downtime and creating a clear audit trail of the issue resolution process.



Similarly, a logistics company could introduce wearable technology paired with a mobile app for real-time delivery updates, resulting in faster response times, improved safety and better team coordination within months.

Work smarter, not harder – streamlining operations

Rewriting inefficiency: overcoming barriers to workflow excellence

Frontline teams face operational challenges that slow them down and complicate daily tasks, and disconnected systems and outdated processes can drain productivity and lead to costly errors.

Common barriers to workflow excellence include:

Disconnected systems: When tools don't communicate, information gets stuck in silos, making it harder for teams to share updates or collaborate effectively. This can lead to delayed decision-making, duplication of effort and costly mistakes.

Manual processes: Tasks like data entry or paper-based inventory tracking are time-consuming and prone to error.

Limited visibility: Without real-time data, both managers and frontline workers struggle to make fast, informed decisions, often reacting to issues after the fact instead of proactively solving them.

- For example, in construction, engineers and project managers might use different tools to update project status. Without real-time synchronisation, one team may unknowingly work on outdated plans, leading to expensive mistakes.
- Similarly, a logistics company using paper-based inventory tracking might regularly have to deal with order mix-ups, communication delays and poor stock control. These issues slow down operations and frustrate both staff and customers.



Building smarter workflows with technology

Modern tools can help untangle these complexities. By integrating the right systems access, tools and apps into frontline devices, businesses can significantly reduce inefficiencies and make frontline work smoother and more productive.

In fact, 87 per cent of leaders believe their organisation will be more successful when frontline workers are empowered to make decisions in the moment, and 72 per cent report increased productivity through this empowerment.⁵

Solutions that make a difference:

Workflow automation: Automating routine tasks like order processing or stock updates reduces human error and gives staff more time for meaningful work.

Real-time dashboards: Tools that provide up-to-date performance or other metrics give managers and frontline teams visibility, helping them respond faster and plan better.

IoT-enabled devices: Smart sensors and tracking tools in warehouses or delivery fleets improve accuracy and reduce manual checks.

⁵ <https://media.thoughtspot.com/pdf/HBR-ThoughtSpot-The-New-Decision-Makers.pdf>

Streamlining operations in action



A retail business switches to a cloud-based inventory system that updates stock levels in real time. As a result, it can fill orders faster, avoid stockouts and improve customer satisfaction—while cutting down on wasted resources.

So, when a customer gets to the clothing section and they can't find the right colour and size, they ask an employee equipped with a smart device to check to see if other stores in the area have what they're looking for. With real-time data, the employee can determine whether they can ship the right colour and size to that location.

Leveraging technology for seamless collaboration

Efficiency isn't just about speed—it's about working better together. In fast-paced environments where multiple departments and shifts need to align, collaboration is key.

Tools that enhance teamwork include:

Integrated communication platforms: Apps that combine messaging, video calls and task tracking help frontline and back-office teams stay aligned.

AI-powered assistants: Virtual assistants or chatbots let staff access information, report issues or get quick answers.

Cloud-based systems: Centralising data ensures everyone—from the warehouse to head office—works with the same, up-to-date information.

Streamlining operations and improving team collaboration isn't just about saving time or money—it's about helping your people do their best work. With the right tools and mindset, you can build a more efficient, agile and future-ready workforce.

Seamless collaboration in action



One warehouse implements a unified platform for inventory tracking, scheduling and communication. Within months, it sees better coordination, fewer duplicated tasks and happier employees who felt more in control of their workday.



In healthcare, a clinic integrates separate systems for patient records and lab test results. A doctor can access test results directly in the patient's file, rather than having to manually request them. The removal of this delay can result in more timely treatment decisions.



In a hotel, the platform that the housekeeping team uses to track room status and the platform that reception uses to manage bookings are integrated so that the reception team does not inadvertently assign a room that hasn't been cleaned yet, eliminating any risk of a frustrating employee experience and poor guest experience.

Happy teams, happy customers – the human side of technology

The impact of employee satisfaction on customer experience

There's a simple truth in business: happy employees create happy customers. When frontline teams feel supported, engaged and empowered, they're more likely to go the extra mile for their employer and for customers. On the flip side, stressed or burned-out workers negatively affect the customer experience.

In many industries, frontline teams are the face of the brand. Every positive interaction, solved problem and service moment strengthens your reputation. When employees feel confident and equipped with the right tools, they're more likely to deliver those moments consistently and with care.

Studies back these claims. Frontline workers who feel supported with career development and technology, perform better and stay longer. On top of that, satisfied employees are more efficient, make fewer errors and solve problems faster.⁶

⁶ <https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-build-and-retain-a-strong-frontline-workforce-in-2024>



Technology as a game-changer for job satisfaction

Modern technology isn't just about speeding things up—it's about creating a better work environment. The right tools can simplify tasks, reduce stress and make work more rewarding.

User-friendly tools eliminate frustration: Outdated or clunky legacy systems frustrate employees. When they're stuck with slow, unintuitive technology, their motivation drops. On the other hand, intuitive, reliable tools can:

- Save time and reduce stress
- Help staff feel more capable and confident
- Help instil pride in their work.

Reducing stress through automation: Repetitive, manual tasks slow things down and contribute to stress and disengagement. Automation can reduce these tasks, giving employees space to focus on more meaningful work. Examples include:

- Automated scheduling systems that reduce shift conflicts
- Chatbots that handle common customer queries, freeing staff for more complex cases
- Data tools that help managers make quicker, more confident decisions.

Technology isn't just a tool for efficiency—it's a way to create better, human-centred workplaces. When your frontline teams feel valued and supported, they're more motivated, loyal and likely to deliver great customer experiences. By taking a thoughtful, people-first approach to technology adoption, businesses can unlock stronger morale, better performance and lasting results on the bottom line.

Improved employee experience in action



A retail company switches to automated scheduling and finds staff appreciate the fairness and clarity of the new system. The result? Less stress, fewer missed shifts and improved team morale.



A large retail chain introduces handheld smart devices for staff to access product info, stock levels and customer preferences. This reduces search times and improves service quality. Employees feel more empowered and capable—and customers notice the difference.



An aged care home introduces an automated medication dispensing system that integrates with resident health records. This significantly reduces the need for manual entry, the mental load on staff and the time spent sorting, checking and administering medications, while also improving accuracy.



A logistics firm introduces wearable technology to monitor worker fatigue and support safer, more efficient operations. Within months, incidents drop and employees report feeling safer and more supported.

Empowering IT and Fleet Managers

The strategic value of securing and managing your mobile fleet

As organisations increasingly embrace mobility to power their operations, IT and Fleet Managers find themselves in roles that directly impact business performance. Mobility isn't just a convenience anymore—it's a core enabler of productivity, responsiveness and competitive advantage.

But with this power comes complexity. Managing a mobile fleet means grappling with issues of security, compliance, visibility and operational efficiency—challenges that can quickly become overwhelming without the right tools.

Securing the mobile fleet: the foundation of trust and compliance

In an age of rising cybersecurity threats and stringent data regulations, securing mobile devices is not optional—it's a business imperative. IT and Fleet Managers must ensure that every mobile endpoint, whether in the hands of a field technician on the frontline or an executive behind a desk, is compliant with security policies and protected against breaches.



Chapter 5

Some things to consider include:

Device configuration compliance: Ensure each device adheres to security standards, such as encryption, screen locks and approved apps.

Remote lock and wipe: Safeguard corporate data instantly when a device is lost or stolen.

Threat detection and response: Identify suspicious behaviour in real-time and take swift action to protect mobile devices.

User access control: Enforce identity and access management policies to control who accesses what, and from where.

Benefits to your organisation:

- Increased protection from data loss or cyberattacks
- Easier adherence to industry regulations (e.g., ISO, GDPR, CoR, local data laws)
- Stronger employee confidence in mobile technology wherever they are working
- Peace of mind for leadership, knowing the mobile fleet is secure
- Customer confidence that their data is secure and protected.



Leveraging software and managed services: scaling fleet management without the chaos

Mobile fleet management requires a dynamic approach that evolves with the needs of both the workforce and the business. Software and enterprise-grade managed services can provide a centralised, intelligent platform to manage devices, the costs associated with the fleet, automate processes and deliver insights on fleet usage to key decision-makers. They can also provide a high level of external mobile fleet management and complex mobility enablement.

Some things to consider include:

Lifecycle management: From provisioning and deployment to support and decommissioning, smart solutions can ensure every phase of the device journey is covered.

Cost management: Real-time insights into data usage, billing trends and plan optimisation help you stay within budget.

Support and servicing: Centralised support tools ensure fast response times and minimal device downtime.

Workforce visibility: The ability to assign devices by role or function—and track who is using what, where and how—changes the game.

Resource allocation: End-to-end mobile fleet management services so that teams can focus on business imperatives.

Benefits to your organisation:

- Optimised operational efficiency and cost savings
- Consistent device performance and user experience for frontline workers
- Time savings for backroom teams through automation and self-service tools
- Better forecasting and strategic planning with actionable data.



Strategic value for key stakeholders

For IT platform managers: Streamline your technology stack by incorporating mobile device management into your digital ecosystem—providing greater control, enabling effortless updates, enhanced cross-platform compatibility and comprehensive visibility across all systems.

For fleet managers and operations leaders: Streamline logistics, track mobile usage trends and ensure devices are fit-for-purpose across frontline teams, enabling faster response times and service delivery.

For people and culture teams: Support wellbeing and staff retention by ensuring employees have the right tools to do their jobs efficiently and securely, without frustration.

For compliance/risk managers: Improve compliance via enhanced data security, reduced exposure to cyber threats, real-time monitoring and reporting and optimised device management.

For finance and commercial teams: Unlock cost efficiencies by reducing over-provisioning, streamlining service contracts and aligning technology investments with business priorities.

For business executives: Gain strategic insights that tie frontline technology investment directly to enhanced customer experience, staff satisfaction and revenue growth.

The right tools give IT and operations leaders a single pane of glass through which they can secure, manage and optimise their mobile ecosystem—driving not just smoother operations across the organisation, but tangible business success.

Empowering IT and Fleet Managers in action



A retail company switches to an automated cost management solution offering real-time insights into data usage, billing trends and plan optimisation. The result? Reduced administrative overhead and better budget control.



A health care provider introduces a device lifecycle management solution that covers every stage of the device journey and centralises support for any issues. Not only does this improve the employee experience, it also significantly reduces the time spent by backroom teams on ongoing device management.



A logistics firm introduces a mobile fleet management solution that allows them to assign devices and access by role or function. Monitoring who is using what, where and how provides deep insight into their mobile fleet usage and enhances cost control.

The bottom line – the ROI of frontline innovation

The ROI framework: simplifying the equation

Investing in frontline technology isn't just a cost—it's a strategic move for significant returns. For example, effective employers enable frontline workers to reach peak performance within 90 days by leveraging technology and training.⁷

It's an important—and fast—return. Productivity increases by an average of 22 per cent when frontline workers receive appropriate digital tools, and organisations in the top quartile for workforce experience achieve a 25 per cent increase in profitability and double customer satisfaction scores.⁸

So, how can businesses ready to make the shift to transforming their frontline, measure the value of these investments? A simple ROI framework can help clarify whether your tools and systems are generating real, measurable impact.

⁷ <https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-build-and-retain-a-strong-frontline-workforce-in-2024>

⁸ <https://www2.deloitte.com/us/en/blog/human-capital-blog/2023/frontline-worker-technologies-for-productivity.html>



Three key components of ROI:

Upfront investment: Includes purchasing or upgrading technology, training your workforce and integrating systems.

Ongoing savings: Comes from reduced downtime, lower maintenance costs and more efficient operations.

Productivity gains: Consider improvements like faster task completion, better coordination, increased output—both on the frontline and in the back office, and being able to re-deploy resources to other value-adding tasks.

A simplified ROI formula:

$$\text{ROI (\%)} = [\text{Net Profit} / \text{Cost of Investment}] \times 100$$

For example, if a transport and logistics business invests in a mobile fleet management system and saves money from better routing, fewer breakdowns, and lower fuel use, the returns can be substantial—often outweighing the initial cost.



The financial wins: where businesses see returns

Frontline innovation delivers financial impact by improving resource use, reducing errors and helping teams get more done in less time—whether on the frontline or in the back office managing the mobile fleet.

Key return:

1. Cost savings

Reduced downtime: Centralised support and device management ensures faster rollout and issue resolution, even in remote locations.

Lower operational costs: Automated fleet and device management reduces downtime, improves processes and budget control, and reduces the back office admin required.

Simplified device management: Moving to multifunctional, rugged devices reduces the number of tools staff need and cuts down on replacement and support costs.

2. Productivity gains

Faster task completion: Automating routine processes lets workers focus on high-value tasks. A warehouse that introduced smart data capture on their mobile devices eliminated the need for time-consuming searches and reduced errors, leading to faster task completion and increased productivity.

Improved employee engagement: When employees have user-friendly tools, they feel more capable, motivated and committed—leading to better performance and customer service, and reduced staff attrition.

Enhanced customer experiences: Real-time data access allows frontline staff to respond quickly, solve issues on the spot and provide accurate information—resulting in happier customers and potentially, repeat business.



Competitive edge: thriving through innovation

Beyond cost savings and efficiency, technology adoption helps businesses build resilience, agility and a sharper competitive edge.

How innovation drives business advantage:

Staying ahead of competitors: Companies investing in smart tools on the frontline move faster, respond better to market demands and win more business. One logistics firm integrated route optimisation software into their drivers' rugged devices to improve delivery times and secure new contracts.

Building customer loyalty: Technology that integrates with unified commerce platforms and customer profiles to equip store associates with detailed customer data and support personalised experiences—like tailored promotions or proactive service—can keep customers coming back.

Attracting and retaining talent: Employees are more likely to stay with companies that invest in tools that make their work safer, smoother and more rewarding.

Investing in frontline innovation isn't just about keeping up—it's about leading the way. With the right technology and a clear plan, businesses can unlock significant value across operations, customer experience and employee satisfaction.

The opportunities are clear. The tools are available. The next step is yours.



Your frontline advantage

Bringing it all together: key takeaways

Throughout this guide, we've explored how technology can transform frontline operations across multiple industries such as logistics, retail, aged and health care and transport.

Here's what it all adds up to:

- **Empowered teams drive better outcomes:** When frontline workers have the right tools, they become more engaged, efficient and customer-focused, and they remain with a company for longer.
- **Technology delivers real business impact:** Smart investments reduce downtime, improve processes—both on the frontline and behind the scenes—improve the employee experience and enhance customer satisfaction.
- **Innovation fuels competitiveness:** Businesses embracing frontline technology adapt faster, attract and retain better talent, and build stronger customer loyalty.

The formula is simple: equipped employees + efficient operations + engaged customers = business success.





Conclusion

The risks of standing still

While the benefits of innovation are clear, the risks of not acting are equally important. Businesses that delay tech adoption risk:

- **Falling behind competitors:** In fast-moving industries, tech-savvy organisations gain an advantage in talent, speed, service and efficiency.
- **Losing talent:** Today's workforce expects intuitive, modern tools that simplify their roles. Without them, turnover increases and productivity suffers.
- **Disappointing customers:** Modern customers expect real-time service, seamless interactions and fast resolutions—expectations that outdated systems can't meet.

Standing still means falling behind. The choice isn't just about improvement—it's about survival in a changing business landscape.

Frontline innovation is more than a technology upgrade—it's a strategic move that fuels growth, boosts morale and improves the customer experience. Empowering your people with the right tools creates ripple effects across your organisation.

The future of work isn't coming—it's already here. Your frontline advantage starts with the decision to embrace the change.

Realise your frontline advantage with Optus Frontline Worker

A secure, enterprise grade, mobile-led solution specifically for frontline teams

Optus can help you overcome your frontline challenges with our Frontline Worker solution.

Optus Frontline Worker is a flexible, modular, bundled solution, that can be tailored for your specific industry or business needs, accommodate your existing digital investments, and that leverages your OPEX budget in a single monthly charge per user per month.

An Optus Frontline Worker bundle typically comprises a set of **core components** plus third-party, **software 'bolt-ons'**.

- **Core components** can include Optus mobile 4G/5G connectivity plus a data bundle, Samsung rugged hardware, mobile device management including security, asset and service management, and premium managed services.
- **Software bolt-ons** are delivered by a range of best-in-breed Optus partners and really set Optus Frontline Worker apart by providing the capability to enable a single, converged device on the frontline, and also extend what the device can do.

In addition, Optus can facilitate access to bespoke application design and development, and systems integration via our affiliation with NCS, as part of the Frontline Worker solution.



For more information on Optus Frontline Worker, **visit our website**, or, if you are an Optus customer, contact your account manager.

Follow us



OPTUS

SAMSUNG