

Kahoot!



Kahoot! 2023 Workplace Culture Report



Learning on the frontline

Contact us today at business@kahoot.com to discuss how Kahoot! 360 can help you build a thriving workplace.

Kahoot! Highlights

10B+

non-unique participants
since launch

200

countries and regions
hosting and joining
kahoot sessions

600K+

paid business subscribers

97%

of the Fortune 500 have
employees using Kahoot!



What forms your first impression when you purchase something? Who creates and delivers the products we buy, or performs the services we need? For many businesses, frontline workers—essential workers not working behind a desk—are the face of the company for customers, the workers customers directly interact with. Even when they don't meet face-to-face, frontline workers play a key role in creating a positive customer experience by delivering high-quality products and services in a timely manner. This makes frontline workers critical to a company's success, and, indeed, frontline workers make up 70% of the U.S. workforce, according to McKinsey & Company. The question is: are companies supporting frontline workers to unlock their full potential at work? To answer this question and more, we're launching this special "Learning on the frontline" edition of the Kahoot! Workplace Culture Report, sharing insights into frontline workers' needs and ambitions, and how companies can empower them to grow and thrive along with their company for years to come.

Key Takeaways



- ◆ Career advancement and learning and development are so important to frontline workers that they would stay with their employer much longer if their employees did more to support their professional development.
- ◆ Frontline workers look to employers to invest in impactful training and communication, using innovative learning technologies.
- ◆ Therefore, employers that make long term investments in their frontline workers' learning and development will significantly improve employee retention, solving a major challenge for businesses today. In fact, 44% of frontline workers say they would stay 10 years longer with their employer with more L&D.

Kahoot! can help employers increase employee retention by delivering engaging training and communication with our range of solutions which are designed for and used by millions of frontline workers.

Explore the results below for more insights, and contact us today at business@kahoot.com to find out how Kahoot! 360 can help you support your frontline workers to grow and thrive.



Frontline workers are ambitious about advancing in their careers



With the overwhelming majority reporting a desire to advance, frontline workers show dedication and drive to succeed

While employee retention challenges might leave some to assume that frontline workers are less motivated in their jobs or less focused on their long-term careers, 94% of survey respondents said they are willing to go the extra mile to ensure their company's success, with 71% reporting they are extremely or very willing to do so.

On a personal level, 91% report wanting to advance in their careers, either through upskilling within their current role or reskilling to take on to new roles, including manager and supervisor-level, or even the C-suite.

Tip: Support upskilling by using Kahoot! to make training and learning opportunities engaging and accessible. Invite workers to complete Kahoot! courses at their own pace, and try adding the microlearning content format Story to deliver key knowledge in an engaging way.



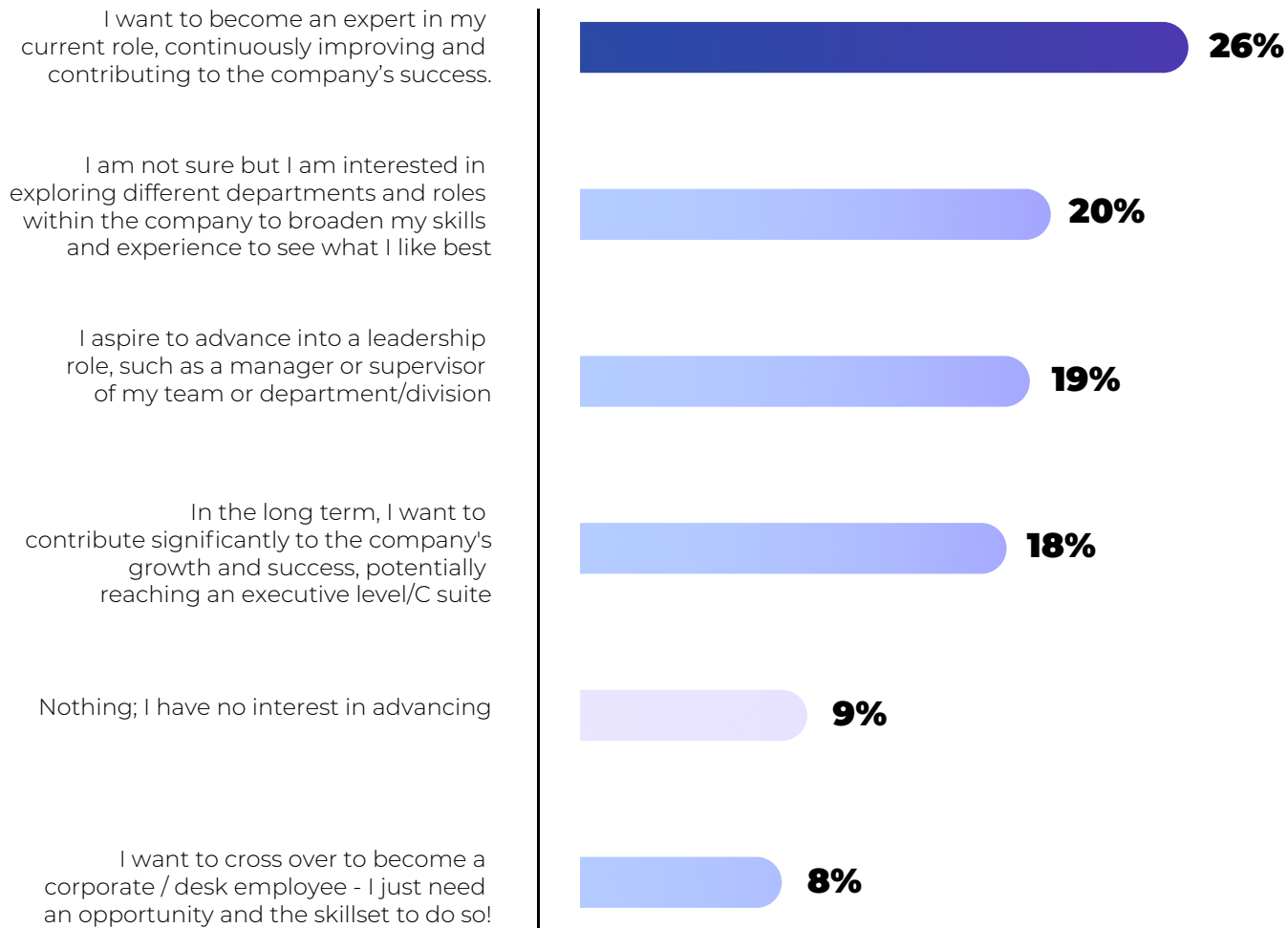
Among the positives of using Kahoot!, we've discovered how the tool engages all participants, which is perhaps driven by the competitive, social nature of Kahoot!."

—Arnaud Jay, Head of Culture, Safety, and Training, SNCF

Frontline workers are ambitious about advancing in their careers



What are your career aspirations at your company?



Over 9 in 10 frontline workers are motivated to engage in continuous learning at work



Alongside their strong desire for career development and advancement, frontline workers are calling for more opportunities to learn and grow their skills

In a world of rapidly developing technology, continuous learning is a must for successful career advancement, as well as optimizing current job performance. When we asked frontline workers how they feel about this challenge, 93% reported being motivated to continue learning and developing their skills, with 71% expressing a strong desire for more learning opportunities at work. Millennials are especially motivated, with 78% reporting they are extremely or very motivated, followed by Gen Z (68%), Gen X (64%), and Baby Boomers (55%). Additionally, 87% of frontline workers say they are confident about learning and developing new skills.

Across learning areas, frontline workers are not only ambitious and motivated, but are already taking initiative to learn and grow their skills. This includes 38% who say they read books, articles, or research papers to expand their knowledge, 32% using personal projects and hobbies to hone their skills, and 28% learning with podcasts and educational videos. Additionally, nearly a quarter of respondents are pursuing professional certifications to learn the latest knowledge and showcase their skill proficiency.

Tip: Start with a brainstorm session or poll with Kahoot! to find out what kinds of skills or knowledge areas workers are most interested in learning about. Explore the millions of ready-to-use learning sessions and courses on Kahoot! to start offering engaging learning experiences right away, or create your own Kahoot! training sessions customized with your company branding.



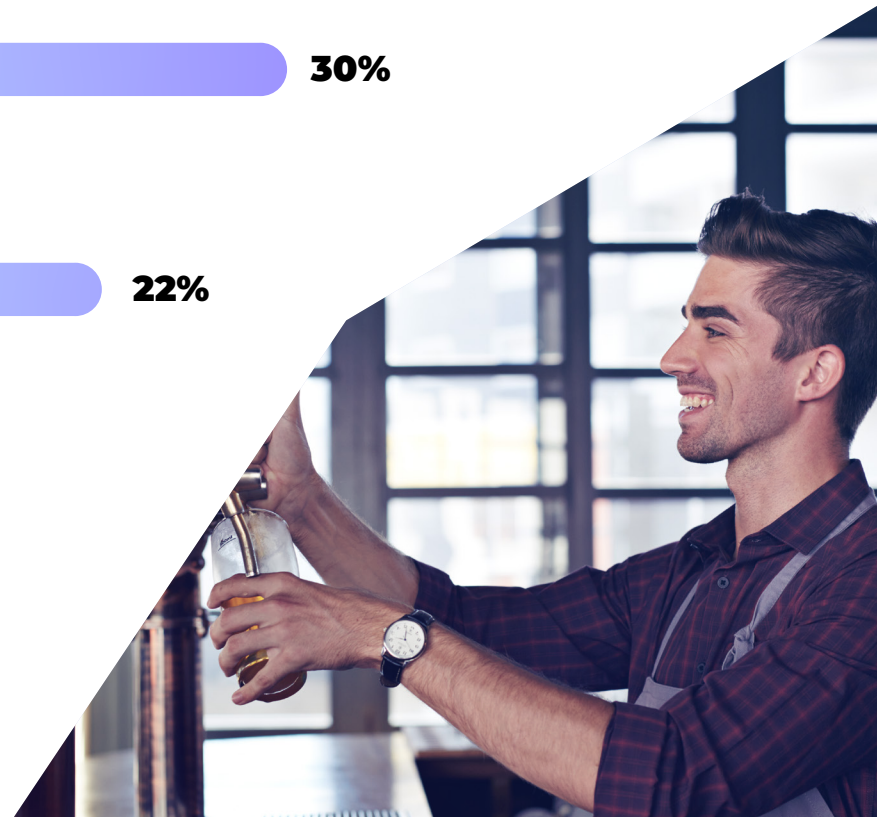
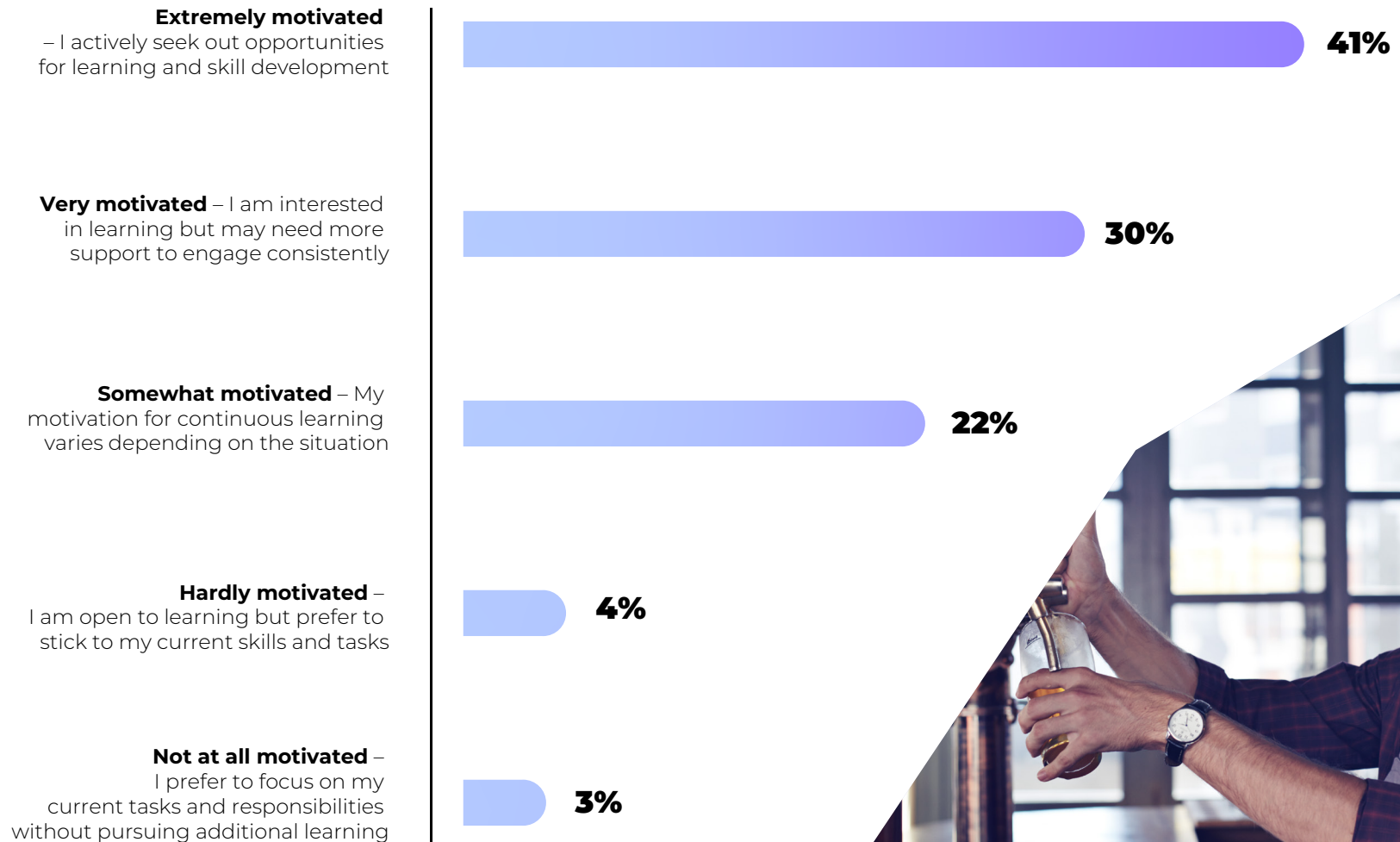
“We’re now switching our training modules from being based on traditional presentations to using Kahoot! as our main set of training tools. The feedback has been amazing, so I think it’s a good sign we move forward with this.”

—Harrison Tompodung, Director of Training and Quality Management, Kempinski Hotels

Over 9 in 10 frontline workers are motivated to engage in continuous learning at work



How motivated are you to engage in continuous learning and skill development at work?



Frontline workers need support with learning, and employers could do more



The majority of frontline workers recognize the potential in AI but need guidance from their employer. Many feel their company does not invest enough in their growth and development

In order to really understand frontline workers' approach to learning, we asked them about AI – a complex topic which presents both opportunities and challenges for frontline workers.

Alongside the emergence of Artificial Intelligence in workplaces, many frontline workers are motivated to explore the possibilities it can bring. Two-thirds of frontline workers recognize the importance of developing an AI skill set and want to learn more, but 51% need direction and resources from their company to learn. Additionally, 16% are taking courses or pursuing certifications independently. As the first generation of digital natives, Gen Z'ers are the most likely to take courses or pursue certifications (19%), followed closely by Millennials (18%), Gen X (12%), and Boomers (6%).

This strong interest among frontline workers in learning about AI and other skill areas shows that employers have a clear role to play in elevating frontline workers' skill sets and preparing them for the future of work. Despite this, 32% feel their employers do not invest enough in their growth, and 25% feel that their employer leaves them to develop their knowledge and skills on their own. Boomers are most likely to report feeling a lack of support, with only 54% saying their company invests enough in their growth, compared to Millennials at 71%. Among all respondents, 48% feel there are disparities in training opportunities between frontline and corporate employees.

Tip: Invite workers to use the AI-powered Kahoot! question generator to create their own kahoots or interactive presentations and discover how AI can help them save time.



“The challenge with our training sessions is making sure all participants can successfully retain the right concepts and procedures and, above all, apply them. Kahoot! is not only fun and playful, but it also helps us focus on educational messages.”

—Arnaud Jay, Head of Culture, Safety, and Training, SNCF

Frontline workers need support with learning, and employers could do more



Have you actively pursued learning opportunities or training related to artificial intelligence as part of your career development?

I am aware of AI and its importance but I don't know where to turn to learn



I have no interest in AI-related learning opportunities in my career



I am deeply committed to AI learning but would like my employer to offer me opportunities and help me learn



I am actively taking AI courses or certifications outside of my job to enhance my skills and knowledge



Learning & Development can break the vicious cycle of poor retention of frontline workers, convincing nearly 1 in 2 to stay 10+ years longer



By giving frontline workers opportunities to learn and grow within the company, employers can encourage workers to stay for the long haul

One of the most chronic challenges companies face with frontline workers is higher turnover rates. McKinsey reports that half of the U.S. frontline workforce have considered quitting and leaving the industry altogether, and a global Workaday survey found that 20% of frontline workers plan to leave their jobs within the next three to six months.

This is part of a vicious cycle in many companies. Low investment in L&D leads to low employee retention, which seemingly justifies a transactional approach to frontline workers. Companies then continue investing little in their L&D, and the cycle persists. When businesses have to frequently replace workers, they need to spend more time and money on hiring, onboarding, and initial training. Teams also lose the institutional knowledge that more seasoned employees hold, which can take a toll on customer experience.

However, most frontline workers do in fact want to stay in frontline careers, with just 8% considering a crossover to corporate, desk roles. Support for learning and development is a key factor: 64% of respondents said they would stay at their company at least six years longer if provided with better career support and training, with 44% saying they would stay ten years longer or more. This is even higher among Millennials and Gen X, with 49% and 51% respectively saying they would stay at least an extra decade at their company.

Tip: Enable workers to grow and showcase their leadership skills by hosting Kahoot! sessions or presentations, or even creating courses to train their coworkers.



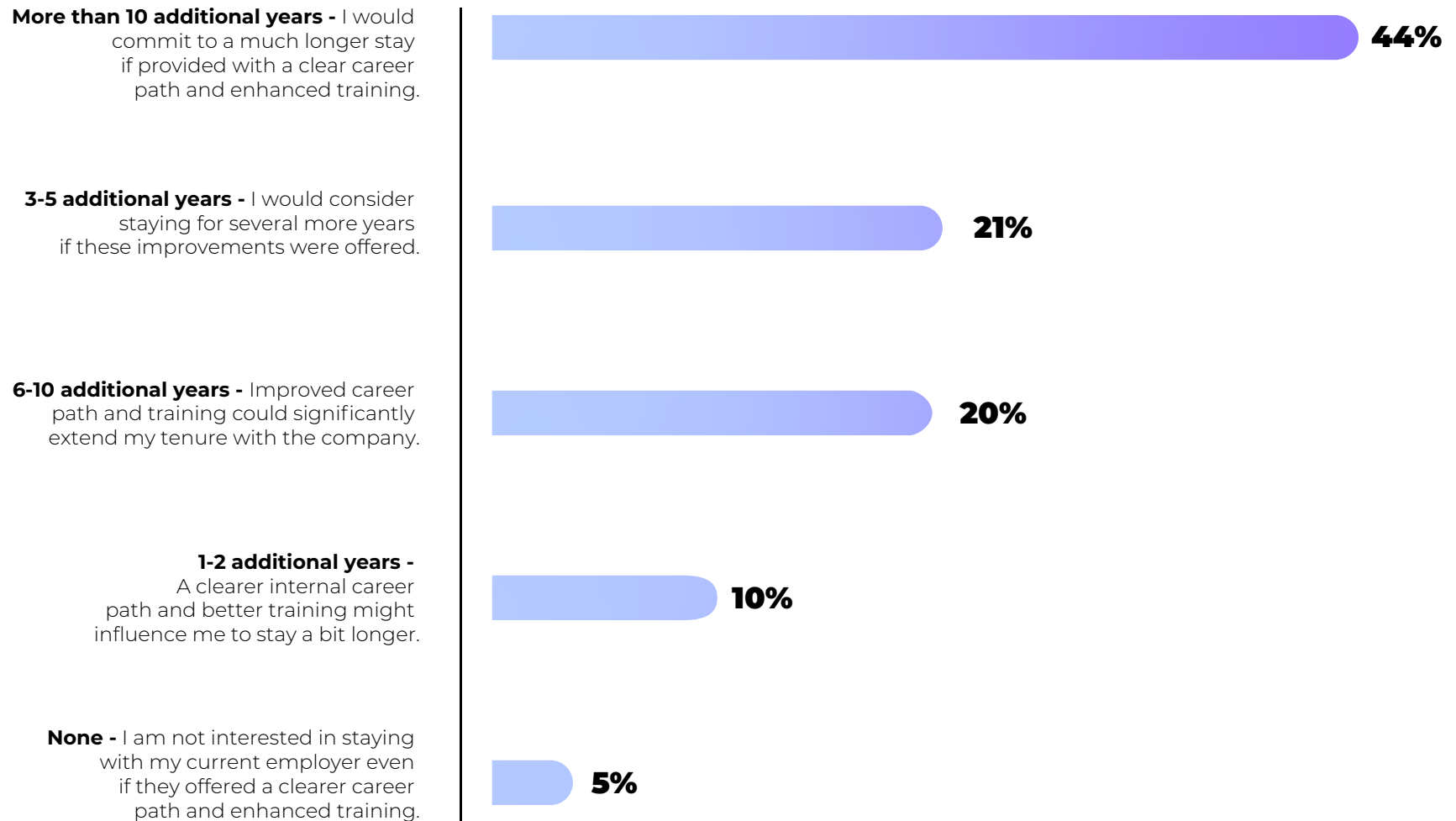
“Everyone loved the new game-based way of learning with Kahoot! where you don’t even realize you’re learning! It just happens naturally.”

—Richard “Bo” Bodo, Kärcher

Learning & Development can break the vicious cycle of poor retention of frontline workers, convincing nearly 1 in 2 to stay 10+ years longer



If your current company provided better career guidance and training, how much longer would you stay with them?



What next? Innovative training, communication, online resources, and beyond



Frontline workers speak out on how they want their employers to support their learning and development

Having shown their motivation to learn, grow, and advance in their careers, frontline workers also made a clear call for the kind of professional development support they want to see from their employers. 38% of respondents are asking for regular training sessions and workshops to enhance their skills, and 37% want construction feedback on their performance and development. Additionally, 32% want their employer to provide access to online learning platforms and resources.

Many frontline workers are also seeking more collaboration with their desk worker colleagues, with 41% calling for their employers to recognize and reward collaborative efforts, and 32% proposing cross-team mentorship and knowledge transfer programs.

Tip: To promote more cross-team collaboration while also supporting learning and development, encourage workers to share knowledge with their coworkers by creating and hosting kahoots or courses. Both the kahoot hosts and winners can become workplace heroes!



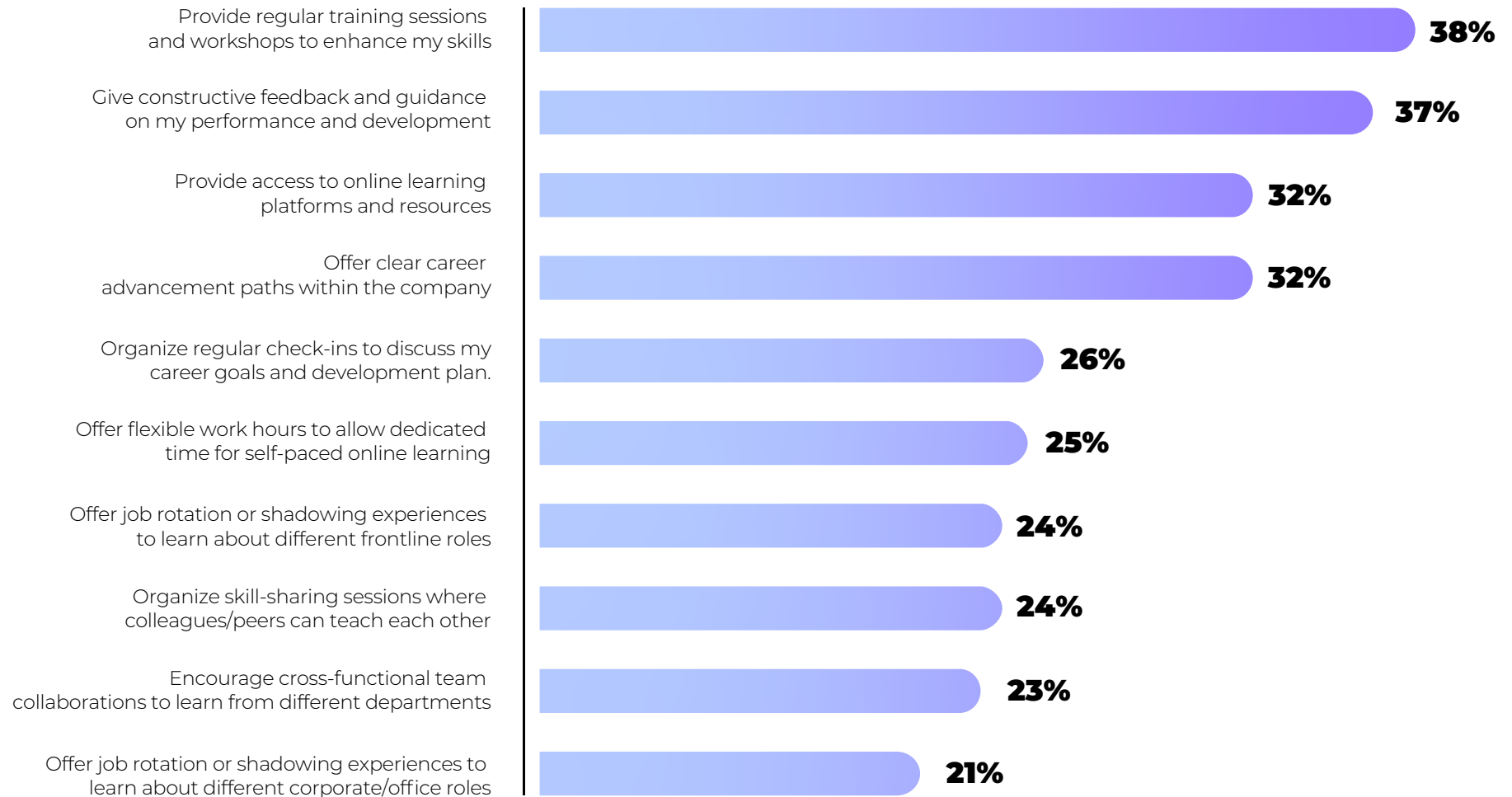
“The last winner of our regional Kahoot! tournament got a huge motivational boost at work, thanks to the recognition of his colleagues. That’s bigger than any physical award we can give to them.”

—Carmen Salcido, Project Leader, Coppel

What next? Innovative training, communication, online resources, and beyond



How can your employer support your professional development? (Top 10)



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This survey was conducted online within the United States by market-research consultancy Researchscape on behalf of Kahoot! from September 28 to October 10, 2023. A total of 1,626 full time frontline workers participated in the survey. Frontline workers are those who work outside of their homes and not at a desk. They typically work behind a counter, driving vehicles, or in warehouses.

For general inquiries, email business@kahoot.com

For press inquiries, email press@kahoot.com