

THE LATEST TRENDS AND CHALLENGES FACED BY HR & L&D

State of frontline worker training

Key challenges and opportunities to enhance employee retention,
engagement, and compliance in fast-paced industries.



lingio

Frontline Training Guide

Frontline workers are the backbone of many fast-paced industries, including hospitality, transportation, cleaning, and healthcare. Today, effective training is more crucial than ever. Frontline industries across the world currently face severe employee turnover rates and skills shortages. For example, the vacancy rate is **9.9%** in social care, **10%** in bus driver transportation, and **8%** in hospitality, compared to the overall vacancy rate of **3.4%** in the UK.

We've created "State of frontline worker training," your comprehensive guide to learn valuable insights and statistics in the evolving world of frontline worker training. This guide is the culmination of our own extensive research and analyses, providing the latest trends, challenges, and opportunities in the field.



Webinar polls

During a UK-based webinar, we polled participants to gather real-time data and opinions on frontline worker training.



Desktop research

We reviewed reports and publications from the British Embassy to gain a broader understanding of global training trends.

To gather these insights, we employed a multi-faceted research approach, which included:



Surveys

We surveyed 50 HR and L&D professionals from the UK and US, focusing on frontline industries to capture their perspectives on current training practices and future plans.



User research

We conducted in-depth interviews with 10 HR, L&D and business managers working in frontline industries to understand their training experiences and needs



Insights from industry professionals and experts

Our sales and marketing representatives collected valuable feedback and insights from phone and in-person conversations, highlighting common training concerns and needs expressed by industry professionals.

The staff vacancy rate

9.9%

social care

10%

bus driver transportation

8%

hospitality

3.4%

overall vacancy rate in the UK

The fight for talent

As well as concerning vacancy rates, high employee turnover rates are another pressing issue. The hospitality industry is currently experiencing a **37%** turnover rate, retail at **33.6%**, and social care at **28.3%**. These high turnover rates exacerbate the skills shortage, making it challenging to maintain a consistent and capable workforce.

Low employee engagement levels further add to these challenges, negatively impacting operational efficiency and customer satisfaction. After all, engaged employees are typically more productive, provide better service, and are less likely to leave their jobs. However, employee disengagement is prevalent.

These factors lead to a shortage of trained staff, which places a lot of pressure on HR teams, who have to try to bridge this issue to avoid affecting operational performance. Addressing these issues requires innovative training solutions and a commitment to improving employee engagement and retention.



“Turnover is always a challenge, especially if training isn't successful in the new hire phase.”

Learning and Leadership Development Director

Turnover rates

Hospitality

37%

Retail

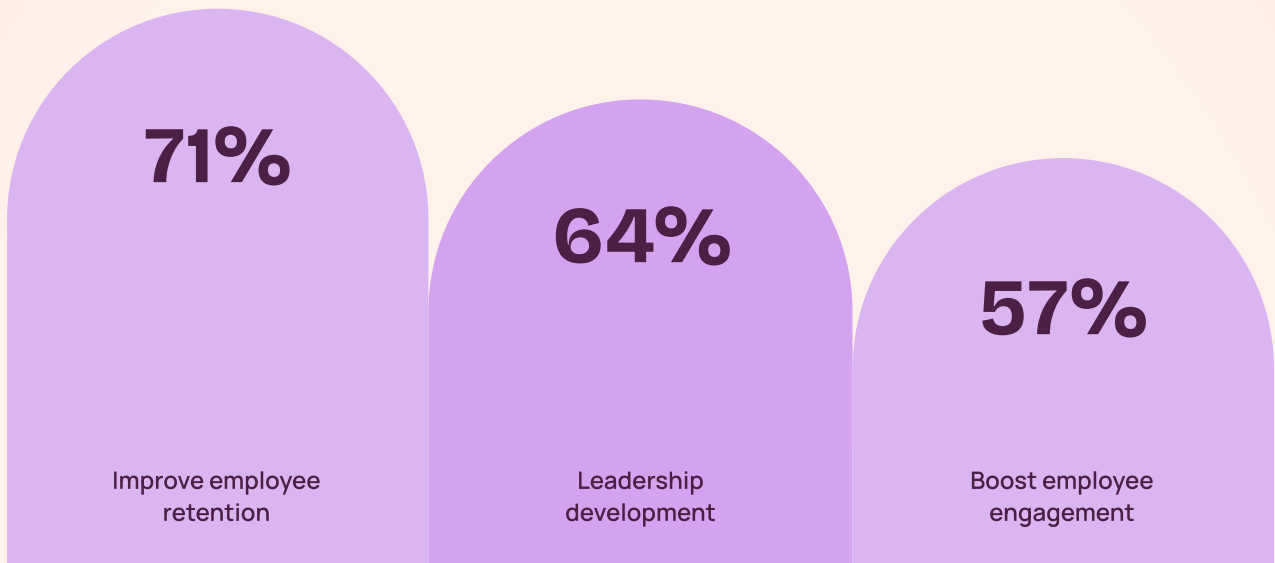
33.6%

Social care

28.3%



Top priorities for frontline organisations



To address the challenges of high turnover and skills shortages, frontline organisations are focusing on three top priorities. First, improving employee retention and reducing turnover is essential for maintaining a skilled and steady workforce. This involves offering career development opportunities and creating a positive work environment. Second, leadership management is a key priority. Training managers effectively can enhance their ability to lead and support their teams, cultivating a more motivated and committed workforce. Lastly, boosting employee engagement is crucial for improving morale and productivity.

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“My top three priorities are recruitment of new talent, retention of current top talent, and training and development of associates and leaders.”

HR Operations Manager

Top pain points for HR and L&D in frontline organisations



Lack of resources



High staff turnover



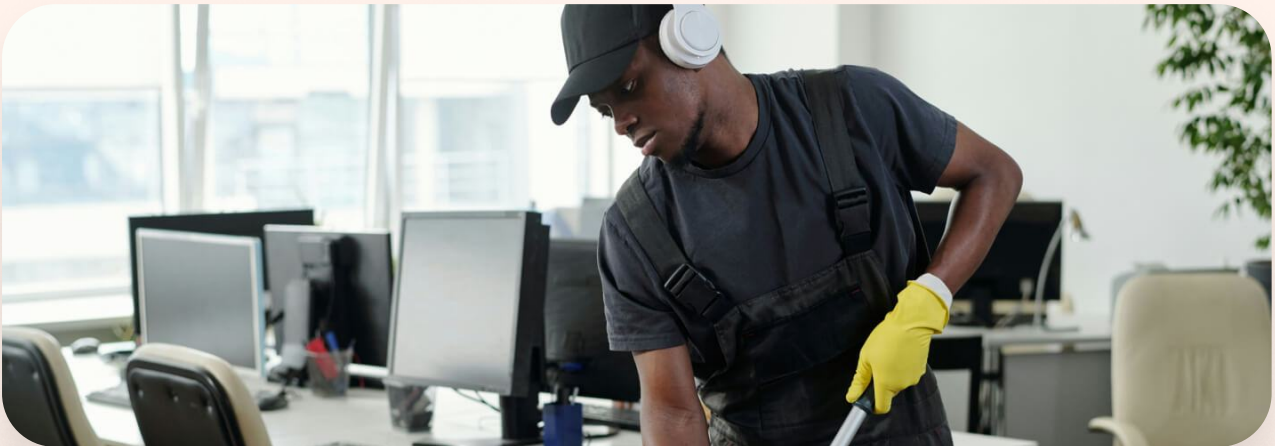
Recruitment and onboarding costs

HR and L&D teams in frontline organisations face several significant pain points. Budget constraints often limit their ability to implement effective training and engagement programs. High staff turnover exacerbates these challenges, as constant employee churn disrupts continuity and strains resources. Recruitment and onboarding costs add further pressure, consuming a substantial portion of the budget and time. These pain points make it challenging for HR and L&D teams to develop and maintain effective training programs, hindering their efforts to build a skilled, engaged, and reliable workforce.



Training equals retention

Investing in training directly impacts employee retention, leading to significant cost savings in onboarding and recruitment. When employees remain in their roles longer, organisations benefit from a more experienced and cohesive workforce. Training also reduces the risk of noncompliance, ensuring that employees adhere to legal and industry standards in their roles. Effective training not only minimises risks but also boosts the bottom line, creating a more stable, efficient, and profitable organisation. A well-trained workforce is therefore key to long-term success and operational excellence.



Training pain points for HR and L&D in frontline organisations

75%

Scheduling time for employees to complete training

40%

Time and resources spent on creating courses

36%

Individual training needs and customisation

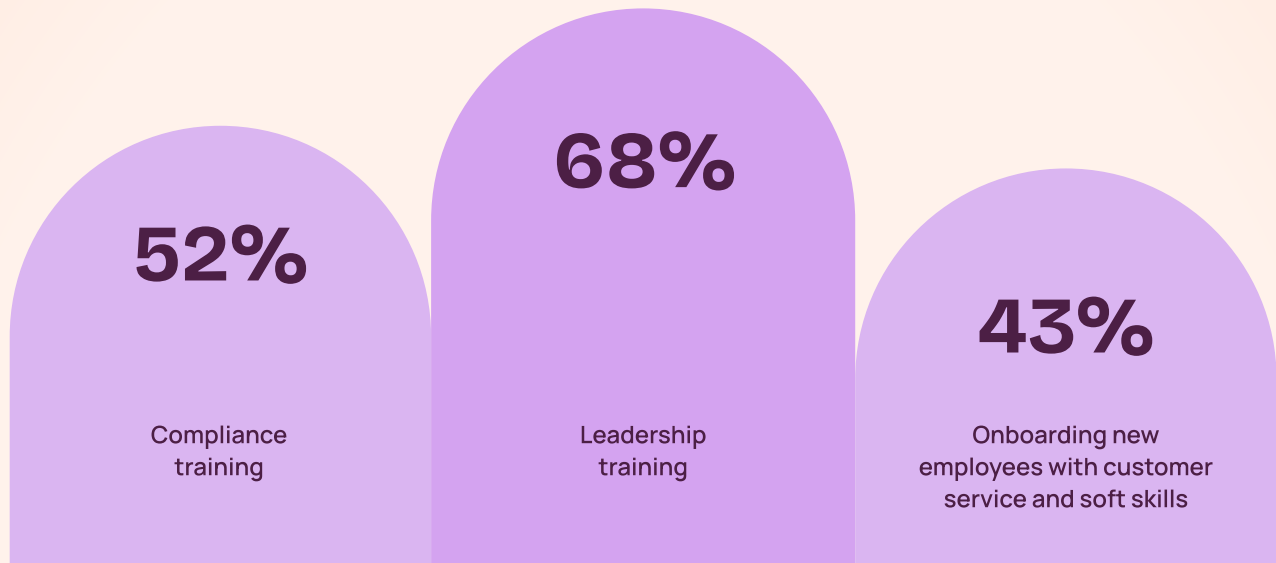
34%

Proving ROI on training to finance teams

In addition to budget constraints, high turnover, and recruitment and onboarding costs, HR and L&D teams face other significant challenges. Scheduling time for employees to complete training is a major issue, affecting **75%** of our survey respondents. And creating courses demands considerable time and resources, with **40%** struggling in this area. A mobile training solution is essential to accommodate the on-the-go nature and lifestyle of frontline workers.

The challenge of customising training to meet individual and team needs, cited by **36%**, is another pain point. And demonstrating ROI on training to finance teams is crucial yet difficult for **34%** of respondents.

Top training priorities



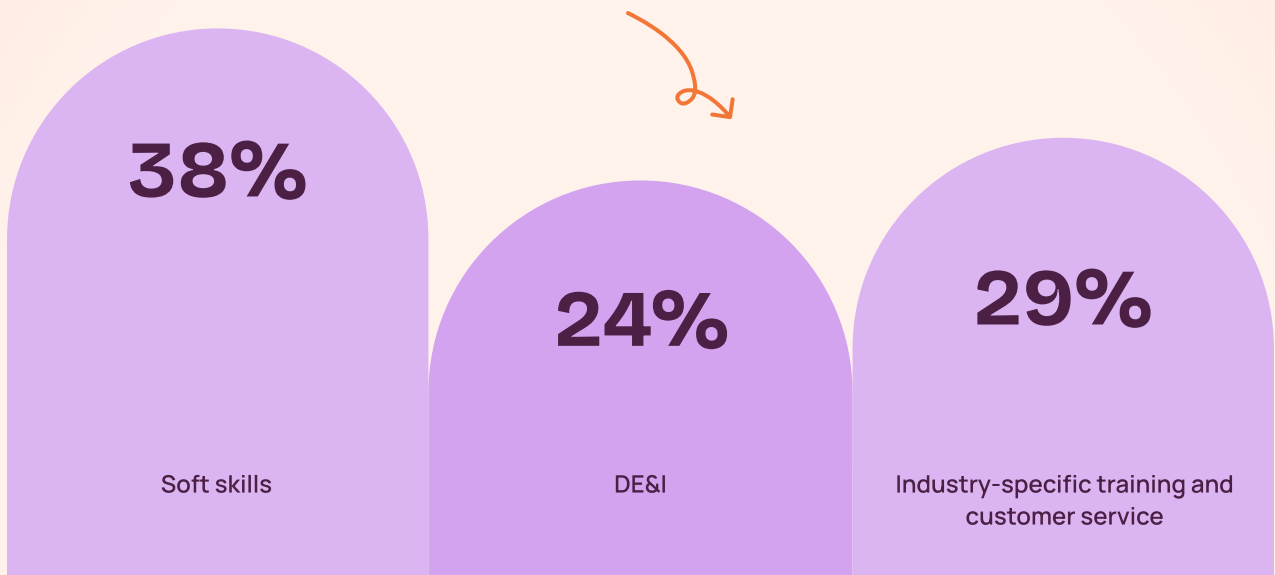
Frontline organisations want to prioritise several key areas to enhance their training programs. Compliance training is a top priority, consistently mentioned across all our research. **52%** of survey respondents emphasised the need for compliance and safety training, highlighting the necessity of meeting legal and industry-specific requirements. Leadership training is also crucial, with **68%** of survey respondents aiming to invest in it. Effective leadership development, particularly in managing tough conversations, is vital for organisational success. Lastly, onboarding for new employees and improving customer service and soft skills for existing staff are essential. **43%** of survey respondents want to focus on these areas to enrich the employee experience from the beginning.



“We are continuing to work on improving our customer-specific training requirements such as food safety, MHE safety, and OSHA requirements. We are also investing in better compliance training options for mostly state-specific requirements that fit within our financial budgeting. We are also continuing to expand our employee experience and managerial training to educate employees on our current offerings and improve their well-being.”

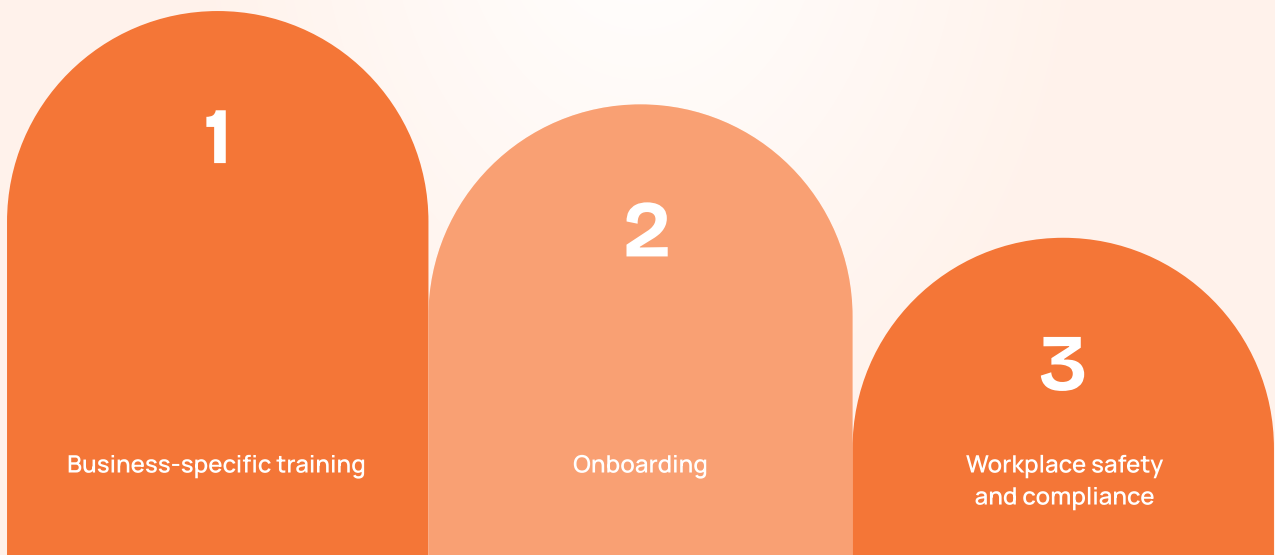
HR Manager

Training needs



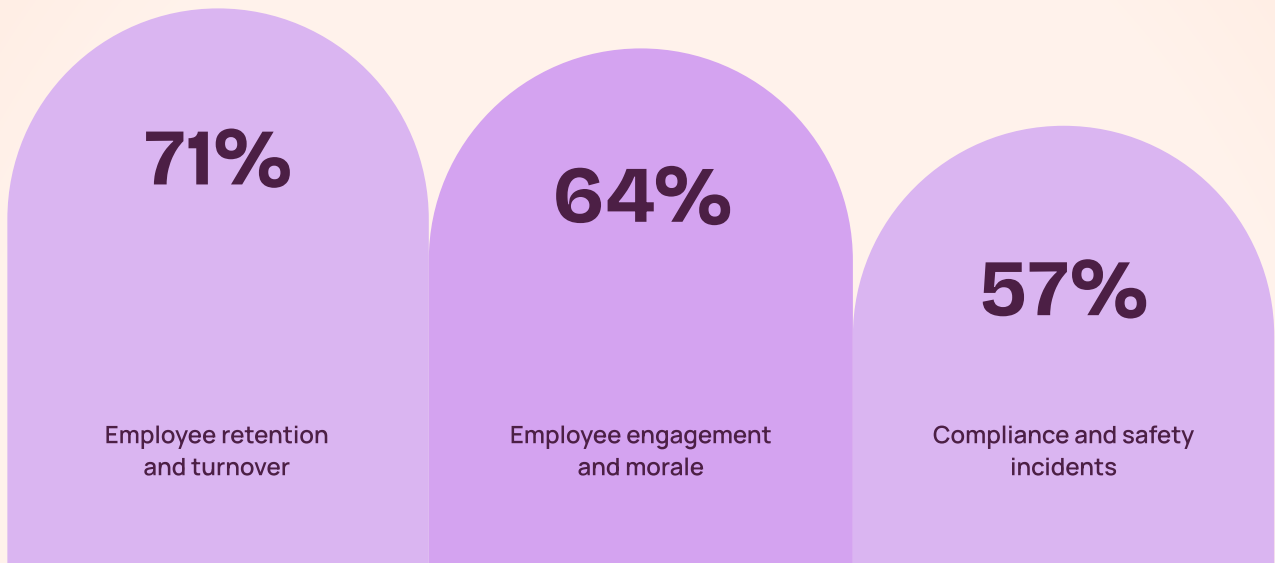
Frontline organisations are identifying specific training needs to address key skills gaps. Soft skills training is a significant focus, with **38%** of survey respondents highlighting the need for emotional intelligence and interpersonal skills development. DE&I training is also a priority, as **24%** of respondents seek hands-on training to help employees understand and apply diversity and inclusion principles in the workplace. Additionally, **29%** of respondents are looking for industry-specific training, particularly in financial and technical skills, to enhance their employees' capabilities and improve customer service.

Most training time spent on



Our research shows that frontline organisations dedicate most of their training time to a few critical areas. Business-specific training takes precedence, ensuring employees are well-versed in the processes and requirements of their roles. Onboarding new employees is another major focus, as effective onboarding programs are crucial for integrating new hires smoothly and quickly. Lastly, significant time is spent on workplace safety and compliance training.

KPIs at risk without a solution



If effective training solutions aren't implemented, frontline organisations face several critical concerns. Employee retention and turnover are major concerns, with **71%** of respondents believing these rates would worsen without proper training. Employee engagement and morale are also at stake; **64%** of respondents fear a decline in these areas, leading to decreased productivity and job satisfaction. Additionally, **57%** of respondents worry about an increase in compliance and safety incidents due to inadequate training.

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“I think if we don't put the correct solutions in place for training, we'll know via lack of engagement. It will impact our retention rates and overall succession plans.”

Director of HR

Common courses per industry



Facility Management

- Customer Service
- Environment and Sustainability
- Maintenance and Repairs
- Space Planning, Services
- Teamwork
- Electrical Systems
- Organisational Culture
- Facilities Management Essentials

- Hospitality Essentials
- Event Management Logistics
- Expectations
- Basic Catering
- Service Quality
- Team Working
- Waste Management and Sustainability
- Risk Management
- Digital Skills (Microsoft Office)



Hospitality/Hotels



Transport

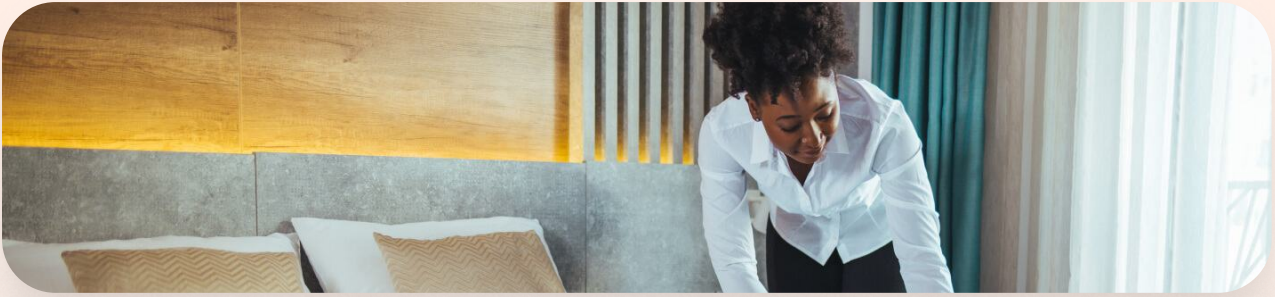
- Safeguarding and Duty of Care
- Vehicle and Road Familiarization
- Customer Service
- Basic IT Training
- Time Management
- Cleaning Vehicles
- Dealing with Delays

- Food Hygiene and Safety
- Fire Safety
- Selling Alcohol, Food Allergies and Sexual Harassment
- First Aid and Mental Health Awareness
- Customer Service Training
- Cyber Security
- Safeguarding and Serving Alcohol



From user research

Most common KPIs



Higher level KPIs



Employee retention



Employee engagement



Increased compliance

To measure the success of business initiatives, organisations should focus on several higher-level KPIs. Employee retention is a key indicator, reflecting the effectiveness of training in reducing turnover and maintaining a consistent workforce. Employee engagement is another critical KPI, measuring how well training programs boost morale, productivity, and overall job satisfaction. Increased compliance is also a vital metric, ensuring that employees adhere to legal and industry-specific standards. By prioritising these KPIs, companies can assess the impact of their training efforts and continuously improve to achieve better outcomes.

Training-specific KPIs



Training completion



Improved customer service



Profit increase/cost reduction



Achieving compliance in the workplace

To gauge the effectiveness of training programs, frontline organisations should monitor several training-specific KPIs. Training completion rates indicate how many employees successfully finish their assigned training modules. Improved customer service is another key metric, reflecting how well training translates into enhanced customer interactions and satisfaction. And, profit increase is a significant KPI, demonstrating the financial impact of effective training on the organisation's bottom line. For example, in the case of a hotel manager, streamlined training means they spend less time on training and more on marketing the hotel. This balance allows them to focus on business growth while ensuring staff are well-equipped to deliver excellent service.

Summary of insights

High vacancy and turnover rates

Vacancy rates: 9.9% in social care, 8% in hospitality, 3.4% overall in the UK

Turnover rates: 37% in hospitality, 33.6% in retail, 28.3% in social care

Top priorities for frontline organisations

Improve employee retention (71%)

Leadership development (64%)

Boost employee engagement (57%)

Top pain points for HR and L&D

Budget constraints.

High staff turnover

Recruitment and onboarding costs

Training challenges

Scheduling time for employees to complete training (75%)

Time and resources spent on creating courses (40%)

Customising training to meet individual needs (36%)

Proving ROI on training to finance teams (34%)

Training priorities

Compliance training (52%)

Leadership training (68%)

Onboarding with customer service and soft skills (43%)

Specific training needs

Soft skills (38%)

DE&I training (24%)

Industry-specific training and customer service (29%)

Focus areas for training time

Business-specific training

Onboarding

Workplace safety and compliance

KPIs at risk without effective training

Employee retention and turnover (71%)

Employee engagement and morale (64%)

Compliance and safety incidents (57%)

Most popular courses

Business-specific training

Leadership and compliance training

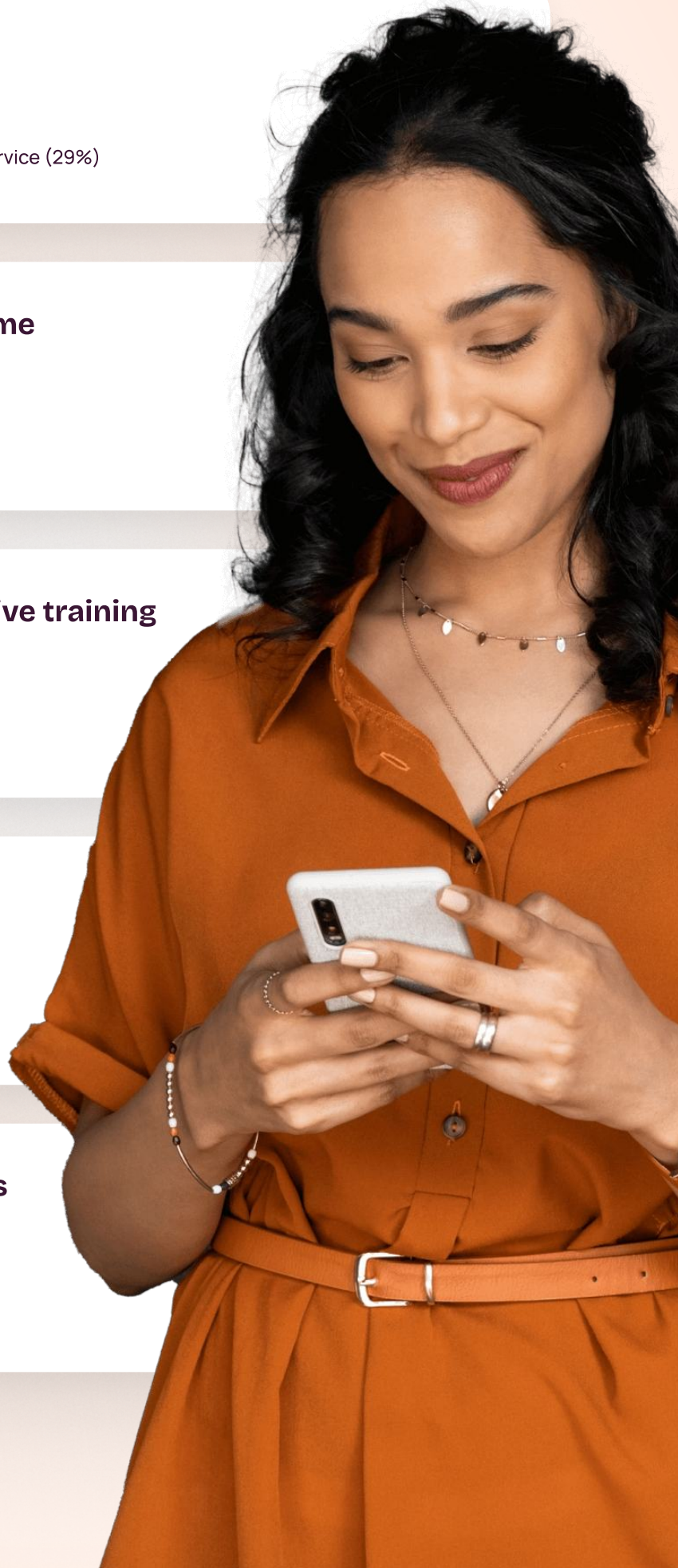
Onboarding and customer service skills

High-level KPIs for success

Employee retention

Employee engagement

Increased compliance



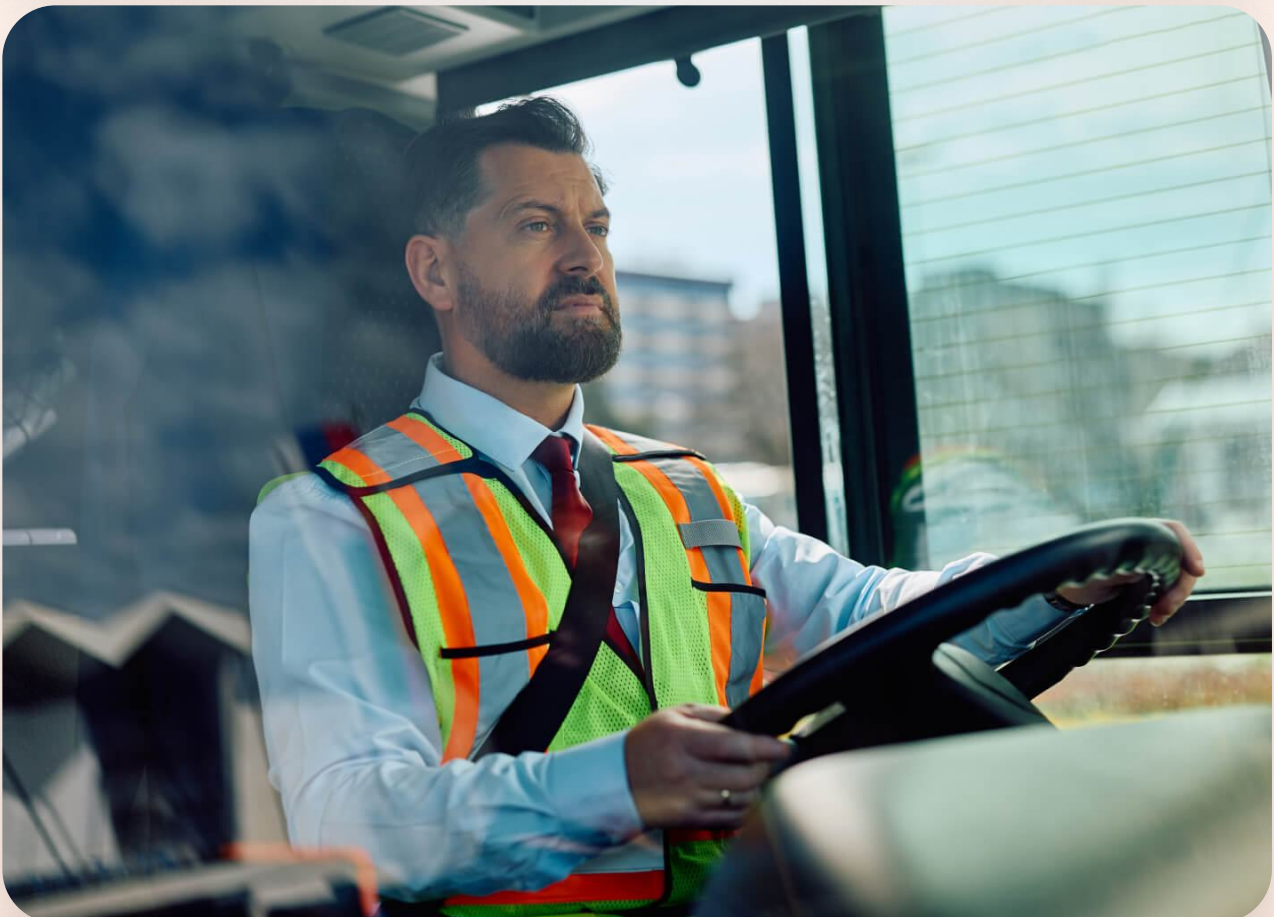
→ Summary of insights

Training-specific KPIs

- Training completion rates
- Improved customer service
- Profit increase
- Achieving compliance in the workplace

Research methodology

- Surveys with 50 HR and L&D professionals
- In-depth interviews with 10 HR, L&D, and business managers
- Webinar polls
- Desktop research from the British Embassy
- SDR insights from phone interviews and surveys
- Insights from industry conferences and additional desktop research



How Lingio helps

Lingio's training platform offers a transformative solution to the significant challenges highlighted in frontline industries.

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Lingio delivers 12X higher course completion rates compared to other solutions with gamified learning, making training exciting and enjoyable for staff. This directly tackles low engagement and high turnover rates.



Mobile-based, on-demand courses address the challenge of scheduling training time, allowing frontline workers to learn anytime, anywhere.



By simplifying onboarding and training processes, Lingio saves valuable time and resources, which is essential for industries facing high turnover and recruitment costs.



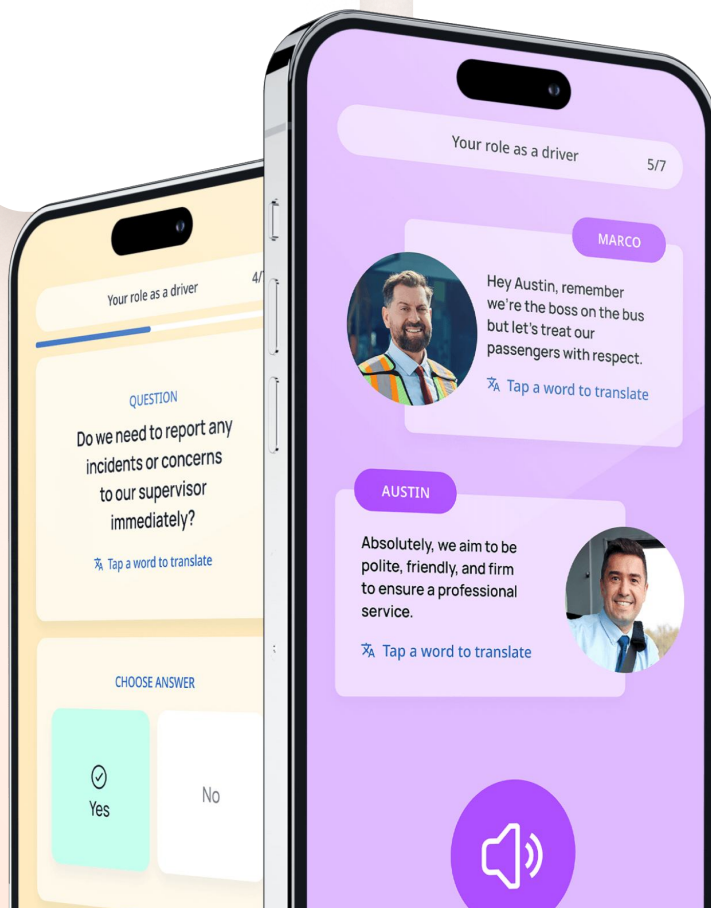
Organisations can fully customise courses, ensuring that training is relevant and aligned with company objectives.



Lingio's detailed tracking and reporting features help prove ROI on training, a common issue for HR and L&D teams.



By ensuring compliance training is completed, organisations can reduce safety incidents and adhere to industry standards, boosting operational efficiency.



Lingio empowers frontline organisations to improve retention, enhance skills, and maintain compliance, positioning them for long-term success.