



Leading from the frontline

How tech innovation is empowering
field and frontline workers





A panel of industry experts and frontline professionals

We assembled an expert panel to discuss how technology, connectivity and innovation are giving field and frontline workers more autonomy, flexibility and freedom than ever before.

In the discussion, our panel covered:

- attracting and retaining talent
- digital infrastructure and cybersecurity
- improving safety, education and training
- how technology and data can future-proof your organisation.

Read some of the main highlights below - and watch the full panel discussion at bt.com/fieldandfrontline



Our panellists include:



David McClelland
Presenter and
Technology Journalist



Dr. Nicola Millard
Principal Innovation
Partner BT Digital



Sally Fuller
Director of EE and
BT Business Mobile



Andrew Quinton
Principal Architect
at BT's Division X team



Dr. Mateen Jiwani
Healthcare Professional
and Member of BT's
Clinical Advisory Board



Making it easier to attract and retain frontline talent

“We’ve seen since the pandemic there’s a huge shortage in skills and labor, that a lot of roles and processes have evolved and they’ve had to evolve”.

- Andrew Quinton

In recent years we have seen radical changes in the way we work, but that’s mostly for those based in offices or working from home. We have learned a lot from how office-based roles have adapted, and are able to offer field and frontline workers the same exciting opportunity to reinvent the way they work.

Technology, connectivity and innovation is helping to bring those in the office closer to those out in the field or frontline, by allowing everyone to collaborate and serve the needs of their customers, citizens or patients, which is a much more inclusive way of working.

Hybrid working isn’t just about location, it’s also about giving frontline workers more time and flexibility. Being able to reduce unnecessary journeys or automate paperwork means you can be more efficient and turn your attention to other things.

Allowing your frontline to work in new and different ways can also have a positive impact on morale and wellbeing, leading to increased employee retention.

“Actually pretty much everyone in the workforce wants things like autonomy over their jobs. They want control, they want choices, they want flexibility, they want trust. All of those are fundamental things.”

- Dr. Nicola Millard





Improving our digital infrastructure and cybersecurity

Field and frontline workers have never been so well connected. With improvements to digital infrastructure, they can take the office with them wherever they go.

“With the latest mobile technology - that’s really good quality mobile networks and mobile speed - it means they’re very reachable and they can be better informed and more included than ever before.”

- Sally Fuller

But this new freedom and flexibility also comes with increased risks. 69% of organisations have suffered a cybersecurity incident as a direct result of teams working remotely.¹ With so many devices deployed on the frontline, keeping data safe and secure can be a real challenge.

“It’s absolutely essential, the pressures that the frontline workers are under and their distributed nature is considered in terms of the security approaches that you’re going to take.”

- Sally Fuller

“You want to prevent disasters. You don’t want to be in the middle of one and realise that you got it wrong.”

- Dr. Mateen Jiwani

There are four main ways to mitigate the risks and guard against potential cybersecurity threats:

- education - make your workers aware of any threats with comprehensive cybersecurity training
- visibility - make sure you have full oversight of all your devices and who has password access
- updates - set policies to keep software and operating systems regularly updated
- partners - choose the right partners to support you with training.

¹ Report2021CSGlobalSecurityAttitudeSurvey.pdf (crowdstrike.com)

“Enablement of frontline workers is really not just going mobile first, it’s also going mobile only...the office can be everything that’s held in your smartphone or your tablet.”

Sally Fuller



Improving employee safety, education and training

“Safety comes up all the time. It’s always a top priority when I’m speaking to customers, whether that’s to mitigate the risk or whether it’s managing incidents and risks that their workers might have.”

- Andrew Quinton

New innovations are helping to improve employee safety. For example, using immersive technology like AR and VR means you can take frontline workers out of risky environments, and they can operate equipment remotely from a safe space.


These tools can also help you to deliver health and safety training in more effective and engaging ways.

“What we’re seeing with customers is when their employees are trained using these technologies, it becomes more real to them, and it’s actually making that overall process much more realistic and a much better experience with much better outcomes.”

- Andrew Quinton

Most importantly, field and frontline workers must be properly trained to use any devices they are given, so they can make the most of the opportunities and capabilities these bring.



A woman with short blonde hair and glasses, wearing a white blazer, is seated in a dark blue armchair on the left. She is gesturing with her hands while speaking. To her right, a man with a beard and glasses, wearing a blue blazer, is seated in a similar chair, listening. The background is a dark stage with purple and blue lighting. A quote is overlaid on the right side of the image.

“It’s not just having the skills and the knowledge and the understanding of the environment you’re in, but it’s also, are you getting real-time information that allows you to in the moment perhaps make a decision.”

Sally Fuller

How technology and data can future-proof your organisation

Field and frontline workers are often the first point of contact an organisation has with its customers, citizens or patients, so by taking the opportunity to focus on data and technology you can enhance the way they work and future-proof your organisation.

“I think the modern customer experience as we know it today is very different to even five years ago. Customers are looking for convenience. They are looking for access to things a lot quicker than they perhaps were”.

- Andrew Quinton

“How can we use data to personalise responses and services to customers? How can we deliver that as automatically as possible? Things like chatbots, personal assistants, social media, emails, voice services, virtual immersive services. There’s so many different ways to deliver that experience to customers now and what it is they’re seeking”.

- Andrew Quinton.



Reinvent the future of work for field and frontline employees

Find out more at bt.com/fieldandfrontline



Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2022. Registered office: 1 Braham Street, London E1 8EE. Registered in England No. 1800000.

May 2023