

INDUSTRY GUIDE · RETAIL AND NETWORKS · OCTOBER 2026

Communicating with teams in stores, restaurants and service centers

Sales associates, crew members, store managers, franchisees: how to get information down to the counter and make every team an ambassador for your brand.

1 send

for hundreds of locations

8%

absenteeism in hospitality and food service

5 channels

from a single send with We Advocacy

Between HQ and the counter, information arrives too late

In a network of stores, restaurants or service centers, performance happens face to face with customers. Yet store teams are the last to get information, often via a notice in the back room.

80%

of workers worldwide don't have a desk

Emergence Capital

74%

of frontline employees feel disconnected from headquarters

Gallup / Workvivo

8%

absenteeism in hospitality and food service

WTW, 2025

Your frontline employees

Sales associates

Restaurant crew

Store managers

Service center technicians

Cashiers

Seasonal workers

Franchisees

Network coordinators

Why information doesn't get through

1

No desk

Teams are on their feet, facing customers. No work email, no screen time: only their phone is within reach.

2

Fragmented hours

Part-time, staggered hours, weekends: part of the team is never there for the morning briefing.

3

High turnover

Seasonal workers and new hires must be up to speed fast, and know the brand as well as veterans.

4

The franchise network

Franchisees and partners aren't group employees: yet they must be on board for every sales campaign.

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

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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.

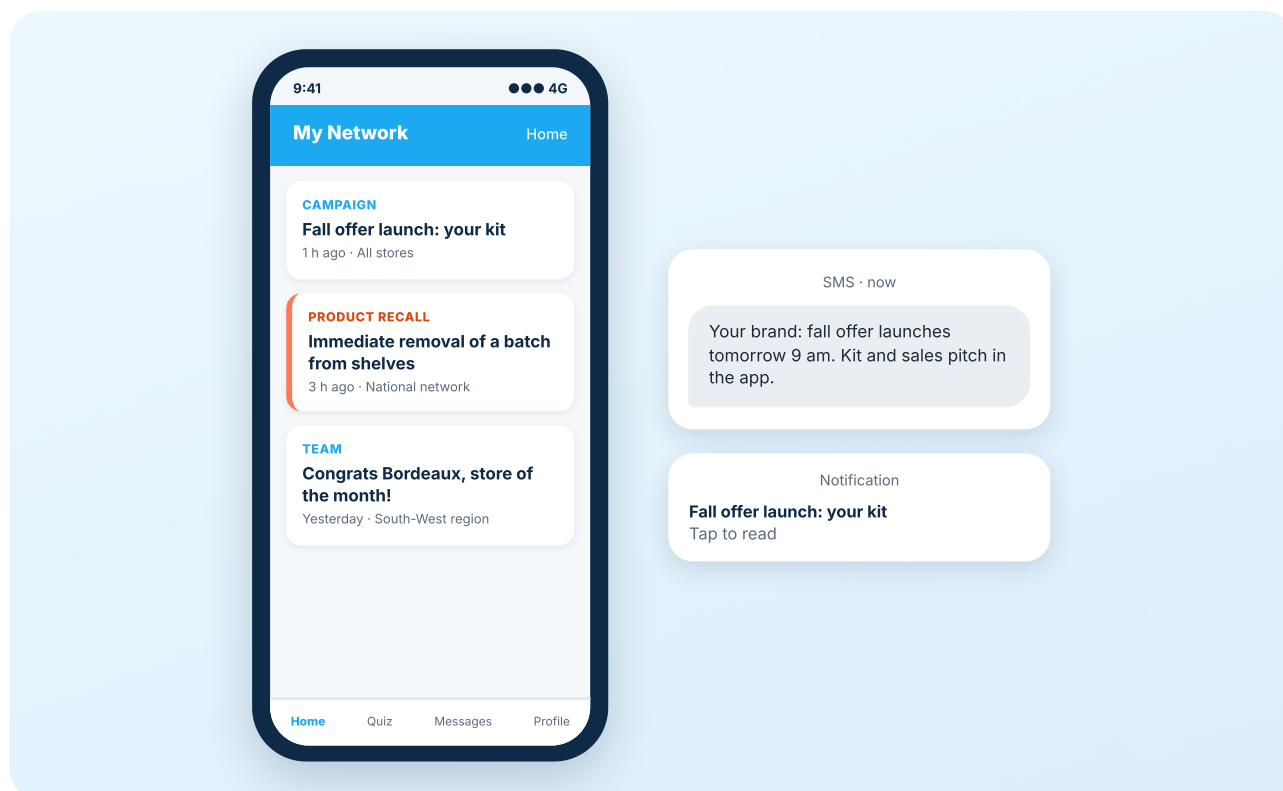


Illustration: the app's news feed, a notification and an SMS sent from the same message.

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: Seasonal workers and new crew members are added in minutes from your HRIS or a file: they get the welcome kit and brand rules on arrival, and are automatically removed from the list when they leave.

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.

The illustration shows two components. On the left is a 'Message · Fall offer' console with a 'New message' button. It features several filter categories: 'Regions' (South-West, Île-de-France, North), 'Formats' (Stores, Restaurants, Warehouses), 'Roles' (Managers, Teams, HQ), 'Channels' (App, SMS, Email), and 'Windows pop-up' (Intranet). At the bottom, it shows 'Estimate: 1,240 recipients' and a 'Send' button. On the right is a 'We Advocacy' Windows pop-up window. It has a title bar with a close button. The main content area has a dark blue header 'HQ and regional management', followed by a section 'Fall offer launch' with a paragraph of text: 'Tomorrow at 9 am, the fall offer starts across the network. The store kit, sales pitch and FAQ are on the intranet. Please pass this on to your managers.' At the bottom right are two buttons: 'Later' and 'I've read 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

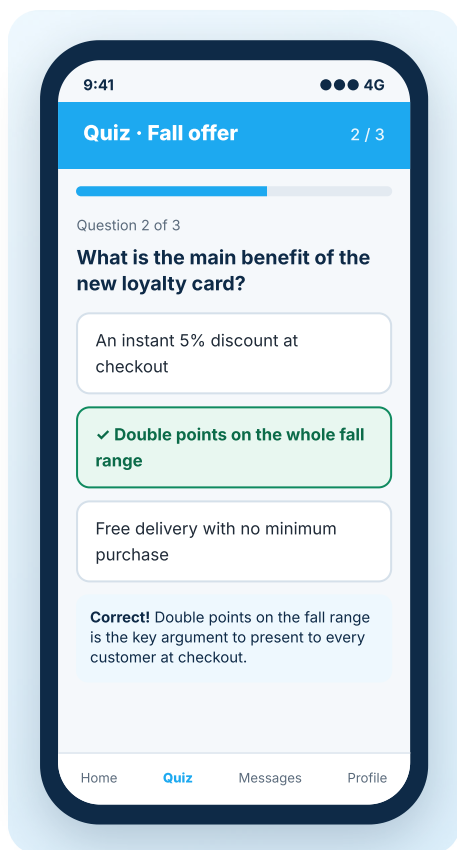
Those who haven't read are followed up on another channel.

Typical situations in your industry

SITUATION	AUDIENCE	RECOMMENDED CHANNELS
Product recall or removal	All affected locations	App, SMS
Sales campaign launch	Managers, then teams	App, intranet, email
Price or checkout procedure change	Sales teams	App
Unplanned closure, outage	Affected location and region	SMS, app
Safety instruction	Locations in an area	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 a campaign launch, a three-question product quiz checks that each team knows the sales pitch. Results by store show where to schedule a refresher. 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 crew and seasonal workers: brand history and values, health and safety rules, key checkout tasks, discovery quiz, onboarding survey. Managers track 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

Regional directors and store managers publish for their scope: regional challenge, schedule, congratulations to a team. Unlimited number of publishers. Each publishes within the scope and channels you assign.

Network News

Week 41 · Stores and restaurants



Fall offer: we're live!

Everything you need for a successful launch...



Bordeaux, store of the month

Julie's team beats its targets by 18%...



Profile: Mehdi, manager at 24

"I started as a crew member."

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.

Camille Martin

Site Manager · 06 12 34 56 78

Our fall offer is here

[Learn more](#)

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.

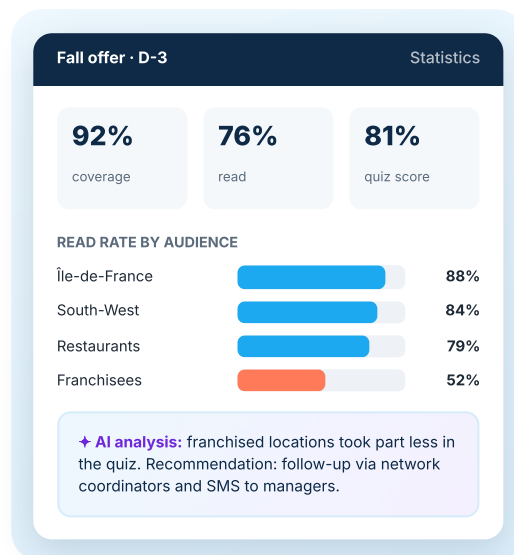
THEY TRUST US IN YOUR INDUSTRY

Groupe Le Duff **Euromaster** **izi by EDF**

Scenario: launching a national campaign

A brand with 150 locations and 3,000 employees prepares its fall offer launch, in company-owned and franchised stores.

- D-10 INTRANET · TARGETING**
Prepare managers
 Managers get an early look at the launch kit, sales pitch and FAQ, on the intranet and by email.
- D-5 MOBILE APP · NEWSLETTERS**
Bring teams on board
 An illustrated article and a short video reach every crew member's app, with a notification.
- D-3 QUIZ**
Check the sales pitch
 A three-question product quiz. Results by store: 12 locations get a targeted refresher.
- D0 MESSAGES · SMS**
Kick off
 At 8:30 am, notification and SMS across the network: we're live, have a great day.
- D+3 FORMS · AI REPORTS**
Listen to the field
 A feedback form flags stock-outs and customer reactions. The AI report sums up trends for HQ.



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.