

INDUSTRY GUIDE · INDUSTRY AND LOGISTICS · OCTOBER 2026

Communicating with frontline teams in industry and logistics

Operators, order pickers, forklift drivers, technicians, temp workers: how to inform, protect and engage teams with no desk and no work email.

62%

of shift workers have no work email address

7.4%

absenteeism among blue-collar workers, three times that of managers

5 channels

from a single send with We Advocacy

In the plant and the warehouse, information gets lost between shifts

Industrial and logistics sites employ the people furthest from information: no desk, no email, staggered hours. Yet they carry the stakes of safety, quality and productivity.

62%

of shift workers have no work email address

Harvard Business Review

74%

of frontline employees feel disconnected from headquarters

Gallup / Workvivo

7.37%

absenteeism among blue-collar workers, vs. 2.37% among managers

WTW, 2025

Your frontline employees

Production operators

Order pickers

Forklift drivers

Maintenance technicians

Drivers

2- and 3-shift teams

Temp workers

Team leaders

Why information doesn't get through

1

No email, no desk

Email and intranets, built for offices, don't reach the shop floor. What's left is notice boards and word of mouth: slow and patchy.

2

Shift work

Night and weekend teams never cross paths with HQ. A message sent at 10 am isn't seen by the team starting at 9 pm.

3

Temps and turnover

Temp workers are often booked the day before. Yet they must know the safety rules from their very first hour.

4

Multiple sites

Each site has its own instructions. A national message must be adapted locally, and a local one mustn't flood other sites.

IN THIS GUIDE

Four We Advocacy capabilities to connect the frontline to the rest of the company

1. Reach

Mobile app and SMS, even without email · p. 3

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4. Energize

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Reach every employee, even without email

The phone is the one tool all your employees carry. The We Advocacy mobile app puts the company within everyone's reach, including those without a work email address.

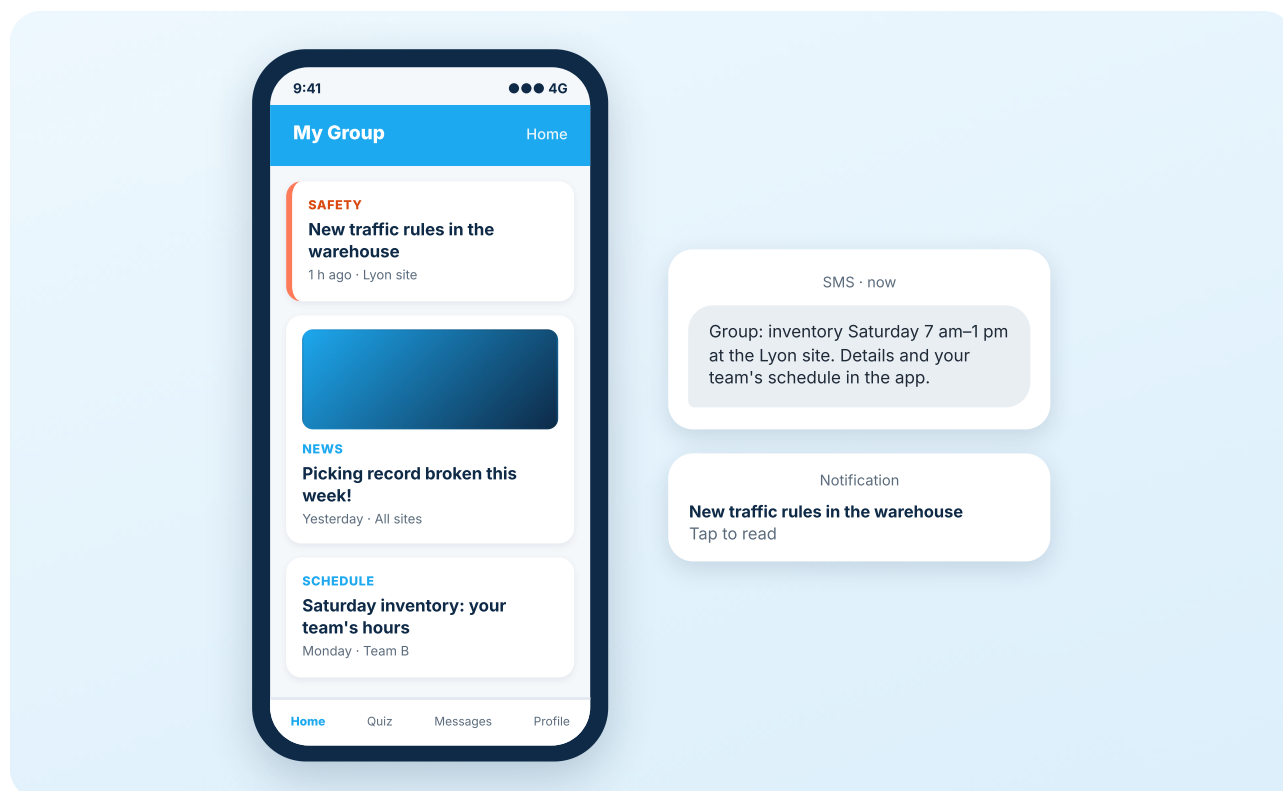


Illustration: the app's news feed, a notification and an SMS sent from the same message.

What your teams receive

- **A news feed** showing only what concerns their site, job and team.
- **Notifications** for important messages, readable in ten seconds.
- **SMS (text message)** for those without the app, or for emergencies.
- **The intranet** on their phone: documents, contacts, procedures.

What you no longer have to manage

- **Lists that update themselves:** sync from Entra ID, Okta, Google Workspace, SAP SuccessFactors or a simple file.
- **Arrivals and departures** are handled automatically.

In your industry: Temp workers can be added to the platform with a simple file or from your HRIS: they receive safety instructions before their first shift, and are automatically removed from the list when their assignment ends.

The right message, to the right people, on the right channel

You write once, choose the audience and channels, and the platform does the rest. Everyone gets the information that concerns them, where they'll see it.

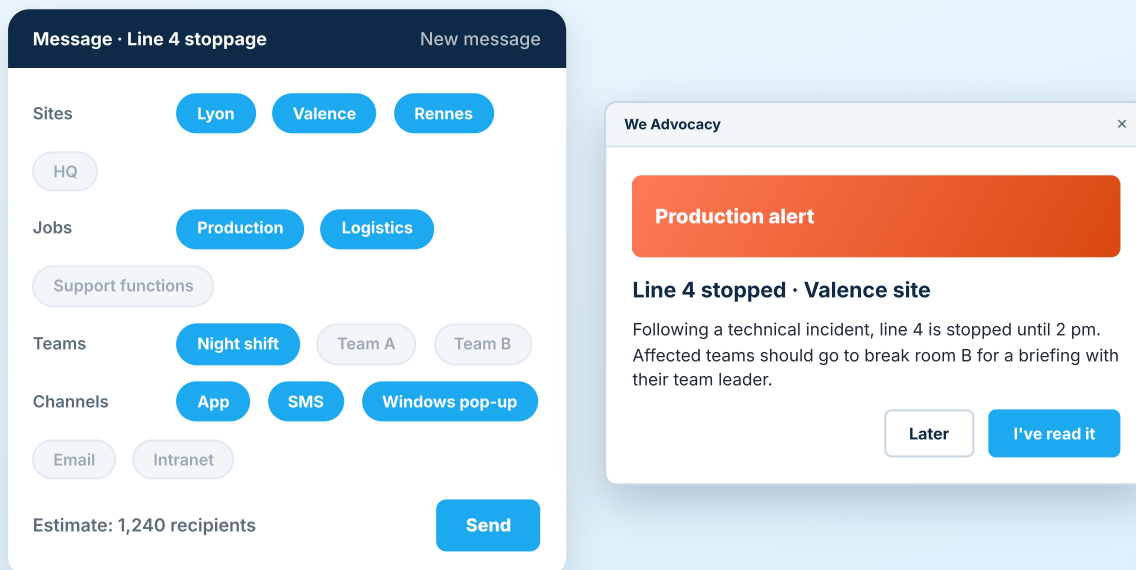


Illustration: targeting in the sending console, and a Windows pop-up displayed on workstations.

One send, five channels

Email, intranet, mobile app, Windows pop-up and SMS, combined by audience.

Precise targeting

By site, job, entity or manager, from your synced directory.

Automatic follow-up

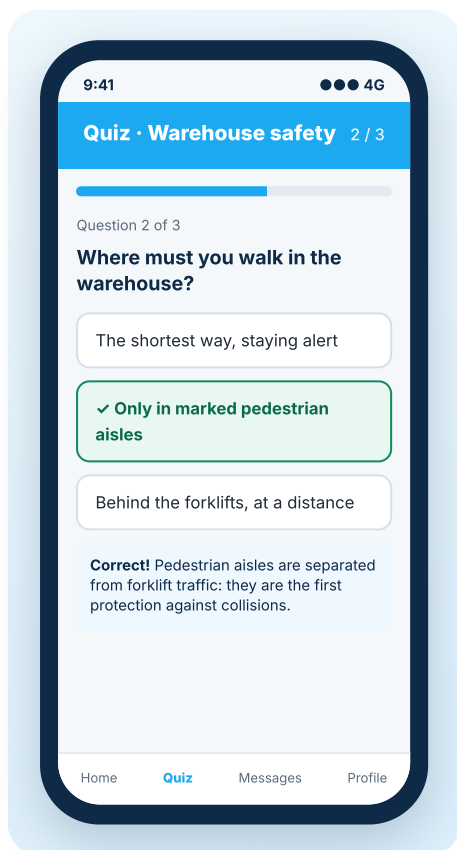
Those who haven't read are followed up on another channel.

Typical situations in your industry

SITUATION	AUDIENCE	RECOMMENDED CHANNELS
Safety instruction or incident lessons	Relevant sites and jobs	App, SMS, Windows pop-up
Line stoppage, breakdown, schedule change	Teams at the affected site	App, SMS
Bad weather, site access disrupted	Next day's teams	SMS, app
Evacuation, serious incident	Entire site	SMS, Windows pop-up, app
Cyberattack, IT outage	All sites	SMS, app

Check, listen, onboard

Informing isn't enough. You need to make sure the message is understood, give the frontline a voice and properly welcome every newcomer.



Quizzes to check understanding

Before an audit, after a near miss or when launching a new procedure, a three-question mobile quiz tells you within hours whether each team has understood, and which one to follow up with. Questions can be **generated by AI** from your memo or procedure, then fine-tuned in minutes.

Surveys and forms to listen

- **Short mobile surveys** to take the pulse of a team or site.
- **Feedback forms** from the field: an idea, a problem, a request.
- **Results** summarized by question and respondent, to follow up with those who haven't replied.

ONBOARDING JOURNEYS

Every newcomer follows a scheduled journey, automatically.

Onboarding journey for new operators and temp workers: safety rules and site map before day one, team introduction on day 1, safety quiz on day 3, onboarding survey on day 30. Managers track everyone's progress.

Three questions to ask the frontline regularly

INFORMATION

"This month, did you get the information you needed to do your job?" (1 to 5)

CHANNEL

"How do you prefer to be informed: app, SMS, notice board, your manager?"

IDEA

"Any idea to improve your day-to-day on site?" (open answer)

Bring company life all the way to the frontline

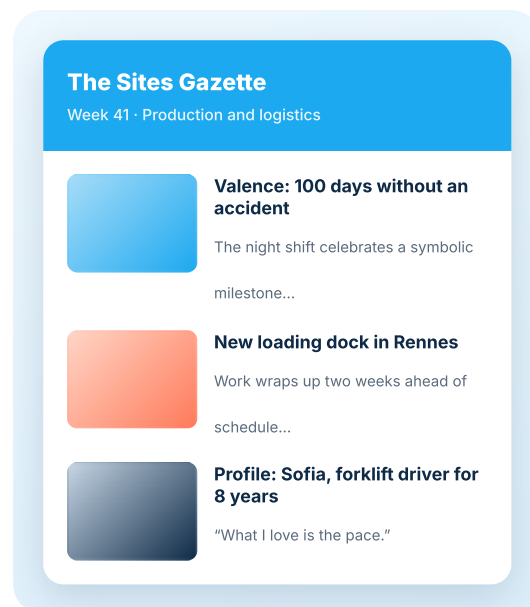
Beyond practical information, frontline teams need to feel involved: hearing about other sites' successes, seeing their work recognized, sharing a common culture.

Newsletters in minutes

With AI-assisted creation, a polished newsletter takes minutes. It is sent by email, featured on the intranet and pushed to the mobile app for those without email. Local editions are possible through targeting.

Frontline managers, your first relays

Team leaders and site managers publish for their own scope: the team schedule, a welcome note, a reminder before inventory. Unlimited number of publishers. Each publishes within the scope and channels you assign.



Your messages in every email

For teams dealing with your customers, partners and candidates, We Advocacy **email signatures** are consistent and carry **targeted banners**: recruiting, events, prevention, CSR commitments.



INTRANET

A go-to portal, on desktop and mobile.

News, documents, procedures and directory in one branded intranet, connected to Google Workspace or Microsoft 365. Already have an intranet? We Advocacy can **complement SharePoint, LumApps or Jalios** with no migration, pushing their content to the frontline via mobile app, pop-up and SMS.

THEY TRUST US IN YOUR INDUSTRY

Bridor **Socomore** **Groupe Safo** **JCDecaux**

Scenario: snowfall hits two warehouses

A logistics group with 1,200 people across six warehouses. On Sunday afternoon, Météo-France forecasts heavy snow at two sites.

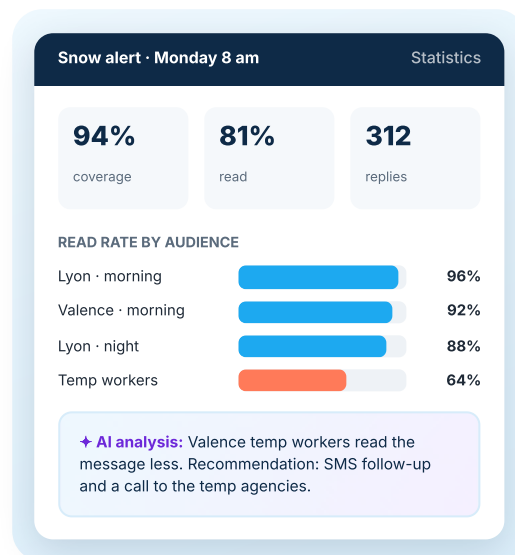
Sun **MESSAGES AND ALERTS · SMS**
Warn before the shift starts
At 6 pm, an SMS and a mobile notification tell the Lyon and Valence morning teams about Monday's shifted hours.

Sun **FORMS**
Plan attendance
A one-question form lets everyone say whether they can come in. Team leaders adjust the schedule that evening.

Mon **WINDOWS POP-UP**
Inform the offices
At 7 am, a pop-up appears on HQ and dock office computers: remote work recommended, customers notified.

Mon **STATISTICS · FOLLOW-UP**
Check everyone got it
At 8 am, the dashboard shows 94% coverage. The 18 employees not reached get an automatic SMS follow-up.

Tue **NEWSLETTERS · AI REPORTS**
Thank and learn
The newsletter salutes the teams' commitment. The AI report feeds the leadership team's debrief.



Statistics and AI report (fictitious data).

STATISTICS AND AI REPORTS

At every step, you see who received, read and replied, by site, job and channel. AI-generated reports show what worked, which audiences you aren't reaching and what to do next, and a follow-up goes out on another channel in one click.

Fast start

Up and running in a few weeks with the Newsletter and Broadcast plans.

Modular

Start with mobile and messages, add other modules with no migration.

Secure

Hosted in Europe, GDPR-compliant, SSO login.

The multichannel internal communication platform. Designed in France, hosted in Europe.

200+

client companies since 2018

100,000

users every day

5 channels

from a single send

- **Integrated with your environment:** Google Workspace, Microsoft 365, SSO, directory sync from Entra ID, Okta, Google Workspace or SAP SuccessFactors.
- **Modular:** start with the modules you need today, add others with no migration.
- **Secure and GDPR-compliant:** Hosted in Europe on Google Cloud, data encrypted in transit and at rest.
- **Supported:** guided rollout, France-based support, unlimited number of communicators.

"We Advocacy has helped us unify our communications for several years. We particularly appreciate their responsiveness and efficiency."

Mary Pifer, VP Marketing, 3SI

See what the platform can do for you.

In 30 minutes, we start from your audiences and tools to show you the modules that matter, and only those.

[Book a demo →](#)

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Sources

Emergence Capital (share of frontline workers worldwide) · Harvard Business Review Analytic Services (access to a work email) · Gallup / Workvivo (feeling disconnected from headquarters) · WTW, 2025 Absenteeism Barometer · Mockups and scenario for illustration only, fictitious data.