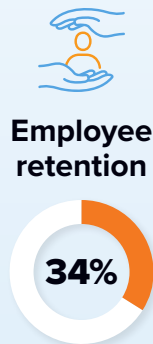




The Value of a Future-Ready Workplace Experience



What are the most important drivers for workplace transformation?



Source: IDC's Future of Work Surveys, U.S. (December 2019) and Europe (March 2020)

The workplace needs to be rewired for a new reality

The economic recession of 2020 has been a wake-up call for many companies across the world. It has exacerbated the challenges when seeking to remain competitive in a rapidly changing market.

As of August 2020, according to IDC's *Future of Work Surveys* (conducted December 2019 in the U.S. and March 2020 in Europe), only 44% of enterprises worldwide were reporting growth and reaching the recovery stage—the rest were still struggling to respond to the economic crisis.

A hybrid working model is not a cure to a pandemic. It's the Next Normal.

Workplace transformation is desperately needed. Many challenges to drive business value are caused by a poor workplace experience. *IDC's Future of Work Surveys* found that outdated technologies (40%), inefficient and manual processes (35%), the inability to efficiently access data (30%), and complex processes when seeking to complete work (28%) are impacting employees' performance and engagement. Top talent that feels frustrated, and not empowered, does not wait long to look elsewhere. A poor workplace experience ultimately impacts a company's bottom line and its ability to be resilient and adapt to changing market conditions or unforeseen events.

The concept of the workplace needs to be revisited to ensure it is empowering and engaging for employees and aligns to business growth and strategy. A holistic approach is required, whereby technology, people, and the business are intertwined to create a workplace experience that delivers sustainable value.

The way forward: Enabling a better workplace experience

An effective workplace experience begins with employees. *IDC's Future of Work Survey, Europe, March 2020*, shows that an engaged workforce has a positive impact on a company's bottom line. Employee engagement is more vital than ever in the light of a growing remote workforce. Indeed, a hybrid working environment is here to stay. The proportion of firms with employees primarily working from home will increase from 15% pre-pandemic to 21% post-pandemic, according to *IDC's Worldwide COVID-19 Impact on IT Spending Survey, August 2020*. Many other firms will allow their employees to work from home one or two days a week.

Companies worldwide are aware of the urgency to address the new demands of the workplace. *IDC's Worldwide COVID-19 Impact on IT Spending Survey, August 2020*, found that 32% of enterprises are investing in technology to support new operational requirements while another 28% are investing for business innovation. Besides new policies and enabling technologies, the importance of new business processes cannot be underestimated, in the opinion of half the firms surveyed. As organizations reimagine their business models, new workflows will scale up innovation and disruption for competitive advantage.

Future-ready organizations will use intelligent technologies to create, manage, and measure their workplace experience. Behavioral science combined with artificial intelligence, analytics, and automation will provide employees with the right insights at the right time, via the right channel and within the context of their individual roles. This model will not only improve individual performance through impactful and long-lasting behavioral change — it will deliver business impact, too.



Firms with a workforce primarily working from home will increase from 15% pre-pandemic to 21% post-pandemic.

Message from the Sponsor

More frequent, high-impact events mean that a step change in organizational resilience and responsiveness is now a must for survival and growth. Workplace experience (WX) combines technology, operations, culture, and employee experience in a comprehensive approach focused on cost efficiency, productivity, and growth.

It's impossible to predict or prevent "unknown unknowns." But, with a holistic workplace approach, it's possible to prepare for them and outperform competitors during the recovery.

[Find out more at avanade.com/WX](https://www.avanade.com/WX)

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