



WHITE PAPER · OCTOBER 2026

Reaching employees **without email**

The guide for frontline teams

Manufacturing, logistics, stores, job sites, branches: how to inform, protect and engage employees who have neither a workstation nor a work email address.

80%

of workers worldwide don't work at a desk

62%

of shift workers have no work email

5 channels

from a single send with We Advocacy

The people who keep the business running are the ones it informs the least.

In most organizations, internal communication tools were designed for the office: email, the intranet, video calls. Operators, forklift drivers, sales associates, technicians and drivers, often the majority, are left out.

Since 2018, we have worked with manufacturers, retail chains, insurers and farming cooperatives. Everywhere, we see the same thing: frontline employees hear the news through the grapevine, discover a safety instruction when they arrive at their station, and feel forgotten by headquarters.

It doesn't have to be this way. **The phone in everyone's pocket** has changed the game: it finally makes it possible to reach everyone, at the right time, with the right message. You still need to choose the right channels, roll out successfully and measure the impact.

This guide brings together what we have learned in the field, and how the We Advocacy platform addresses it.

Thomas Artiguebille

President and Co-founder, We Advocacy

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Who are employees without email?

They work in workshops, warehouses, stores and job sites, on the road or at customer sites. They have no assigned workstation, and often no work email address. They make up the majority of the workforce.

80%

of workers worldwide
don't work at a desk

Emergence Capital

62%

of shift workers have
no work email

HBR Analytic Services

74%

of frontline
employees feel
disconnected from
HQ

Gallup / Workvivo

60%

find the tools their
employer provides
outdated or
unsuitable

McKinsey

Very different profiles, one shared need

MANUFACTURING, LOGISTICS

Operators, order pickers, forklift drivers, maintenance technicians, two- or three-shift crews, temp workers.

RETAIL, SERVICES

Sales associates, restaurant crew, cashiers, service center technicians, seasonal workers.

BRANCHES, MOBILE STAFF

Branch advisors, sales reps, claims experts, drivers, field technicians.

The cost of information that never arrives



Safety

An instruction learned too late is an accident waiting to happen. On the front line, information is first and foremost protection.



Rumors

When the company stays silent, others speak for it. Important news arrives distorted, or through the press.



Disengagement

Feeling forgotten by HQ fuels withdrawal. Blue-collar workers show 7.37% absenteeism, versus 2.37% for managers (WTW, 2025).



Performance

A poorly known procedure, a poorly relayed campaign, a poorly served customer: every lost piece of information costs quality.

THE GOOD NEWS

Almost all of these employees have a phone in their pocket. With a **mobile app that works without a work email**, backed by **SMS (text message)** and **Windows pop-up** on shared workstations, you can finally reach 100% of your teams, and prove it.

Why the usual solutions fail

Without a suitable tool, each site improvises its own methods. They all have the merit of existing, and all share the same limit: no one knows who received what.

SOLUTION	WHAT IT OFFERS	ITS LIMITS
Notice boards	Visible to all, no equipment needed	Read by few, quickly outdated, invisible to those who don't walk by, no measurement
Team briefings	Human contact, direct exchange	Missed by absentees, night shifts and part-timers; the message shifts from one manager to the next
Personal messaging groups	Instant, on everyone's phone	Personal numbers exposed, private and work life mixed, former employees never removed, no control over data
Shared generic email	One address for a whole workshop	No one feels addressed; messages pile up unread
The intranet	A complete reference source	Designed for a desk: rarely used in the field, often inaccessible without an account
Print newsletter	A valued object that builds connection	Costly, quarterly at best: unsuited to useful day-to-day information

What these solutions have in common: no proof. There is no way to know whether the night shift read a safety instruction, whether this week's temp workers know the rules, or whether the Valence site got the information. Yet on the front line, that proof is precisely what matters.

WHAT TO AIM FOR

Reach everyone
even without email or a workstation

Target
by site, job, team

Respect
privacy and the GDPR

Measure
who received, read, understood

Choosing the right channel for each message

There is no single channel for the front line. Best practice is to combine several channels depending on the urgency and the audience, from a single tool.

CHANNEL	BEST FOR	AUDIENCE
Mobile app	News feed, instructions, quizzes, document access	Everyone, even without email
Push notification	Flagging an important message to read right away	App users
SMS	Emergencies, and those who haven't installed the app	Anyone whose number is on file
Windows pop-up	Shared workshop PCs, dock offices, front desks	Workstations, even with email closed
Email and intranet	In-depth content, the newsletter, reference documents	Desk-based employees

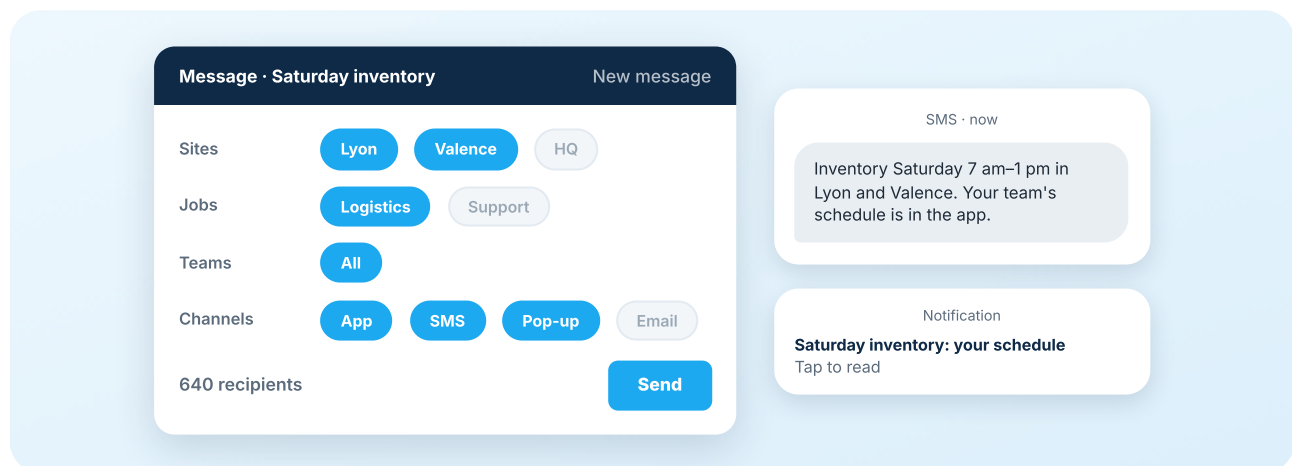
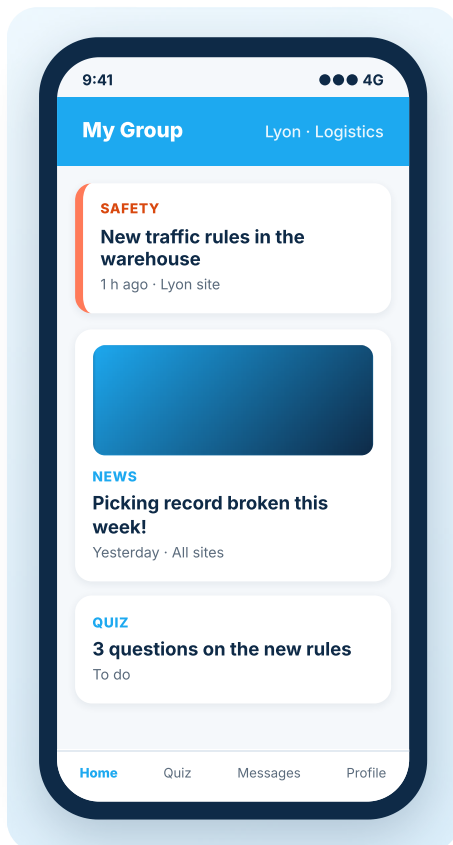


Illustration: one targeted message, sent on three channels at once.

With We Advocacy: one send, five channels (email, intranet, mobile app, Windows pop-up, SMS). Choose your audience by site, job, entity or manager; those who haven't read it get a reminder on another channel.

The mobile app, cornerstone of frontline communication

The phone is the only tool every employee always has on hand. A well-designed company app becomes their single gateway to information.



What your teams find there

- **A personalized news feed:** only what concerns their site, job and team.
- **Notifications** for important messages, readable in ten seconds.
- **Quizzes, surveys and forms** that take a minute to answer.
- **The intranet in their pocket:** documents, procedures, contacts.

What you no longer have to manage

- **Accessible even without a work email.**
- **Lists that update themselves:** sync from Entra ID, Okta, Google Workspace, SAP SuccessFactors, or a simple file for temp and seasonal workers.
- **Leavers** are removed automatically: no more former employees in the loop.
- **Data hosted in Europe,** away from consumer messaging apps.

Three rules for an app people actually open

USEFUL FIRST

Schedules, instructions, practical info: what helps day to day brings people back. The rest follows.

LOCAL

Site and team news matter more than group news. Target.

SHORT

A clear title, three lines, one image. Details are one click away for those who want them.

A successful rollout in six steps

The tool alone doesn't drive adoption. Preparation, manager involvement and genuinely useful first content determine success.

1

Map your audiences

Who has what? Workstations, work or personal phones, email addresses, known numbers. This map decides which channels to activate.

2

Involve employee representatives

Present the project to the works council (CSE): purpose, data processed, voluntary use of personal phones, respect for the right to disconnect. A one-page usage charter dispels most concerns.

3

Start with one or two pilot sites

Pick one motivated site and one more challenging one. Their feedback beats any assumption.

4

Make managers your first ambassadors

They present the app in briefings, help with installation and post for their team. One convinced manager is worth any campaign.

5

Nail the launch

Posters with a QR code in the break room, a five-minute presentation, truly useful first content (schedules, practical info, a word from management).

6

Measure and expand

Track coverage by site and team. Once the pilot beats your targets, expand site by site.

WITH WE ADVOCACY

Guided rollout by our teams, support based in France.

A few weeks to go live with the Newsletter and Broadcast plans.

Unlimited publishers: each manager posts within their scope.

Questions to anticipate

Do we need to give everyone a phone?

No. Personal phones can be used on a voluntary basis, with SMS or a shared workstation for those who prefer not to.

When do teams read?

During working hours: at shift start, on breaks, in briefings. Schedule sends accordingly and don't expect reading outside those times.

What about those who don't install the app?

They remain reachable by SMS and by pop-up on shared workstations. Automatic reminders cover anyone missed.

What about personal data?

Numbers are never visible to other employees; data is hosted in Europe and used only for company communication.

Beyond information: engagement

Once the channel is established, it can do far more than inform: check that an instruction is understood, give the front line a voice, welcome newcomers, celebrate successes.

Check understanding with quizzes

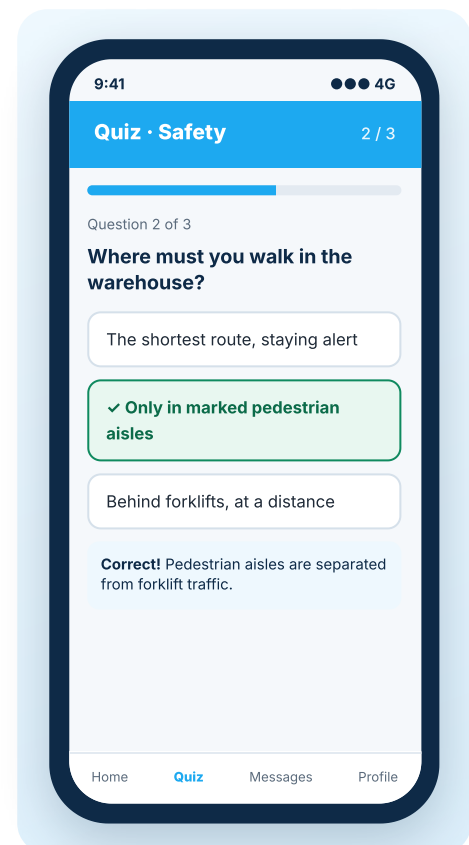
Three mobile questions after a safety instruction or new procedure. Results by site and team show where a refresher is needed. Questions can be **generated by AI** from your memo, then fine-tuned.

Listen with surveys and forms

A mood check, feedback on a project, an improvement idea, an incident report: the front line responds when it's quick and easy, and when it sees its answers make a difference.

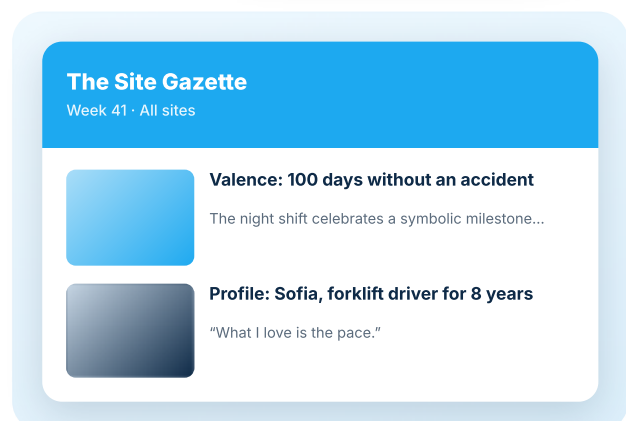
Onboard with welcome journeys

New operators, temp and seasonal workers: a scheduled journey sends them the safety rules before day one, a team introduction, a quiz, an arrival survey. **The manager tracks progress.**



Recognize and connect

A **newsletter** created in minutes with AI and pushed to the app spotlights site successes, employee profiles and milestones. Frontline teams finally see themselves in company communication.



Measure and manage: your 90-day plan

On the front line, the number-one metric is coverage: the share of employees actually reached. It reveals the sites and teams being left out.



Illustration with fictitious data.

DAYS 1 TO 30

Prepare

- Map your audiences
- Present the project to the works council (CSE)
- Choose two pilot sites

DAYS 31 TO 60

Launch

- Train relay managers
- Launch the app and SMS
- Publish every week

DAYS 61 TO 90

Measure, expand

- Target 90% coverage
- First quiz, first survey
- Review and expand

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 deskless workers) · Harvard Business Review Analytic Services (access to a work email) · Gallup / Workvivo (disconnection from headquarters) · McKinsey (frontline workers' tools) · WTW, 2025 absenteeism barometer. Screen mockups are illustrations; the data shown is fictitious.