Google Workspace

Transforming frontline work

Modernize and elevate employee experiences with Google Workspace and Gemini

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Executive summary

Having access to modern tools is a priority for today's frontline workers — and it's no wonder. From mobile devices to video conferencing to generative AI, digital technology has tremendous potential to transform the way frontline work gets done.

The right solutions enable organizations to deliver better frontline experiences that improve productivity, customer service, and retention. Google Workspace gives frontline workers the tools to communicate in real time, easily manage schedules and tasks, elevate training, and optimize workflows. And now Gemini for Google Workspace helps organizations with frontline workers use generative AI to document, organize, and share information in powerful new ways.

With a single, secure platform for your entire team, you can keep your frontline employees connected to the company and make them feel valued. In this handbook, you'll learn how Workspace can help your frontline workers perform at their best and drive better business outcomes.

Better frontline experiences start with modern, people-first technology

From the field to the factory line, retail floor, and beyond, frontline workers are essential to the health of our businesses, our economy, and our communities. Not only do they make up the majority of the global workforce but many serve as the human face of our companies.

Yet, many employer organizations are not adequately prioritizing the frontline experience. A recent survey found that business leaders overwhelmingly believe the frontline experience is key to meeting their organizational goals, but just over one-third ranked improving it a top three operational goal.[1] When companies overlook the frontline employee experience, they risk increased turnover. And without a robust, experienced workforce other challenges add up, like employee burnout, ineffective quality control, and poor customer service.

To attract and retain frontline workers, organizations must understand and meet their needs. They want to communicate with one another in real time. They're looking to develop new skills. They want to feel empowered to make informed decisions and act quickly when new challenges and opportunities arise. And they want to feel connected to their coworkers, managers, and organizations.

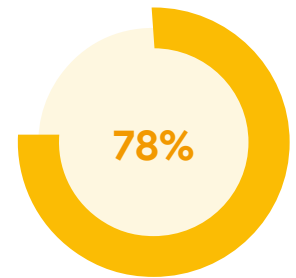## Who are frontline workers?

- People who don't sit at a desk

- Must be physically present to do their jobs

- Often don't have a personal workspace

- Perform task- and service-oriented roles in various industries, including healthcare, hospitality, manufacturing, and retail

- Comprise 80% of the global workforce[2]

Above all, frontline workers want modern, people-first tools that help them perform at their best. Seventy percent of deskless workers report that more technology would help them do their jobs better.[2] And it's not surprising, as digital technology has tremendous potential to transform the frontline experience. Mobile devices allow workers to access information and complete tasks — like helping customers, managing inventory, or keeping shift notes — wherever they are. Email, messaging, and video conferencing keep teams in touch to improve speed of communication, along with accuracy and quality. Automation helps streamline repetitive tasks. And generative AI can boost frontline employee productivity and creativity in unprecedented ways.

Workspace is a cloud-native, integrated solution that supports key frontline use cases, including communication and collaboration, scheduling and task management, training and upskilling, and modern workflows. Our apps can help your organization elevate frontline employee experiences to improve productivity, customer service, and workforce retention. And now with Gemini for Workspace, you can give your frontline teams generative AI tools to help them write, organize, visualize, and connect more efficiently and effectively than ever before.

To thrive in a rapidly changing business environment, organizations must invest in innovative solutions that engage and empower frontline workers. Keep reading to learn how Workspace can benefit both your employees and your business.

78%

of frontline workers say technology is an important factor when evaluating a new job.[3]

"**Connecting and empowering colleagues are our core values, and Google Workspace plays a vital role in that. Whether it's solving paper-based challenges with AppSheet, saving us time from email back-and-forths, or connecting and empowering frontline workers, Google Workspace is a foundational component of our collaboration strategy.**"

— **Max Mackie,** Digital Innovation Developer, BMI Group

BMI Group is Europe's largest manufacturer in the combined pitched and flat roofing market, with a significant presence in parts of Asia and Africa.

BMI

Enable your frontline workers to safely connect, create, and collaborate

With Workspace, you can feel confident that your users and data are safe everywhere work happens. Security and compliance features are built into every layer, protecting you against hacks and data leaks on any device. And our tools make it easy for you to maintain control over your data with privacy and security settings that are right for you.

- **Built-in, enterprise-grade access management, data protection,** and **device management capabilities** mean your organization's data is always protected.

- **AI-powered threat detection** and **zero trust security** protect every user, along with customer and company data, even on personal devices.

- **Default-on, anti-abuse measures** in **Google Meet** — including **anti-hijacking controls** for invites and dial-ins — secure your meetings.

- **Access provisioning and revoking** is simple with the IT admin interface.

- **Google Vault** enables you to create a persistent record of Workspace data for archival and search purposes.

Did you know?

You can use Workspace with your existing devices, apps, and services. Our open platform has the APIs you need to integrate and build custom solutions that meet your specific needs.

Google Workspace includes the following apps:

Gmail
Network-encrypted, cloud-based email

Google Chat
A platform for 1:1 and group direct messaging

Google Meet
Enterprise-grade, secure video conferencing

Google Drive
Secure storage and access for shared files

Google Calendar
Centralized scheduling for every kind of appointment

Google Docs, Sheets, and Slides
Collaborative documents, spreadsheets, and presentations

Google Forms
Custom forms, surveys, and questionnaires

Google Sites
High-quality websites for teams, projects, and events

AppSheet
A no-code platform for building custom mobile and web apps

Google Classroom
An all-in-one place for educating and learning

Give your frontline teams a powerful new way to work with Gemini

Google Workspace was built to help people collaborate. Now you can also collaborate with Gemini, which lets you easily integrate generative AI into your work.

Generative AI is a type of artificial intelligence that helps humans create content. It will transform how work gets done, making people significantly more productive, collaborative, and creative. Business leaders across industries recognize that adopting generative AI will help them leapfrog competitors who don't. As a result, they're looking for ways to integrate this technology safely, securely, and at scale inside their organizations.

Generative AI can create value for frontline work in two important ways:

- **Focus employees on high-value activities:**
  Automating workflows and assisting with time-consuming, repetitive tasks can make frontline workers more productive.

- **Improving business outcomes:**
  Increasing frontline worker productivity can boost quality control, customer service, and company performance.

$2.6 trillion   **$4.4** trillion
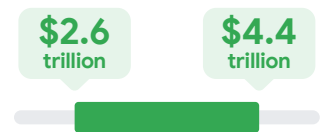
Recent estimates suggest that generative AI could add $2.6 -$4.4 trillion annually to the global economy.[4]

How is generative AI different from AI?

AI, or artificial intelligence, is a broad term that encompasses a wide range of technologies that enable machines to mimic human cognitive functions. Generative AI is an advanced subset of AI that can create and modify content, such as text and images.

Google Workspace

As an AI-first product, Workspace has long been at the forefront of this technology. We have used AI to block 99.9% of spam and phishing attacks on Gmail, provide summaries of text in Docs and conversations in Chat, and help people write over 180 billion times in the last year alone.

The latest milestone in our AI journey is the launch of Gemini for Workspace, a powerful new way of working that uses generative AI in Workspace apps.

Your frontline teams can use Gemini for Workspace without needing to acquire new and complex technical skills. Using conversational language, frontline workers can prompt Gemini to help streamline tasks and supplement their work.

As more people use Gemini, new ways to work and collaborate will emerge. Here are some of the ways that frontline employees, managers, and teams can benefit from Gemini right away:

Help me write: Jump-start a variety of written documents, from shift notes to customer emails

Help me organize: Organize data, generate custom templates, and reduce manual data input

Create an image: Supplement instructions or enhance training materials with original visuals

Help me connect: Join meetings from noisy or poorly lit environments with enhanced audio and video

Help me create an app: Govern and build apps without a single line of code to simplify frontline processes

Google's AI Principles

1. Be socially beneficial

2. Avoid creating or reinforcing unfair bias

3. Be built and tested for safety

4. Be accountable to people

5. Incorporate privacy design principles

6. Uphold high standards of scientific excellence

7. Be made available for uses that accord with these principles

Read more about Google's AI Principles.

Improve communication and connection

Traditionally, frontline workers have lacked access to the same communication technology and channels as their office worker counterparts. Many do not have corporate email addresses and rely primarily on face-to-face or phone conversations to share information. In fact, nearly half of business leaders report using manual "break room" communications — like bulletin boards — rather than digital technology, to communicate with their frontline workers.[1]

When frontline workers struggle to easily and quickly access the information they need to do their jobs, productivity and quality suffer — as does customer service. Poor frontline communication can also make employees feel out of the loop and disconnected from the organization.

Workspace lets you give frontline workers a digital identity, a corporate email account, and tools like Meet and Chat, infused with Gemini to streamline communication and keep them connected.

With the right information at their fingertips, your frontline teams can complete tasks faster and more accurately, and they'll be better equipped to answer questions and make informed decisions to serve customers. But those aren't the only benefits. Empowering your frontline workers to communicate and collaborate with modern technology can help keep them engaged in their work and strengthen their sense of belonging — a win for retention. 79% of frontline employees who feel a sense of belonging plan to remain with their current employer.[5]

51%
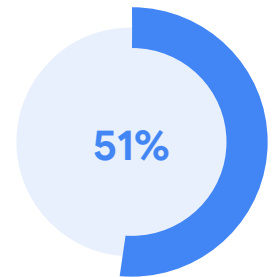
Only half of frontline workers feel "in-the-know" about the goings-on of their organization.[6]

> **"We need to empower employees to get the information they need, when they need it, on any device. Google Workspace makes that happen."**
>
> — **Manesh Patel,** CIO, Sanmina
>
> Sanmina is a Fortune 500 electronics manufacturer with over 45,000 employees and 75 manufacturing facilities worldwide.

SANMINA

# With Google Workspace you can:

Keep frontline workers informed and connected to the company

With **Drive** and **Gmail**, frontline employees can easily access important documents from management, HR, and other corporate functions. Built-in safety features protect users and data from cyber-security threats. IT can provision and revoke user access as needed to keep company data safe. And **Data Loss Prevention (DLP)** policies restrict the content employees can share outside the organization.

Meet enables employees to participate in company-wide or team meetings from the field, warehouse, or break room. If they're joining from poorly lit or noisy environments, **Gemini in Meet** enhances image and audio quality to improve the experience.
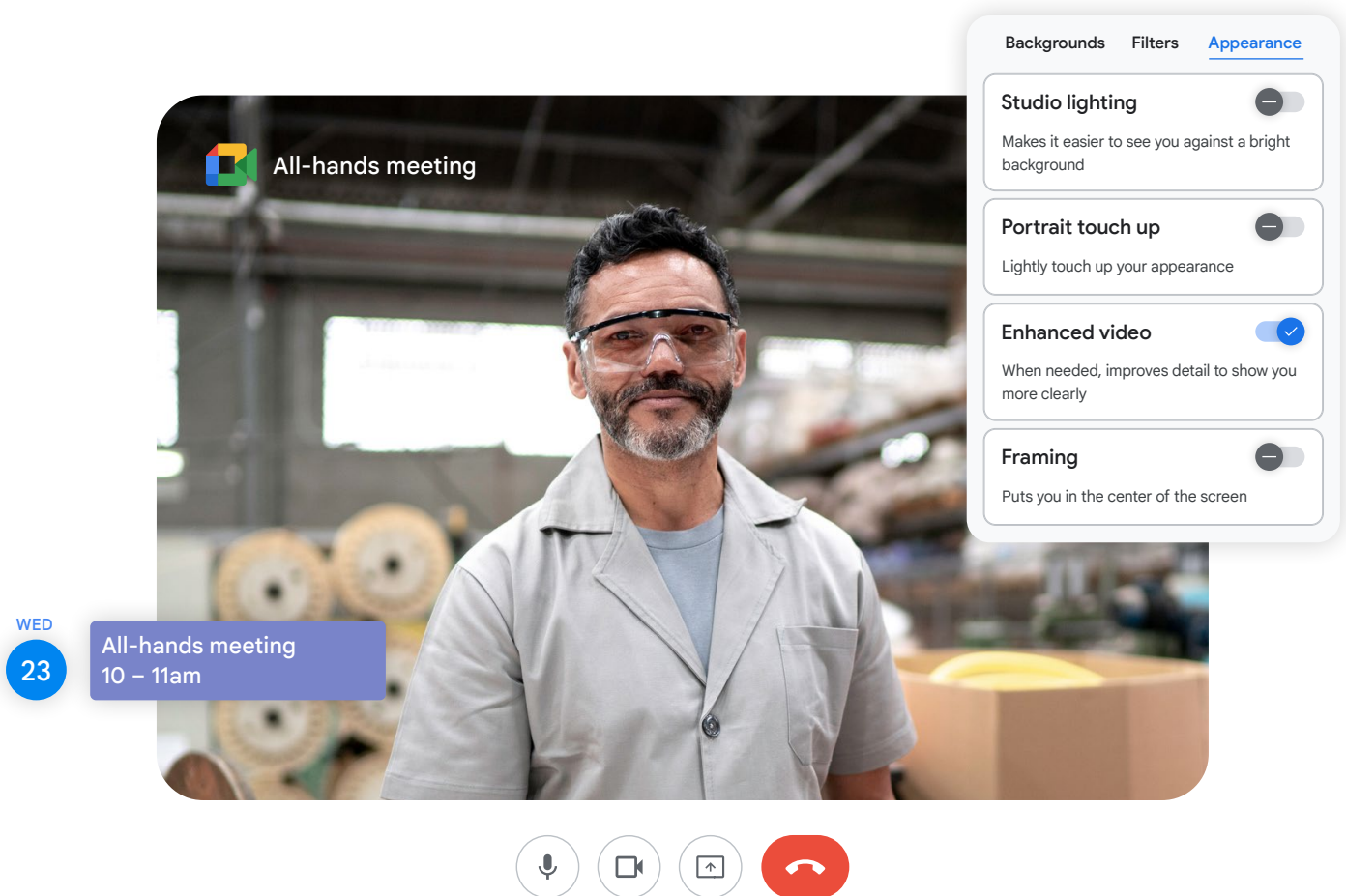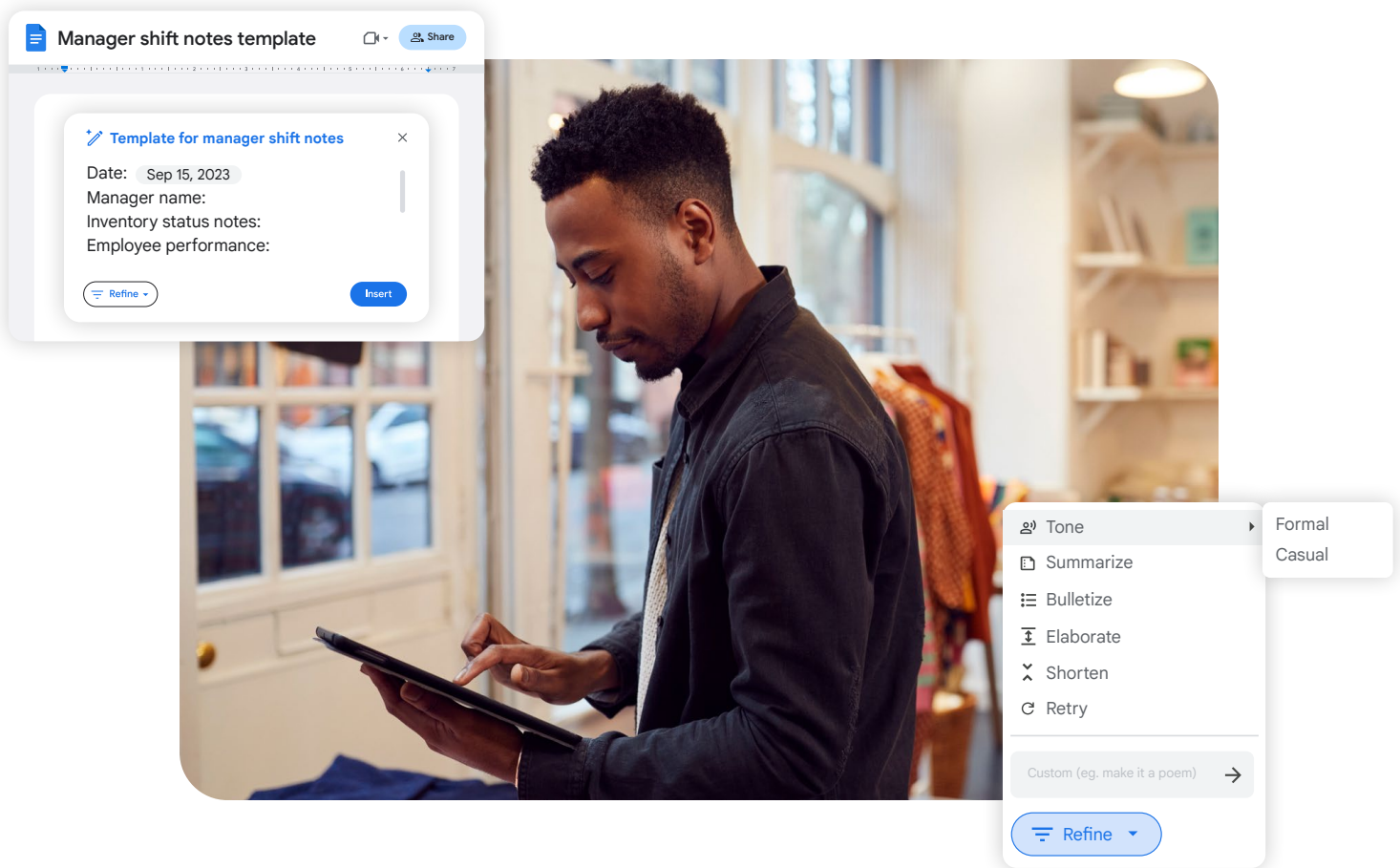
Help frontline teams communicate and collaborate

Frontline managers can create spaces inside **Chat** for team conversations dedicated to individual stores, production lines, or field offices. With a centralized location for communication, teams can easily share and reference files, daily announcements, and other important information.

Frontline colleagues can collaborate with shared **Docs** that everyone can asynchronously review, edit, and update on any device. With **Gemini in Docs**, frontline workers can provide a prompt about their chosen topic, like weekly shift notes, and let **Gemini** create the first draft. **Gemini** also automatically adds relevant **smart chips** with information such as location, status, and custom variables, allowing frontline workers to quickly add valuable context without leaving the document.

Optimize scheduling and task management

Frontline workers prioritize scheduling transparency and flexibility. In fact, 87% of business leaders have noticed this expectation on the rise.[1] To create accurate, up-to-date schedules, managers need real-time insight into employees' preferences and availability. Without it, they risk understaffing, which puts stress on employees and can lead to burnout and turnover. On the other hand, overstaffing can increase labor costs and leave workers bored on the job.

Frontline employees also want to understand which tasks they're expected to complete and how to manage them. Nearly one-third of retail employees say unproductive task management makes their jobs harder.[7] It can also leave employees confused and overwhelmed.

Workspace helps your frontline workers know when they're expected to work and what's expected of them at work. Easy-to-use, cloud-based tools like Calendar, Gmail, and Sheets simplify and democratize the process, enabling employees and managers to collaborate in real time to manage schedules and tasks.

Optimizing scheduling and task management can drive productivity and efficiency while more engaged employees typically create better customer experiences. And empowering frontline workers with greater autonomy and control over their time can help limit turnover. Forty-four percent say "more flexible schedules" would motivate them to stay in their current jobs."[3]

Half of frontline workers say that understaffing and burnout are their top challenges at work.[6]

"**We use Google Forms for a variety of internal surveys and questionnaires. For example, if someone wishes to change their workstation, the IT team uses it to collect the relevant information.**"

— **Rémy Angel,** IT Manager, Back Market

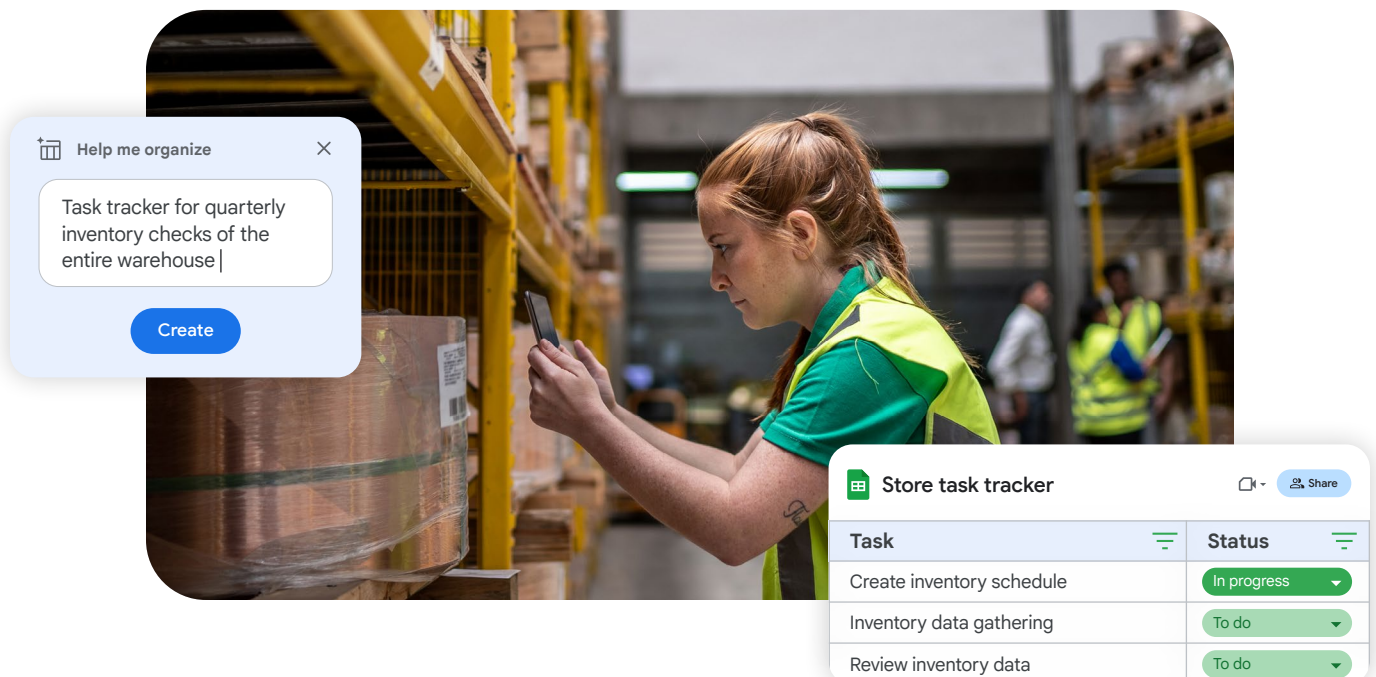Back Market brings high-quality professionally refurbished electronic devices and appliances to customers in 15 countries.

Back Market

With Google Workspace you can:

Enable flexible, transparent scheduling in real time

Frontline workers can indicate in **Calendar** their availability for shifts and block off the days/times they are unavailable to make it easy for managers to build accurate schedules.

In **Chat**, coworkers can discuss swapping or covering shifts as well as contact managers with scheduling questions and updates.

Managers can build schedules in a shared **Sheet** and distribute them to the entire team via a link in **Gmail**. Updates are instantly reflected in the document, and everyone always has access to it.

Frontline managers, HR teams, and IT admins can create **Forms** to solicit and gather feedback on scheduling and task management processes and tools.

Gemini in Sheets can help organize employee feedback collected in a **Form**. Simply detail what you're trying to accomplish, and **Sheets** will generate a template or custom table that classifies the data. Frontline managers can also use **Gemini** to create project, time, or task trackers with a simple prompt inside **Sheets**.
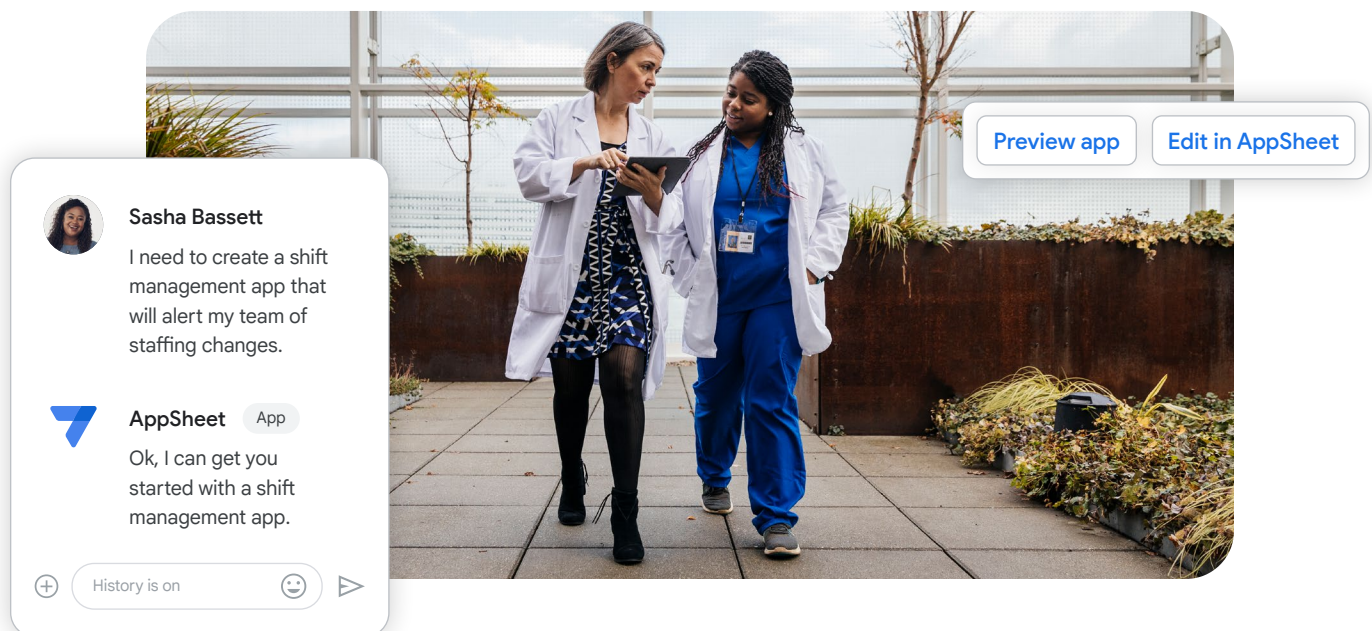
Help me organize

Task tracker for quarterly inventory checks of the entire warehouse |

Create

Store task tracker Share

Task	Status
Create inventory schedule	In progress
Inventory data gathering	To do
Review inventory data	To do

Manage, track, and update tasks to keep everyone on the same page

Frontline teams can create task checklists, shift notes, and customer notes in **Docs** or **Sheets** that everyone can access, edit, and update on any device.

On **Drive**, frontline managers can centralize, store, and make available important documentation, such as product specs, inventory lists, and SOPs.

Build custom apps that connect to your data and integrate seamlessly into your workflows

Build an approvals or task management app using a template from **AppSheet** without creating a single line of code.

Make app creation even easier with **Gemini in AppSheet**. Gemini offers a whole new way for AppSheet creators to build applications, simply using natural language. Gemini in AppSheet harnesses the power of Google's AI models and empowers all users to easily build their own solution. It lets app creators build an app in two easy steps: (1) describe the process you want to digitize and (2) answer a few questions and Gemini will take you from idea to app in minutes.

Preview app   Edit in AppSheet

Sasha Bassett
I need to create a shift management app that will alert my team of staffing changes.

AppSheet   App
Ok, I can get you started with a shift management app.

History is on

Enhance onboarding, training, and upskilling

Roughly four in 10 frontline workers say training and upskilling is a top driver of success and happiness at work.[6] Yet, they are underserved by traditional learning and development. Just 32% say their organization uses a learning management system.[6] And many companies still rely on paper-based orientation and training materials, which are time-consuming to distribute and update.

Poor onboarding and training can leave employees underprepared and disengaged and negatively impact quality, safety, and customer experience. Without opportunities to develop new skills, frontline employees may also feel undervalued.

Workspace enables you to create custom resources for educating and supporting frontline employees. Digitizing training materials makes it easy for managers and HR teams to create and update them as needed. And since so many people use Workspace apps in their personal lives, you can minimize the learning curve for new hires.

Thorough onboarding, along with access to training and professional development, makes frontline workers more productive, promotes safety and quality, and improves brand consistency and customer experiences. It also demonstrates your commitment to employees, helping them feel valued and promoting retention. After all, 33% of frontline workers cite "access to more training and skill development" as reasons to remain at their current company.[3]
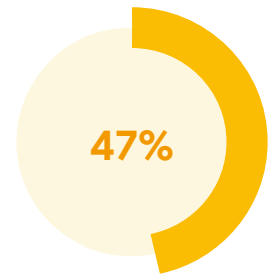
47%

of frontline workers want to use technology to improve employee training.[6]

> **"Our operations manual is … a living document that gets regularly updated. In the past, we would struggle to track which franchise had which version. With Google Drive, we can be sure that everyone is looking at the right one."**
>
> — **Ricardo Maio,** CEO, ACDC Express

ACDC Express is South Africa's largest independent wholesale supplier of electronic goods and South Africa's largest electrical retail franchise.

ACDC EXPRESS

Google Workspace

With Google Workspace you can:

Streamline and optimize onboarding

Say goodbye to physical forms and paperwork. With **Drive**, new hires can easily upload required documents before they start, and your HR team can digitally organize them in a secure location.

New employees can also quickly submit their personal information through **Forms**, sign new hire documentation with our **DocuSign integration**, and securely access **Gmail, Calendar, Drive, and Meet** to securely view onboarding materials and scheduling information on any device.

New employees can use their personal devices for work from day one. Workspace has a **cloud-native, zero trust architecture** as well as **built-in identity, access, and endpoint management capabilities** that make it easy for IT teams to securely configure both personal and company-issued devices.

During orientation sessions and team introductions, **Gemini in Meet** helps new hires get to know one another and their new coworkers. People can create custom backgrounds to express their personalities and interests, strengthening connection from day one.
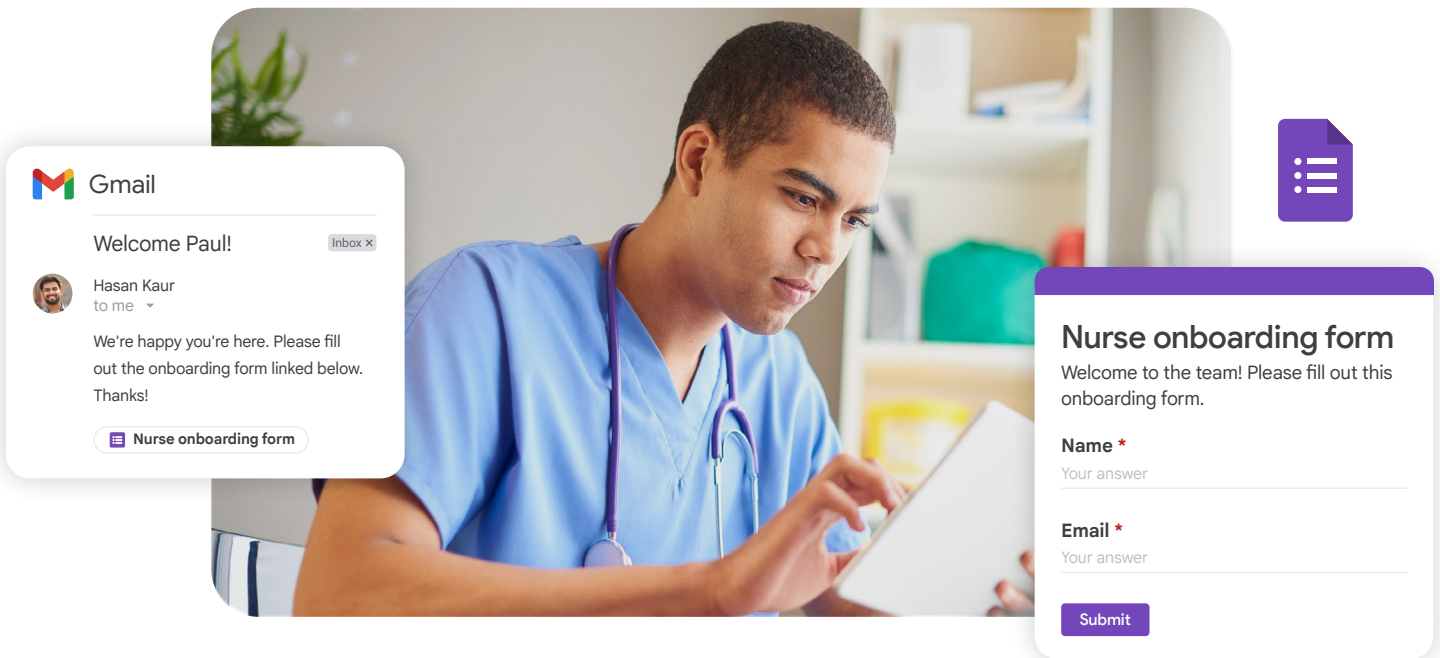
Support career growth with resources for training and upskilling

Gemini in Docs and **Slides** can help managers and HR teams quickly create engaging, highly visual training materials and manuals. They can jump-start copy with **help me write** while **create an image** enables them to easily create original visuals with just a text prompt. Simply describe the desired image and provide a few details about the image style. From there, **Gemini** will generate options to choose from and refine.

Managers and HR teams can use **Drive** and **Sites** to create shared information hubs or organize learning communities. And training videos can be uploaded to **YouTube** to help standardize processes and products across frontline teams.

During training sessions, frontline managers can use **Forms** to solicit feedback and ensure that employees understand the material. Use **Gemini in Slides** to create a template, build an employee progress tracker, or organize training data and findings.

Classroom offers an online continuing education platform that allows employees to learn at their own pace and on their own time. Unlike in-person training, **Classroom** allows employees to pause, go back, and retake the training as frequently as they'd like. And managers can assign and track progress against learning goals on both an individual and organizational level.

Modernize workflows

For frontline workers, time is precious. They must stay nimble and flexible in response to changing circumstances on the line, on the retail or hospital floor, or in the field. Unfortunately, analogue and legacy processes still hamper and hinder their efficiency. Likewise, paper-based workflows are prone to human error, inhibit transparency, and can pose security risks if misplaced or lost. Finally, manual, repetitive tasks eat up valuable time that frontline teams could spend on more meaningful tasks, such as innovating and addressing customer needs.

With Workspace, you can help your frontline teams modernize, automate, and streamline their work in a variety of ways. Apps like Calendar, Google Keep, and Forms make it easy for employees to keep track of tasks, build checklists, and document shift notes while Docs and Sheets enable teams to create and share digital documentation. And AppSheet empowers frontline teams to create no-code custom apps that automate repetitive tasks to save time, increase throughput, and reduce waste.

An overwhelming majority of business leaders — 87% — believe that empowering frontline workers to make decisions in the moment will make their organizations more successful.[8] And enabling modern frontline workflows are key to this outcome. Digital processes and documentation put valuable, up-to-date information in frontline workers' hands, making them more efficient, impactful, and productive. Digital access to operational data can also unlock valuable insights to inform business decisions. With fewer time-intensive, repetitive tasks, your frontline workers can focus on serving customers, clients, guests, and patients.

Did you know?

Using Workspace can help organizations reduce the time employees spend on "busy work" by **nearly a quarter.**[9]

> **"By enabling our caregivers to be more effective and efficient administratively with Google Workspace, we're reclaiming approximately 30% of their time for face-to-face patient interactions, which is what we always want."**
>
> — **Daniel Morreale,** CIO, Hunterdon Healthcare
>
> Hunterdon Healthcare is a non-profit healthcare organization providing a full range of quality health and medical services to communities in northwest New Jersey.

Hunterdon Health

With Google Workspace you can:
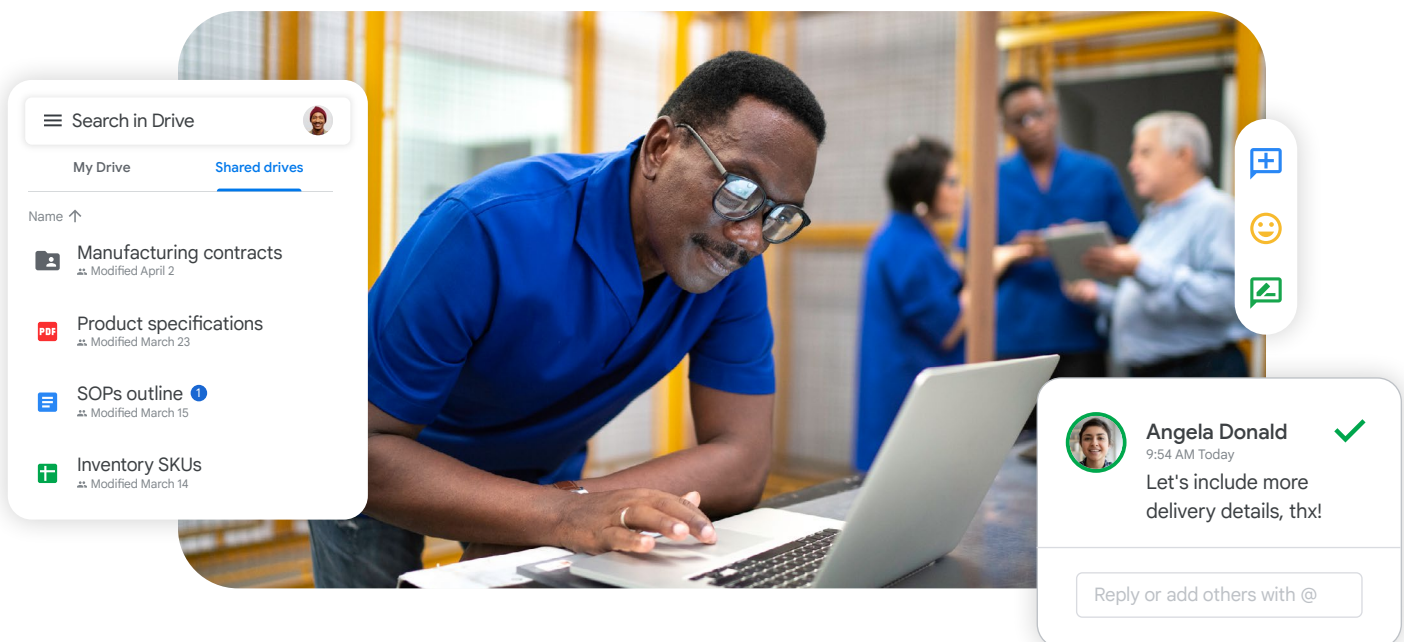
Digitize and streamline document-based workflows

Frontline managers and teams can build surveys and checklists for quality control, equipment inspection, and customer notes in **Forms**, which can always be easily archived, searched, and referenced.
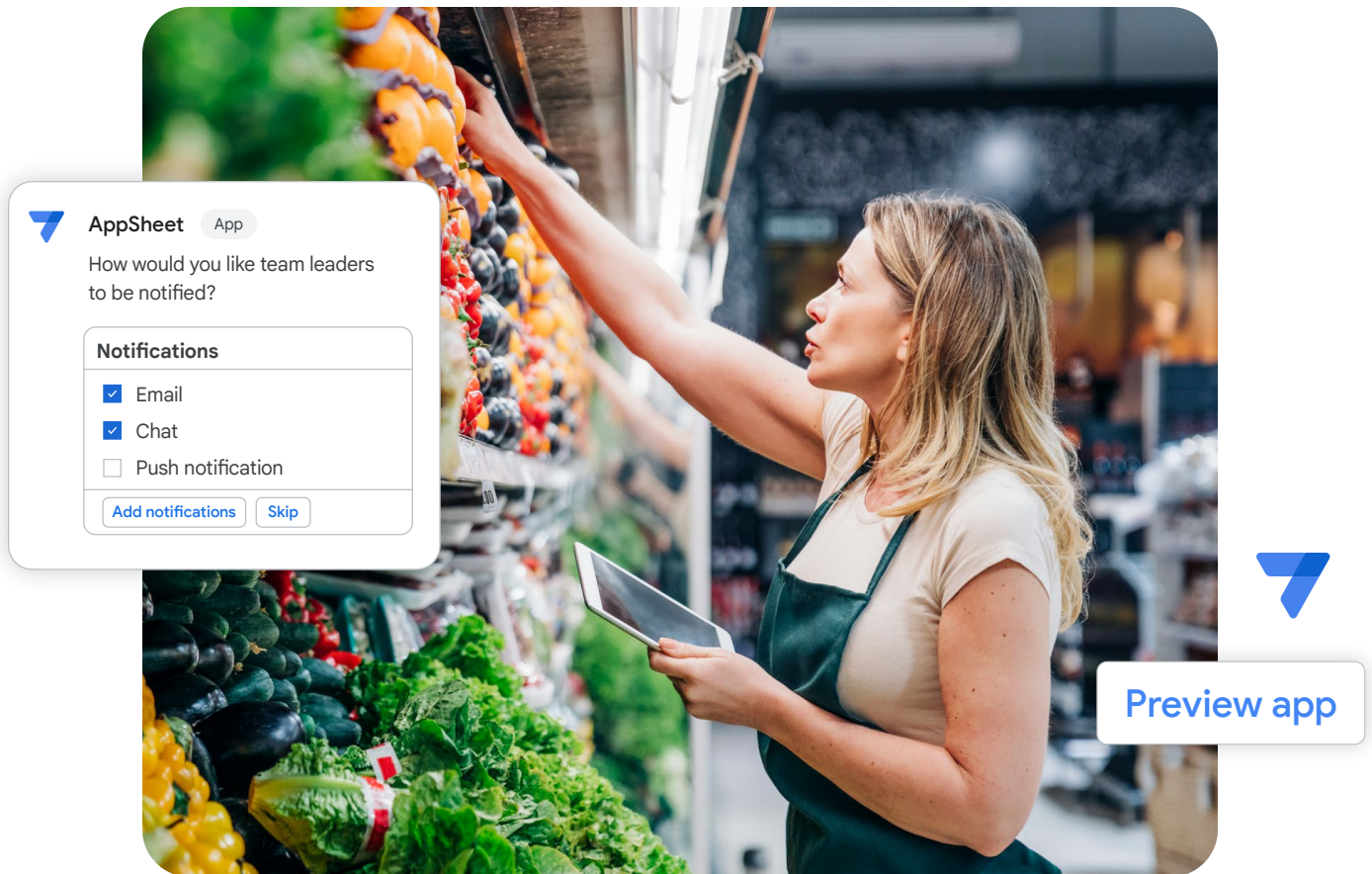
Inside **Docs**, frontline managers and employees can work on a shared document, like instructions for quality checks, at the same time or asynchronously, without having to create different versions. All changes are easily tracked and managed.

Drive allows document owners to easily share and revoke access as well as securely store documents in the cloud. Other people such as corporate employees can view, add comments, or edit documents from any device, with all changes tracked.

Frontline managers and teams can digitize existing paper notes and documents with **AppSheet** and **Optical Character Recognition**.

Vault enables a secure digital paper trail to promote compliance, increase safety, and reduce your organizational risk.

AppSheet App

How would you like team leaders to be notified?

Notifications

☑ Email
☑ Chat
☐ Push notification

Add notifications   Skip

Preview app

Provide instant access to product inventory or supply stock

Use **AppSheet** to create an inventory or stock management app that connects to **Sheets**, your ERP system, or both, and houses your SKU line items.

Prompt **Gemini** with the parameters for a project, like item name, status, and available amount.

Then build automations to update the data as items deplete, create an intuitive user interface, and securely deploy it across your frontline teams.

Set **custom threshold rules** that trigger email notifications to inform employees when stock is low, eliminating the need for team members to manually check those items for reorder.

Improve customer service by giving your frontline workers instant access to product information

They simply scan a **QR code or barcode** with their mobile device, and an **AppSheet** app calls up everything they need to know about the product to educate customers and answer questions on the spot.

Create content in powerful new ways with generative AI

Like a collaborative partner, **Gemini in Docs** can instantly generate first drafts and summaries, as well as make suggestions to help frontline employees refine and edit their work so they can get to a finished email or document faster.

Managers and frontline workers can use **Gemini in Gmail** to write emails more quickly. Just type in a topic, and **Gemini** will draft an email you can then edit and refine. For frontline employees on the go, such as sales reps, this assistance can streamline frequent communications and save valuable time.
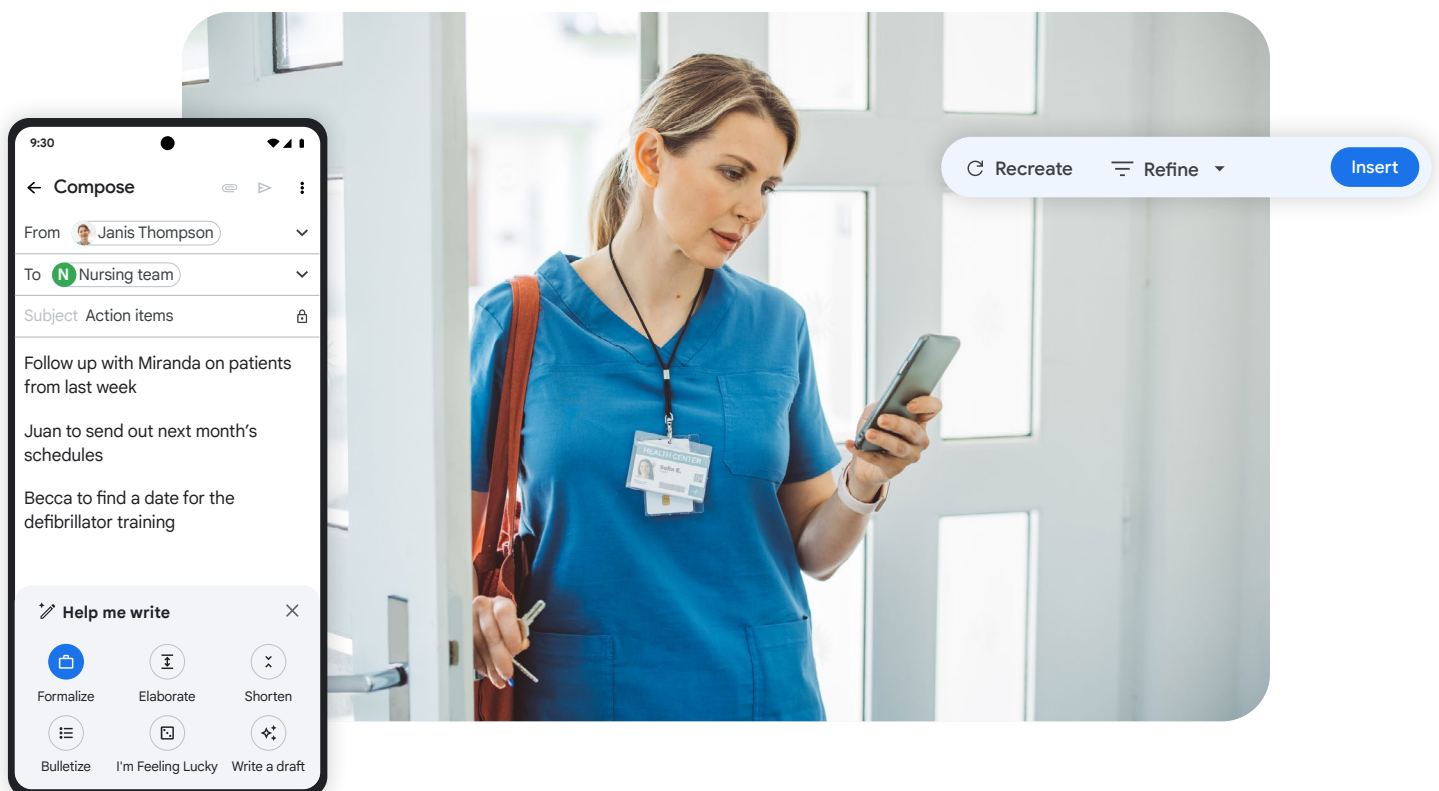
Google Workspace's approach to helping protect your data

It is our priority to help protect the confidentiality and privacy of your data. With Workspace you can trust that:

✓ **Your data is your data.** The content that you put into Workspace services (emails, documents, etc.) is yours. We never sell your data, and you can delete your content or export it.

✓ **Your data stays in Workspace.** We do not use your Workspace data to train or improve the underlying generative AI and large language models that power Search and other systems outside of Workspace without permission.

✓ **Your privacy is protected.** Interactions with intelligent Workspace features, such as accepting or rejecting spelling suggestions, or reporting spam, are anonymized and/or aggregated and may be used to improve or develop helpful Workspace features like spam protection, spell check, and autocomplete. This extends to new features we are currently developing like improved prompt suggestions that help Workspace users get the best results from Gemini features. These features are developed with strict privacy protections that keep users in control. (See below for more detail on additional privacy, security, and compliance commitments we make for business customers).

✓ **Your content is not used for ads targeting.** As a reminder, Google does not collect, scan, or use your content in Workspace services for advertising purposes.

🛡️

Workspace was born in the cloud. Our cloud-native, zero trust architecture helps reduce security risk.

No persistent local data

- Data is in the cloud and ephemerally accessed with zero trust controls

- You own and control your customer data, and you can delete it any time

No thick desktop apps

- Full Workspace functionality is accessed via web browser

- No thick Workspace desktop apps to patch

No on-premises infrastructure

- Secure-by-design, born-in-the-cloud infrastructure

- Battle-tested development and production practices

Committed to security and compliance for business customers

When Workspace commercial customers adopt Gemini for Google Workspace you get the same robust data protection and security standards that come with all Workspace services, with specific protections for business, education, and public-sector customers:

✓ **Your interactions with Gemini stay within your organization.** Gemini stores any prompts or generated content alongside your Workspace content and does not share them outside your organization.

✓ **Your existing Workspace protections are automatically applied.** Gemini brings the same enterprise-grade security as the rest of Workspace, automatically applying your organization's existing controls and data handling practices, such as data-regions policies and Data Loss Prevention.

✓ **Your content is not used for any other customers.** None of your content is used for model training outside of your domain without permission.

Getting started

Many frontline workers perform jobs and duties that directly impact the customer, guest, or patient experience. In an environment where speed, convenience, and consistency drive customer satisfaction and business growth, give your frontline teams modern tools that empower them to do their best work.

To learn more about how Google Workspace can benefit your team or organization, contact sales or request a free trial today.

1 "Elevate the Frontline to Elevate the Business." Work Jam. 2023.
2 "The State of Technology for the Deskless Workforce." Emergence. 2020.
3 "State of the Frontline Work Experience." Axonify. 2021.
4 "The Economic Potential of Generative AI: The Next Productivity Frontier." McKinsey. 6/14/23.
5 "Frontline Workers: How to Connect, Enable, and Support Them in the Modern Workplace." Workday. 2022.
6 "The Deskless Report 2023." Axonify. 2023.
7 "How a Digital Workplace Solves Retailers' Biggest Challenges." Yoobic. 2022.
8 "The New Decision Makers." HBR. 5/5/20.
9 Wayne Kurtzman, Matthew Marden, and Amy Loomis. "The Business Value of Google Workspace." IDC. 2022.