

4 reasons manufacturers choose Culture Amp

In modern manufacturing, production capacity relies on how the company navigates uncertainty and protects workforce stability. Culture Amp connects frontline signals, leadership action, and performance outcomes, so plants run consistently across every shift and site.



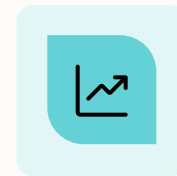
01

Support your deskless workforce

Deskless workers make up roughly 80% of the global workforce, but standard corporate HR tools rarely reach them with meaningful feedback loops. Culture Amp captures sentiment, engagement, and retention risk across every shift, plant, and language.



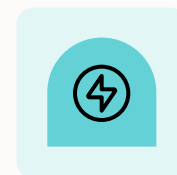
Mobile-friendly feedback



AI-powered insights



Team and plant-level visibility



No heavy IT lift

02

Drive change in the age of smart manufacturing

Adapting the workforce to new technology is now a top human-capital concern for manufacturers. Manufacturers use Culture Amp to see where frontline leadership is ready to lead the change, and where it needs reinforcement first.

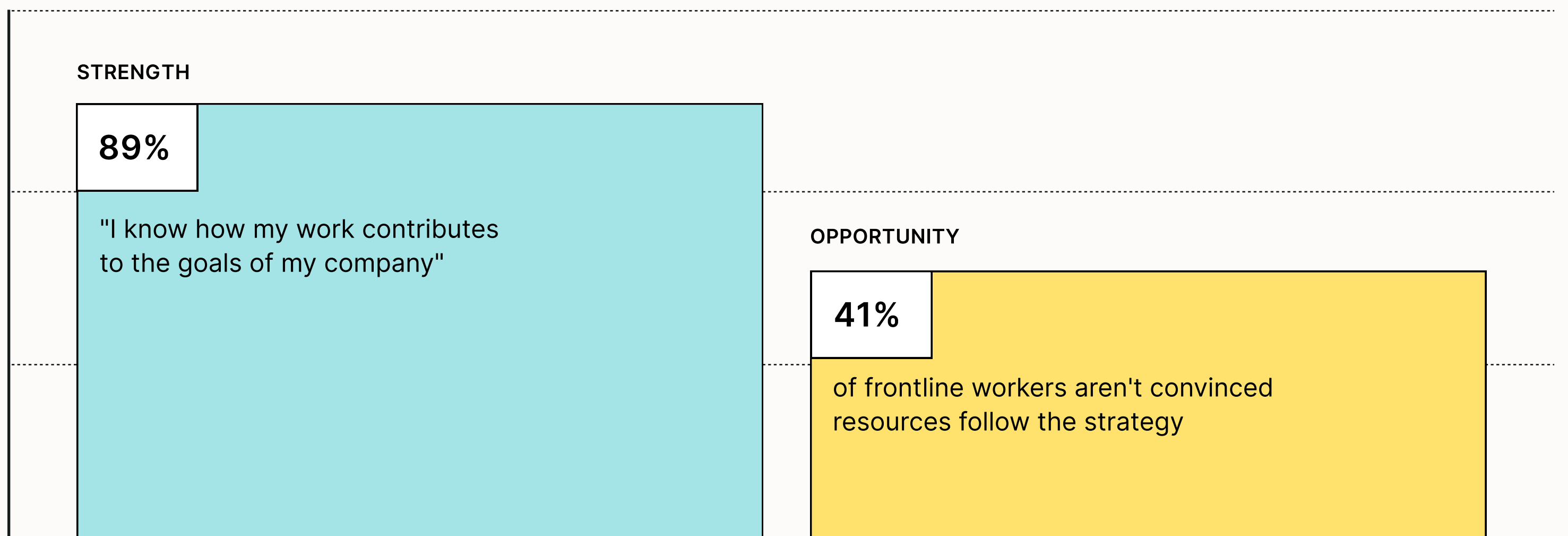


FIGURE 01:

Workers are clear on their own role. They are not yet sold on where the company is going. Culture Amp surfaces that gap so supervisors can close it.



03

Coach frontline managers at scale with AI

Shift supervisors drive plant performance, but most technical experts are promoted without change management or leadership training. AI Coach turns engagement data into practical guidance for the conversations supervisors face every week: 1-on-1 prep, delivering feedback, and navigating conflict.

 Real-time coaching

 Reinforce expectations

 Built on 15+ years of Culture Amp research

AI Coach

Help me draft a performance review for Marcus

✦ I'd be glad to help you prepare for Marcus' performance review. Here is a draft based on the feedback you shared:

Marcus has maintained technical discipline and consistent execution across his team during this review period. His peers have flagged team communication as an area for more consistency, particularly around following through on commitments. His technical strengths are clear, with leadership growth opportunities in three key areas.

Marcus has prioritized safety protocols and technical accuracy, ensuring his team remains compliant with plant standards. While his process knowledge is exceptional, he has shown some resistance to new digital workflows.

Mackenzie Parker + 3 others

Reply to Coach

04

Tap into manufacturing industry benchmarks

Generic HR benchmarks miss what matters most in manufacturing. Culture Amp's manufacturing benchmark draws on 400+ organizations and 350,000+ employees, segmented by sub-industry.

2 of 3

engagement drivers are about leadership

#1

engagement driver for employees is development

Action on survey results

Largest neutral zone

All three findings point to the same lever: frontline leadership. That's where Culture Amp helps manufacturers keep operations steady.

CASE STUDY

Brownes
dairy

Connect the frontline to the bottom line

Brownes Dairy replaced a clunky legacy system with Culture Amp to run performance and engagement in one unified platform, giving leaders consistent grading, year-over-year visibility, and more time on the floor.

“
Culture Amp has raised the bar exponentially. Employees buy in and want to use it.

BROWNES DAIRY, FOOD PRODUCTION, APAC

