



The Path to Zero Incidents Playbook

Best practices in safety communication
for frontline workers



What's inside

We'll cut to the chase: safety isn't just a training problem or a policy problem. It's a communication problem.

When critical information doesn't reach the people who need it most, incidents happen. This playbook draws on real outcomes from organizations across manufacturing, healthcare, and logistics to show what occurs when companies close the gap between message sent and message received. Backed by data from Firstup's 2026 State of Employee Engagement Report, other leading research, real world examples, and grounded in proven platform capabilities, the **six best practices** inside offer a practical roadmap for any organization serious about protecting its frontline workforce.



The end goal is for every worker to get home safely.
Every day. Period.



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The safety communication crisis

Yes, there is one

Recent 2026 data reveals a lot about the gap between message “sent” and message “received.”

You broadcasted the information. You used the approved channel. You cascaded it through managers. You checked all the boxes. Yet up to three-quarters of your employees still missed it. That uncomfortable truth comes from [Firstup's 2026 State of Employee Engagement Reports](#) for North American and the UK, a comprehensive survey reaching more than 6,200 employees.

Let's explore the numbers.

Corporate employees, managers, and frontline workers are all missing critical communication on a regular basis, even though messages are being sent.

61–76%

of employees have missed an important policy or procedural update, despite receiving employer communications at least once a week

5–12%

of employees say miscommunication has directly created safety risks in their work environment

37–43%

of managers lose three or more hours per week searching for basic information needed to do their jobs



For organizations with large frontline and deskless workforces, such as manufacturing, healthcare, and logistics, the divide between those two things can be the difference between a safe shift and a preventable incident.

Who's most affected?

The frontline worker: your greatest risk and your greatest opportunity.

According to a [Firstup deskless worker survey](#), while 69% of organizations communicate primarily via email, 54% of deskless workers have limited email access. That gap hits hardest where it matters most. Employees on factory floors, in ERs, ICUs, warehouses, and utilities — already operating in high-risk environments — are often the least connected to the communications designed to keep them safe.

The engagement picture makes this worse. Although a good portion of hourly workers say they feel “engaged” with their company, a striking 31% in the UK and 25% in North America describe themselves as the opposite. And of those, roughly 70% don't believe their employer cares about their well-being. The root cause is often poor communication: missed updates, unclear expectations, and inconsistent messaging. Each signals to frontline workers that they're an afterthought.

In safety terms, that perception carries real consequences. According to [Gallup research](#), disengaged workplaces experience up to 70% more safety incidents than their engaged counterparts.

Inconsistent channel usage compounds this further.

In both the UK and North America, roughly 39% of hourly workers receive workplace information through personal channels such as SMS, WhatsApp, or personal email; channels the organization does not control, cannot audit, and cannot use to confirm receipt and potentially represent a compliance threat.

When a safety policy or procedure changes, there is no reliable way to know whether the message reached the right person at the right time, or whether it was understood.

The result is that the people doing the most physically consequential work are navigating their shifts with incomplete, inconsistently delivered, and unverified information.



The manager: Your most trusted relay and your most overloaded one

If frontline workers represent the risk, managers represent the fault line running through the middle of it.

Firstup research shows that direct managers are the most trusted source of workplace information across every role. Roughly half of all employees say they trust their direct manager more than leadership, HR, or any other organizational source. In safety-critical environments, that trust is an asset. But the data reveals that organizations are systematically overburdening the very channel employees rely on most.

Managers are leaned on to relay safety information, policy updates, schedule changes, pay information, and compliance matters.

Unfortunately, the conditions under which managers are expected to deliver this information are deeply problematic.

- **70–77% of managers** report significant challenges communicating effectively with their hourly teams
- Only **21% of UK managers and 29% of North American managers** feel very confident that their communication keeps employees compliant with policies and procedures

- **66% of managers**, on average, have themselves missed an important policy or procedural update, meaning they are being asked to relay information they may never have received
- An average of **64% of managers** are using personal channels (SMS, WhatsApp, personal email) to share critical information, leaving no audit trail and no confirmation of receipt

The barriers managers cite (difficulty connecting employees to the mission, compliance concerns, lack of time, and inconsistent reach) are not personal failings. There are systemic gaps in the infrastructure organizations provide to the people they rely on most.

Managers want to lead their teams well. They are trusted, motivated, and positioned at the critical junction between organizational intent and frontline execution. What they lack is a way to communicate with them reliably.

Keep reading to see how your peers have tackled the disconnect between “sent” and “received.”



Four root causes of communication-driven safety failures

Channel mismatch

Critical safety updates sent only via email or the intranet never reach workers who have no desk, no company device, and no time to log in before a shift.

No measurement

Critical safety updates sent only via email or the intranet never reach workers who have no desk, no company device, and no time to log in before a shift.

Manager dependency

When direct managers are the primary relay point, information quality varies wildly by supervisor. One great manager and one distracted one can mean the safety program is already inconsistent.

One-size-fits-all

A safety notice relevant to a chemical plant in Korea has no business landing in the inbox of a warehouse worker in Tennessee. Untargeted messages train employees to ignore everything.

The other conversation: The hard business costs of miscommunication

Medical expenses

The total cost of work injuries in the United States reached **\$181.4 billion** a year, according to the latest National Safety Council research, a figure that includes **\$54.9 billion** in wage and productivity losses and \$36.8 billion in direct medical expenses.

Source: National Safety Council, *Injury Facts, 2024* – injuryfacts.nsc.org

Fines and penalties

The regulatory exposure compounds those costs further. A single serious OSHA violation carries a maximum penalty of **\$16,550** per violation, and willful or repeated violations can reach **\$165,514** each. A single inspection revealing multiple willful violations can expose an organization to seven-figure fines before a single lawsuit is filed.

Source: U.S. Department of Labor / OSHA, January 2025

Workers' compensation

Employers paid more than **\$1 billion** per week in direct workers' compensation costs for disabling, non-fatal workplace injuries alone, according to Liberty Mutual's 2025 Workplace Safety Index.

Source: Liberty Mutual Workplace Safety Index, 2025, cited by OSHA.gov

Overcoming the challenge

Real-world examples

SAFETY SUCCESS

A global industrial manufacturer: Cutting incidents in half

Across more than 80,000 employees worldwide

INDUSTRY	EMPLOYEES	SCOPE
Manufacturing	80,000+	Global

A global industrial manufacturer faced a dilemma: Out of its more than 80,000 employees around the world, the overwhelming majority were in manufacturing facilities, many without regular access to email or a company intranet. The manufacturer's safety mission had a simple but demanding goal: zero injuries. They knew getting there required more than safety programs. It required a communications revolution.

By deploying Firstup, the company replaced a fragmented patchwork of communication systems with a single "create once, publish everywhere" platform, delivering personalized, multi-channel safety

campaigns to the right person at the right time via the right channel.

Results: FY24 to FY25

- TRIR (total recordable incident rate) cut in half
- Serious injuries reduced by more than a third
- Near-miss reporting increased nearly 2X (a leading indicator of a healthy safety culture)
- Nearly 80% of sites operated incident-free

The financial case

Using OSHA benchmarks, the company estimated seven figures in avoided costs from the initiative, including a significant amount from "serious injuries avoided." Over 30% of the safety improvements were attributable to communications specifically, with Firstup's contribution conservatively representing just over \$1M in direct ROI.

What made it work for them

1 Create once, publish everywhere

The total cost of work injuries in the United States reached **\$181.4 billion** a year, according to the latest National Safety Council research, a figure that includes **\$54.9 billion** in wage and productivity losses and \$36.8 billion in direct medical expenses.

2 Targeting by role, location, and language

With a global workforce spanning dozens of languages and job functions, blanket communications were useless. With **Firstup**, the company can build precise audience segments, ensuring a press operator in Korea receives content relevant to their equipment, in Korean.

3 Measuring outcomes, not just engagement

The company used Firstup analytics to track which campaigns **drove behavior change**, allowing safety communicators to iterate and improve. This closed the loop between message and outcome; a capability most safety programs entirely lack.



SAFETY SUCCESS

Wellstar Health System: Racing to 99% compliance

Surging from 54% to 99% flu vaccinations in two weeks, and avoiding \$500K in crisis staffing costs

INDUSTRY	EMPLOYEES	LOCATION
Healthcare	25,000	Georgia, USA

Wellstar is Georgia's largest healthcare provider, serving communities through 11 hospitals, 329 medical office locations, and more than 25,000 team members, the majority of them frontline workers: nurses, technicians, and support staff who rarely sit at a desk. Every year, Wellstar sets a non-negotiable target: a minimum of 90% flu vaccine compliance among all team members.

One year, with two weeks until the policy deadline, compliance stood at just 54%. Under Wellstar's policy, non-compliant team members would be prohibited from working. The consequences of failure were significant: up to 1,000 staff members sidelined, facilities critically short-staffed, and a potential

\$500,000 spent on travel nurses to fill the gap, all while the communities they served faced longer wait times and reduced availability.

Results:

- Compliance surged from 54% to 99% within two weeks
- Up to \$500,000 in travel nurse costs avoided
- Up to 1,000 staff members kept on the floor and working
- Community access to care protected

"With Firstup, we were able to reach those who still had action items without spamming compliant team members. Promoting awareness among team members and providing leaders with resources to support non-compliant team members through the process was key to our success."

Grace Carlson, Internal Communications Specialist, Wellstar Health System



How they did it

1

Segment by compliance status, not by org chart

Traditional cascade communication sends the same message to everyone. Firstup allowed Wellstar to isolate exactly who needed to act and communicate only with them, reducing noise fatigue among already-compliant employees while concentrating urgency where it was needed.

2

Arm managers with resources, not just awareness

Wellstar didn't just send alerts to employees. They pushed resources and talking points to leaders, enabling face-to-face follow-up conversations grounded in empathy and support rather than blunt mandates.

3

Track progress in real time

The ability to watch compliance rates move in near-real time meant the team could adapt messaging frequency and tone as the deadline approached, escalating urgency appropriately without burning goodwill.

SAFETY SUCCESS

Cooper University Health Care: Celebrating safety to drive culture

The “Good Catch” program: how recognition turned fear into a culture of safety

INDUSTRY

Healthcare

EMPLOYEES

~10,000

LOCATION

Camden, NJ

Medical errors cost the U.S. healthcare system an estimated [\\$20-40 billion annually](#). Most of those errors aren't caused by incompetence. They're caused by fear: fear of reporting, fear of blame, fear of consequence. Cooper University Health Care, the leading academic health system in South Jersey, set out to flip that dynamic with a simple but powerful idea: celebrate the catches.

Dr. Michael Kirchhoff, Cooper's Chief Innovation Officer and Patient Safety Officer, designed the Good Catch program as a cornerstone of Cooper's High Reliability Organization journey. The concept: when a frontline

staff member identifies a potential medical error before it reaches a patient, that action is recognized publicly and enthusiastically across the organization. Firstup's platform, deployed at Cooper as "Pulse Plus," became the engine for that recognition, making Good Catches visible to all 10,000 team members.

The program's results extend beyond patient safety into workforce stability. As Dr. Kirchhoff noted, "The best way to reduce turnover is to increase engagement. One of the best ways to energize the team about the work they're doing is to highlight it for the rest of the organization to see."

"The way we use Pulse Plus is to celebrate those Good Catches. It builds an understanding and culture around the importance of reporting. Team members see we take it seriously, and find and fix those errors to make their jobs safer and easier."

**Dr. Michael Kirchhoff, Chief Innovation Officer & Patient Safety Officer,
Cooper University Health Care**

The deeper lesson: Psychological safety is the foundation

Cooper's approach points to a truth that goes beyond communication technology: safety culture requires psychological safety first. According to Gallup Research, organizations that improve psychological safety can realize a 40% reduction in safety incidents, a 27% reduction in turnover, and a 12% increase in productivity. When employees believe they can speak up without fear, near-miss reporting rises.

1 Make safety reporting a celebration, not an obligation

Recognition-based safety programs shift the emotional tone of reporting from "I might get in trouble" to "I might be recognized." That shift changes behavior at scale.

2 Make recognition visible at the organization level

A manager quietly thanking an employee in a hallway has limited reach. A Good Catch announcement broadcast to 10,000 colleagues signals unmistakably that leadership prioritizes safety.

3 Connect safety culture to engagement and retention

Safe employees are engaged employees. Engaged employees stay longer. The ROI of safety culture compounds across every downstream HR metric; from turnover to absenteeism to recruitment.



SAFETY SUCCESS

Iron Mountain: Reaching the field

Reaching dispersed field and global workforces where safety stakes are highest

INDUSTRY	EMPLOYEES	SCOPE
Information Management	26,000+	50 countries

For Iron Mountain, a global leader in storage and information management operating across 60 countries, communicating core values of safety and security to 26,000+ employees in diverse roles, geographies, and languages presented a near-impossible coordination challenge.

Safety and security communications now reach Iron Mountain's frontline employees around the world at the moments that matter most: targeted, relevant, and meaningful instead of broad corporate messaging. With Firstup, Iron Mountain can deliver personalized communications across its global, multi-role workforce, helping employees feel directly connected to the information they need.

As Neil Jenkins, Senior Director of Corporate Communications at Iron Mountain, explained, that level of personalization is essential to effectively engaging a workforce at this scale.

A summary of the basics: What the best organizations do differently:

Across manufacturing, healthcare, energy, food retail, and global field teams, the same patterns emerge again and again.

The organizations that improve safety outcomes don't just communicate more. They communicate differently.

- They meet workers where they are, not where systems expect them to be. They prioritize relevance over volume.
- They ensure communication leads to action, not just awareness. And they build trust long before it's tested in a crisis.

These patterns are consistent, regardless of industry, workforce size, or geography.

The seven best practices that follow are not theoretical. They are the shared operating model behind the results you've just seen.

The six best practices

*A playbook for the most modern safety
communicators*

THE SIX BEST PRACTICES

A playbook for the most modern safety communicators

Across every industry represented in this document—manufacturing, healthcare, energy, food retail, and global storage—the same principles surface again and again.

Here is what the best safety communicators have learned.

ONE

Infrastructure first, content second

The best safety message in the world is worthless if it doesn't reach workers. Before optimizing content, ensure your delivery infrastructure can reach every employee (deskless, field-based, multilingual, or shift-based) on the channels they actually use. Start with mobile.

TWO

Target like a surgeon, not a fire hose

Wellstar's 54% to 99% compliance sprint succeeded because it reached only non-compliant employees. The global industrial manufacturer's campaign success relied on role- and location-based segmentation. Untargeted safety communications train workers to ignore everything. Targeted ones drive action.

THREE

Measure outcomes, not outputs

Sends, open rates, and click-throughs are starting points. What matters is whether safety behaviors changed. Track near-miss reporting rates (the leading indicator), compliance completion, incident rates, and site-level performance over time. Connect communication campaigns to those outcomes.

FOUR

Create culture, not just compliance

Cooper University Health Care's Good Catch program shows that the most powerful safety communications aren't mandates, they're celebrations. When employees feel that raising safety concerns is valued and rewarded, reporting rates rise, errors get caught before becoming incidents, and the entire safety program becomes self-reinforcing.

FIVE

Enable two-way communication

Cooper's Good Catch celebration posts show that the moments of greatest impact are almost always driven by employee voice. Safety communication that only flows downward misses the most valuable signals: the frontline observations, near-misses, and concerns that prevent the next incident.

SIX

Consolidate platforms ruthlessly

Every organization in this document replaced a fragmented multi-system environment with a unified platform. System fragmentation is not just an IT inconvenience. It is a safety risk. When communicators have to navigate multiple tools to reach different populations, messages get delayed, inconsistent, or lost. One platform that reaches everyone is worth more than five that each reach some.

Taken together, these practices point to a simple model: reach workers where they are, engage them with relevant information, enable action, and measure what changes.



From best practices to execution

How Firstup delivers

HOW FIRSTUP CAN HELP

The **six best practices** outlined in the previous section are only effective if they can be executed consistently across the entire workforce.

Firstup enables organizations to do exactly that. The platform connects reach, engagement, action, and measurement into a single system, allowing safety communicators to move beyond sending messages and toward driving measurable outcomes.



ALL TO POWER THE IDEAL FRAMEWORK

Reach. Engage. Act. Measure.

REACH

Multi-channel delivery (mobile, signage, email, intranet) ensures no worker is left out, regardless of role, location, shift, or device access. Reach is the prerequisite for everything else.

ENGAGE

Personalization by role, language, and location makes content relevant. Relevance drives engagement. Recognition and two-way channels build psychological safety, the cultural foundation for effective safety programs.

ACT

Acknowledgment tracking, compliance workflows, and read receipts ensure critical safety content doesn't just reach employees; it prompts action. Required reads and escalation paths close the loop between message and behavior.

MEASURE

Unified analytics that connect communication campaigns to safety outcomes (Total Recordable Incident Rate, near-miss rates, compliance percentages, site-level performance) make the business case and enable continuous improvement.

BEST PRACTICE 1

Infrastructure first, content second

Firstup capabilities

Employee App · Employee Email · Digital Signage · Employee Intranet

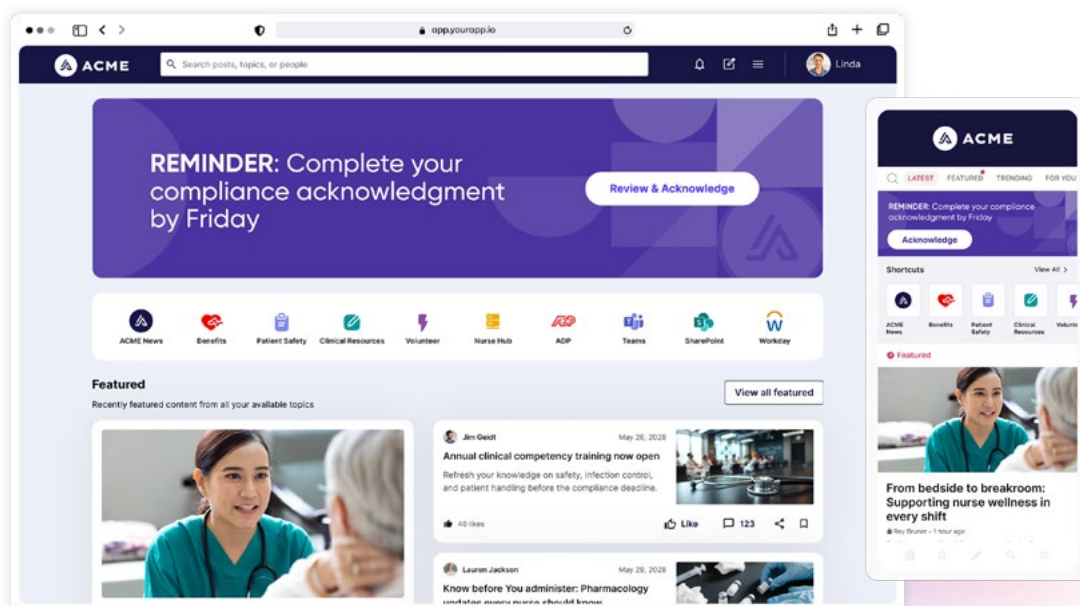
Firstup is built around a single principle: reach every employee, regardless of where or how they work. The platform's omnichannel architecture spans four core delivery surfaces that work together as one system:

The **Employee App** is mobile-first, works on personal devices, and delivers personalized content by role, location, and preference. This is ideal for frontline and deskless workers.

Employee Email is built for internal comms with send-time optimization, automated retargeting, acknowledgment tracking, and compliance logging (one customer cut newsletter send time from 10 hours to 45 minutes).

Digital Signage targets workers on plant floors, break rooms, and lobbies—critical for the global industrial manufacturer's reach.

The **Employee Intranet** provides a unified, personalized home base that integrates with Microsoft 365 (including SharePoint, Teams, and Viva Connections) and other enterprise systems while adding targeting, personalization, and engagement analytics that others can't provide. Crucially, all four channels are managed from a single interface. There is no switching between systems, no duplicating content, no reconciling separate analytics dashboards. One platform, every channel, every worker.



BEST PRACTICE 2

Target like a surgeon, not a fire hose

Firstup capabilities

Intelligent Targeting powered by Universal Employee Profile · Audience Block Targeting · Engagement Boost · Automated Retargeting

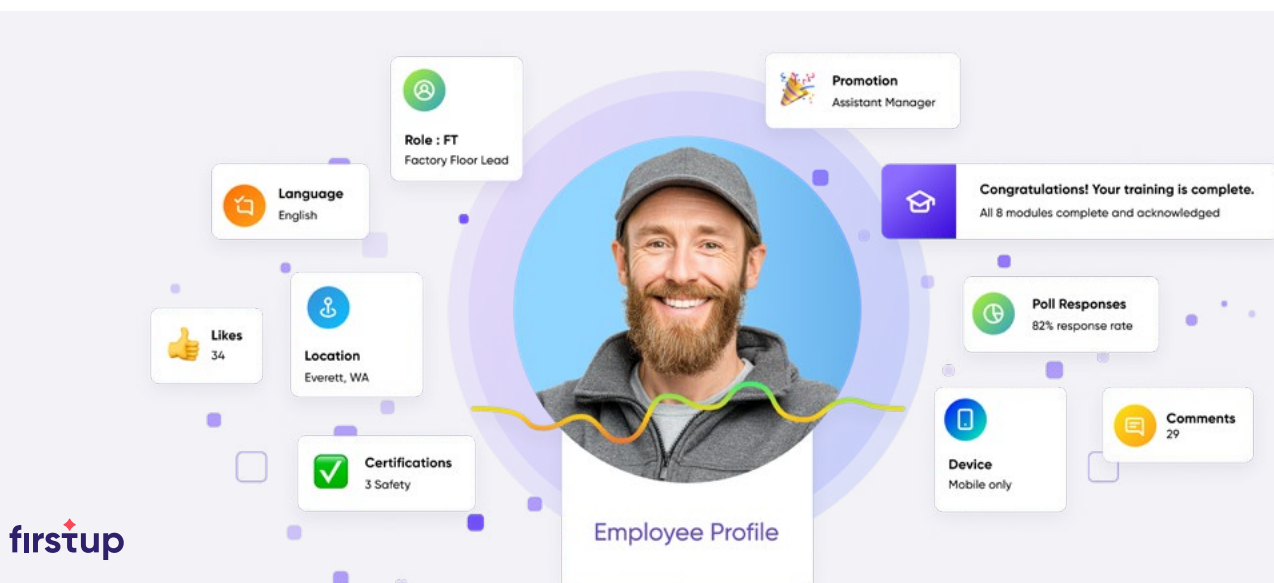
Precision starts with the **Firstup Universal Employee Profile**, a single, continuously updated view of each employee that pulls attributes, channels, and activities from across multiple employee systems and delivery channels and gets smarter from each activity.

From there, communications can be tailored by role, location, language, shift, department, tenure, and certification, so the right safety message reaches exactly the right people. This is how Wellstar reached only its non-compliant team members instead of spamming everyone, and how the global manufacturer delivered equipment-specific guidance to a press operator in Korea, in Korean.

Audience Block Targeting takes it further, letting a single campaign tailor specific content blocks to different audiences at once.

Engagement Boost then optimizes delivery for each individual: it determines the best channel to reach a user, the best time to reach them, and any retargeting attempts, serving notifications based on each person's preferred format and the time of day or week they are most engaged, rather than blasting everyone at once, so safety updates cut through daily noise instead of getting buried. Phillips 66 saw engagement rates at some facilities double after turning on Engagement Boost.

For anyone who misses a critical message, automated retargeting follows up through a different channel until it lands. And coming soon for communicators who prefer natural language, **AI Audience Builder (coming soon)**, which will let teams build complex audiences in seconds using plain-language prompts.



BEST PRACTICE 3

Measure outcomes, not outputs

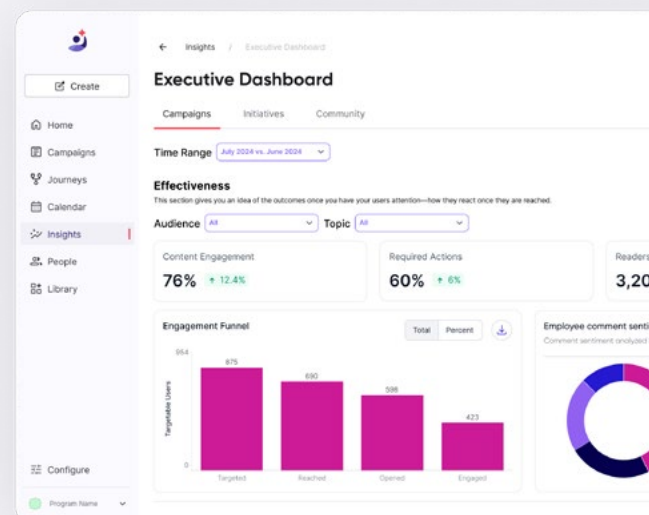
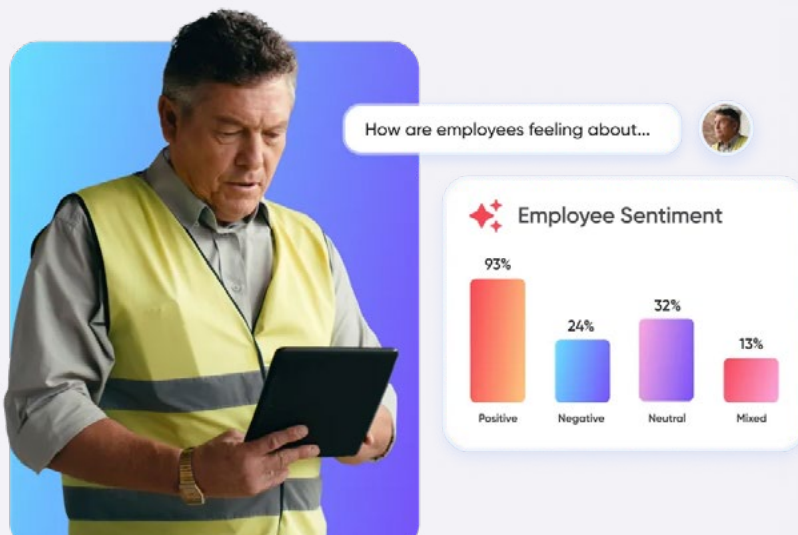
Firstup capabilities

Engagement Insights · AI Insights · Acknowledgment Tracking

Most communication platforms tell you how many people received a message. Firstup is built to tell you what happened next.

The **Engagement Insights** dashboard goes well beyond open and click rates. It shows which workforce segments engaged, which didn't, what content resonated by role and location, and how engagement trends are evolving. For safety communicators, this means being able to see, for the first time, whether the site with the highest incident rate is also the site with the lowest engagement with safety content, and acting on that connection.

Firstup AI Insights (soon to be released) takes this further, allowing communicators to ask campaign performance and workforce sentiment questions in plain language and receive immediate answers without needing to build reports or export data. Combined with the platform's **acknowledgment tracking** feature, which requires employees to confirm they have read and understood specific critical communications, such as policy updates, safety protocols, or compliance requirements, organizations can move from measuring distribution to measuring comprehension.



BEST PRACTICE 4

Create culture, not just compliance

Firstup capabilities

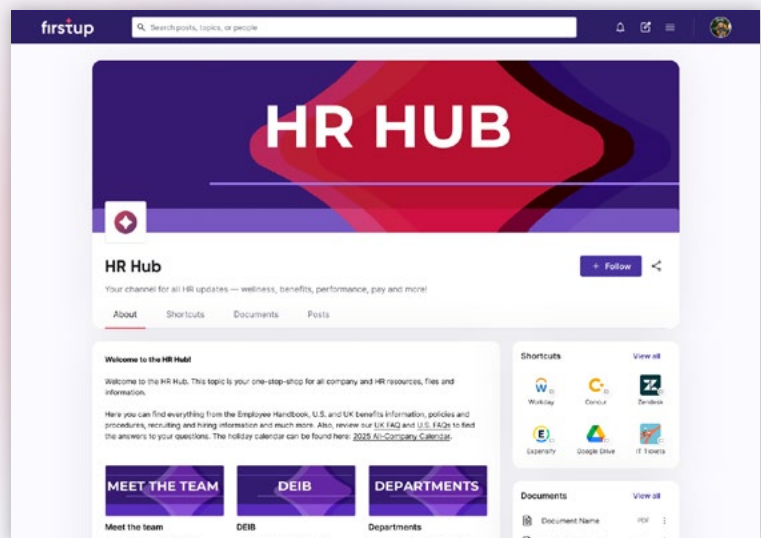
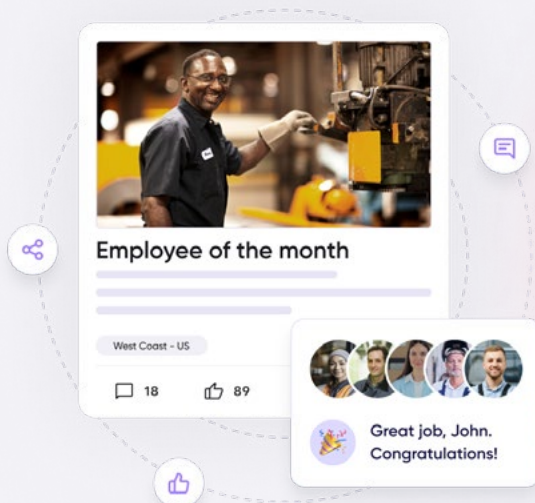
Community Topics and Knowledge Hubs · Recognition Features · Employee Voice

Safety culture is built on psychological safety, and psychological safety requires employees to feel heard as well as informed. Firstup is explicitly designed as a **two-way communication** platform, not just a broadcast system.

Firstup enables employees to post, comment, and share, unlocking a bottom-up approach that helps build a strong community. That's the mechanism that allowed Cooper University Health Care's *Good Catch* celebrations to become organizational moments rather than quiet manager-to-employee acknowledgments. When a *Good Catch* is recognized

via Pulse Plus (Cooper's branded Firstup platform), it's visible to all 10,000 team members, accompanied by peer reactions and leadership comments that reinforce the message that safety reporting is valued.

Topics and Knowledge Hubs organize posts for the community in the web and mobile app experience, so recognition reaches the right people, and comments and reactions give every win reach and momentum. When employees see that raising a safety concern earns visibility instead of blame, reporting rises, and more errors get caught before they reach a patient or a production line.



BEST PRACTICE 5

Enable two-way communication

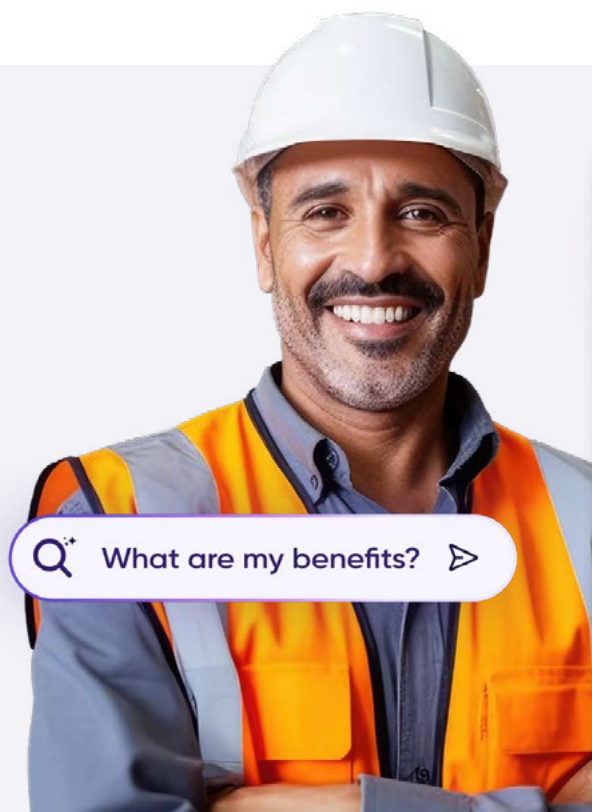
Firstup capabilities

AI Search · Polls · Community Spaces · Employee Voice

The most valuable safety signals come from the frontline: the observations, near-misses, and concerns that prevent the next incident. Firstup gives employees real ways to send those signals up.

Polls let organizations check the pulse on safety protocols and surface concerns directly from the workforce, and Topics and open posts let employees raise issues and report hazards through the same system that delivers guidance.

Information also flows back to the individual: **Firstup AI Search** lets an employee ask a question in plain language and get a direct, accurate answer instantly, without searching across multiple systems, opening tickets, or waiting on HR. A worker who can find the right protocol in seconds is far more likely to follow it.



 What are my benefits? 

Here are your U.S. benefits

You have a comprehensive suite of benefits for 2026. Here's a summary of what's available to you:

Health, Dental, and Vision

- You can choose between Kaiser HMO (California only), UHC PPO, or UHC HDHP plans. All medical options include coverage for preventive care, medical services, pharmacy, and fertility coverage in 2026.



Benefits Information Guide



Your Health Plan Options

Supplemental & Company-Paid Benefits

- Voluntary supplemental health plans include accident, hospital indemnity, and critical illness insurance.
- Company-paid benefits: Basic Life Insurance (1x salary up to \$275,000), short- and long-term disability (up to 70% and 60% of earnings), and the Employee Assistance Program (EAP) with confidential counseling, coaching, and legal/financial help.

BEST PRACTICE 6

Consolidate platforms ruthlessly

Firstup capabilities

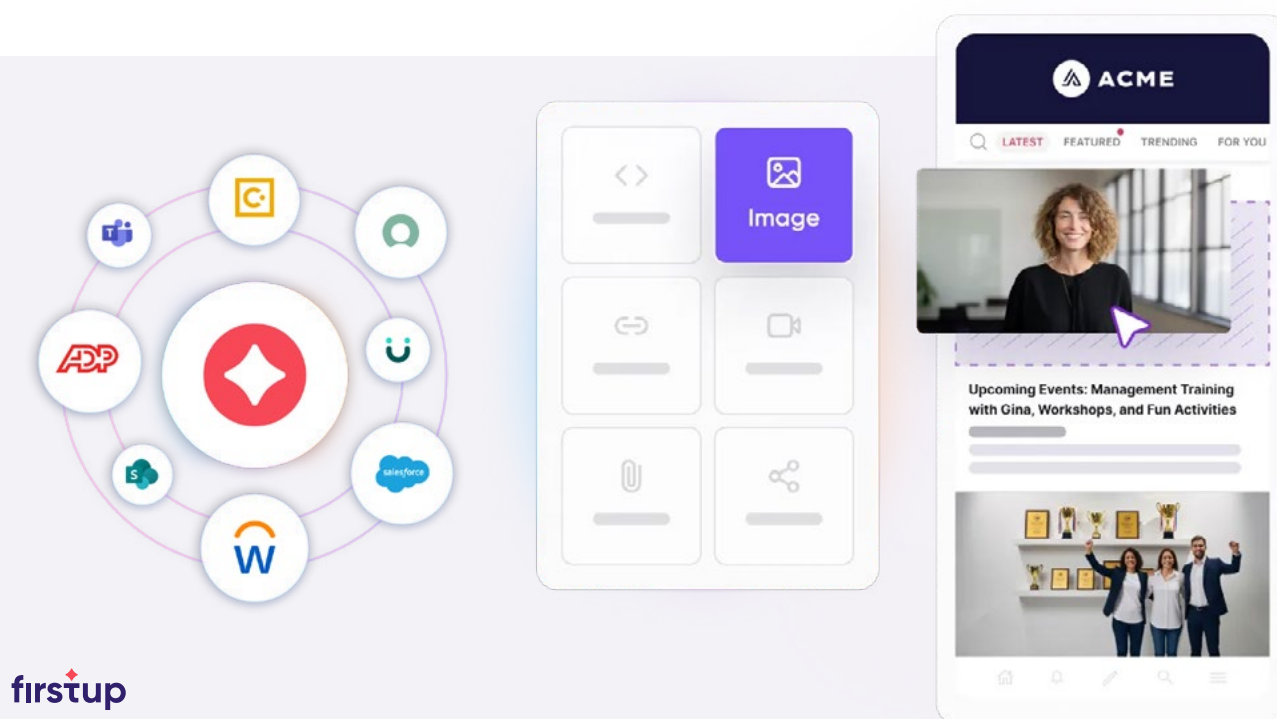
Firstup Creator Studio · Integrations Ecosystem · Single Platform Architecture

System fragmentation is a safety risk. When communicators juggle separate tools to reach different populations, messages get delayed, inconsistent, or lost. Firstup replaces that fragmented toolset with one platform.

Creator Studio brings content creation, audience building, scheduling, multi-channel publishing, and analytics into a single workflow, so one message publishes to mobile, email, intranet, digital signage, and Microsoft Teams from the same place, governed by one set of analytics.

Native **integrations** with Workday, UKG Pro, ServiceNow, and Microsoft 365 keep employee data synchronized and eliminate manual list management.

The result is a **single pane of glass** for every channel and every worker, rather than five disconnected tools that each reach some.



Conclusion

*Safety is a communication problem.
What are you doing to solve it?*

Every incident avoided, every compliance deadline met, every “Good Catch” celebrated...these outcomes start with a worker receiving the right message at the right moment on the channel they actually use.

The organizations featured in this ebook didn't achieve their results by working harder on safety programs. They built the communication infrastructure that made those programs actually reach the people doing the work.

The cost of inaction is measurable: 9–12% of frontline employees say poor communication has already created safety risks in their environment. The cost of action is a platform investment that, in that global industrial manufacturer's case alone, returned over \$1M in attributable value conservatively.

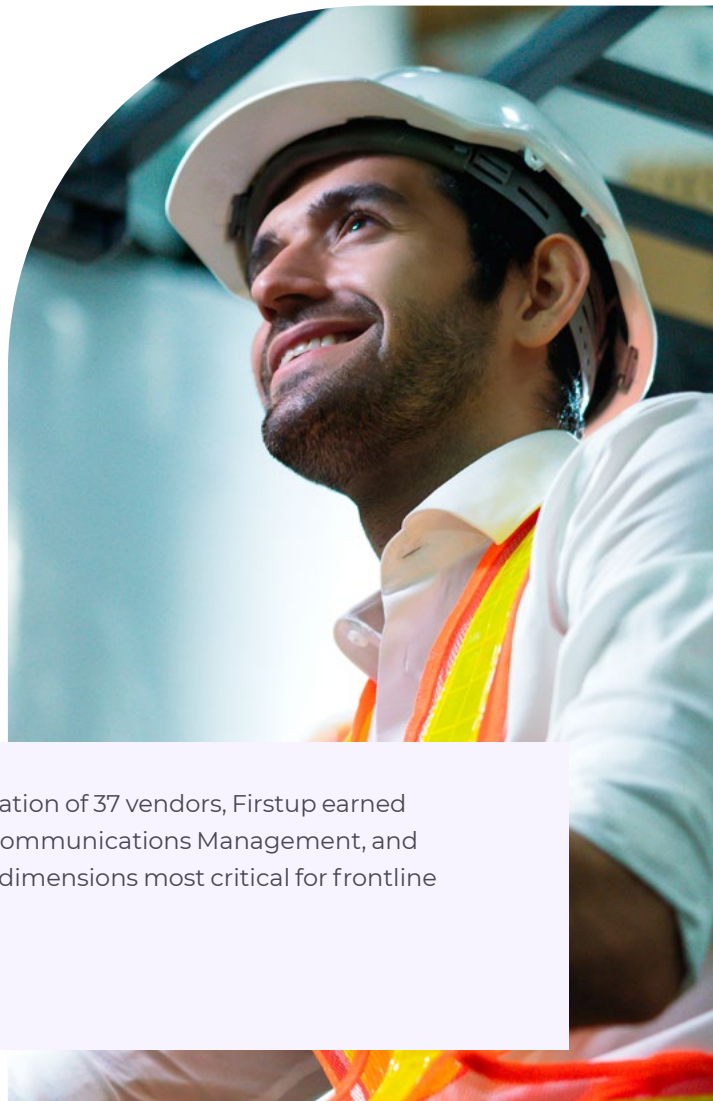
The question isn't whether to fix your frontline communication infrastructure.

It's how many incidents will happen before you do.



Request a demo today to see how Firstup can help you:

- Put Firstup AI to work across your workforce communications
- Turn communication into action and outcomes
- Reach all employees, including the frontline, with targeted, relevant communications
- Ensure the right actions happen at the right time
- Gain visibility into execution



In ClearBox's 2026 independent evaluation of 37 vendors, Firstup earned 4.5 out of 5 in Employee Experience, Communications Management, and Mobile & Frontline Support; the three dimensions most critical for frontline safety communication.

[Read more about it](#)

ABOUT FIRSTUP

Firstup is the leading platform for intelligent communication and engagement that powers meaningful business outcomes. As a true “mission control” for workforce communications, Firstup is built for organizations with critically important frontline employees, delivering the right message to the right person at the right time. The platform enables hyper-personalized, data-driven journeys across channels (email, mobile, intranet, digital signage, and more), bringing alignment, clarity, and engagement to every level of the organization.

With integrations to core HR, IT and business systems, Firstup reduces digital noise, surfaces actionable insights, strengthens employee experience, and helps clients maximize productivity and retention. Trusted by large enterprises worldwide, Firstup transforms internal communication into measurable impact. [Learn more at firstup.io.](#)