

Future of Work

Trends transforming the workplace
and a blueprint for action



Executive Summary



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The workplace is rapidly changing, driven by an evolving workforce and the changing nature of work. Today's workforce is quad-generational, composed of individuals with different values, motivations, and workstyles. Work is becoming more unstructured and agility is key. Employees increasingly demand flexibility in how, when, and

where they work. At the same time, customer expectations are growing, and technology is accelerating the pace of business. To keep pace with all these changes, you need to transform your workplace. The businesses that are not focusing on future of work risk falling behind and becoming irrelevant, especially in today's intensely competitive environment. This is true for companies of all sizes, everywhere in the world.

Future of Work is about transforming...



Workstyles, by creating a work environment for the quad-generational workforce with different workstyles to co-exist and be better engaged



Workspaces, by merging physical and virtual work environments to adapt to various workstyles, enabling innovation and speed



Workflows, by enabling seamless collaboration across experiences and business processes

“Future of Work is top of mind for today's organizations – 84% of surveyed respondents said they were actively investing in future of work initiatives.”

— Cisco IFT Workplace Maturity Survey 2020

Trends Transforming the Workplace



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What's behind these changes? Technology is playing a huge role in driving change, but there's much more than that. Let's explore some of the top trends that are shaping the future of work.





An Evolving Workforce

The foundation of any company is its people. In dynamic business environments, it's important to remember that a workforce is not set in stone, but a diverse mix of individuals that's constantly

evolving. Today's talent is a multi-generational mosaic of Baby Boomers, Gen-Xers, Millennials, and Gen Z individuals. All of them have different motivations, values and workstyles. It's up to businesses to keep those employees engaged, so they can be satisfied with their work and empowered to succeed. That means creating a work environment that's aligned to their workstyle, with plenty of flexibility and choices. For example, tech-savvy Gen Z employees are generally more comfortable connecting and collaborating online and remotely, compared to older professionals who value face time.

“Millennials will make up 75% of the workforce by 2025.”

- EY¹

	Influences	Values	Tools I Use
 <p>Baby Boomers (Born 1946-1964)</p>	Word-based entertainment	Earned respect through hard work	Telephone or email
 <p>Generation X (Born 1964-1980)</p>	Visual entertainment	Getting job done, taking care of oneself, having fallback plans	IM or PowerPoint
 <p>Millennials (Born 1980-1995)</p>	Action-based entertainment	Workplace flexibility, work-life balance	Slack or Teams
 <p>Generation Z (Born 1995-2009)</p>	Social media based entertainment	Trust enabled through peers and social networks	Just-in-time visual messaging

The Nature of Work is Changing

We're not only seeing new types of workers, but new ways of doing work. The days of employees working for decades for one company are long gone. The "gig economy" is on the rise, and we're seeing an explosion of contract employees, freelancers, and other short-term professional engagements. Business agility is the name of the game, and companies move fast and stay flexible by connecting talent to their jobs through a digital marketplace. They can quickly scale their workplace up or down as needed, to reduce costs

“91% of millennials expect to stay in a job for less than three years.”

- Future Workplace LLC²



and increase their supply of talent, whether it's onsite or remote. Freelance and contract workers win, too, because they can take advantage of schedule and location flexibility, coupled with autonomy and better work-life balance. To support these dynamic teams, you need to empower employees with integrated tools across workflows and optimize their experience with innovative workspaces.

“36% of U.S. workers are now involved in the gig economy, working as contractors or freelancers.”

- Gallup³

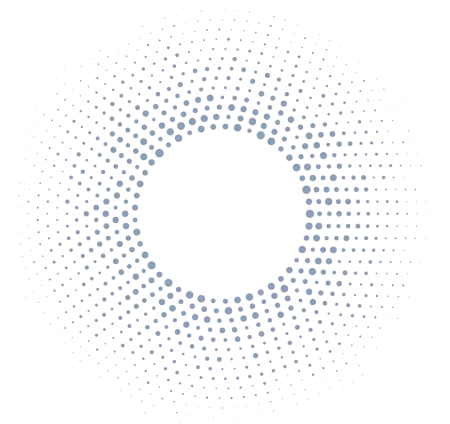
Flexibility is Top of Mind

More than ever, work is not a place you go, but a thing you do. Not so long ago, most employees worked from a physical office, with a specific place to sit and most of their resources in reach. Then a mobility revolution happened, unshackling people from their desks. People expect to stay productive anywhere, in the office, on the road, from home, or in a coworking environment. And as millennials

“Coworking spaces are growing at an annual growth rate of 16%”

- Small Business Labs⁴

grow in the workforce, they're bringing more spontaneous, informal approaches to collaboration with them. Huddle spaces are becoming increasingly popular. These informal, easy to use, and highly flexible spaces are perfect for agile, fast-paced employees. In today's talent-driven labor market, offering employees plenty of flexibility in where and how they work is key to attracting and maintaining the best people.





Technology Disruption

New technologies are having a big impact on processes and tasks at every level of the workplace. Innovations like artificial intelligence (AI) and virtual and augmented reality (AR) are increasingly automating manual, time-consuming jobs, and freeing up employees to work smarter and faster. AI and machines can assist humans, working together with them in the same space. And AR can overlay valuable information onto a user's real-world view, to take applications like vehicle and aerospace design to a new level.



“41% of organizations use cognitive and AI technologies within their workforce.”

- Deloitte⁵

“75% of consumers are more likely to purchase from a company who knows their name and purchase history, and recommends products based on their preferences.”

- Accenture⁶

Growing Customer Expectations

The digital economy has provided people with more choices than ever, and it's dramatically changing customer expectations. Today's consumers value hyper-personalization. They want products and services that are tailored specifically for them – and anticipate their needs. That's putting more pressure on companies to build

customer insights based on rich analytics, so they can proactively deliver an individualized experience. To stand out from the competition, your enterprise needs to be customer-centric every minute of every day, with uninterrupted workflows to serve people better. Every interaction with your consumers should feel seamless, frictionless, and effortless.



To Compete Tomorrow, You Need to Transform Today



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Companies across every industry know that they need to transform their workplace to achieve outcomes like:



Employee engagement
and productivity



Win the war
for talent



Customer and
agent experience



Optimize real estate
and drive sustainability

Despite all the powerful communication tools that have emerged in recent years, in many ways people are more disconnected from one another and their work than ever. People have different

workstyles and the workforce is often globally dispersed, employing disparate technologies and multiple applications. Today's average user has 34 different applications. To successfully transform

your workplace, you must build a strategy around engaging people who have different workstyles, who work in different workspaces, and who are part of the integrated workflow.

A Blueprint for Future of Work



A Blueprint for Future of Work

Future of Work is about transforming...

Workstyle

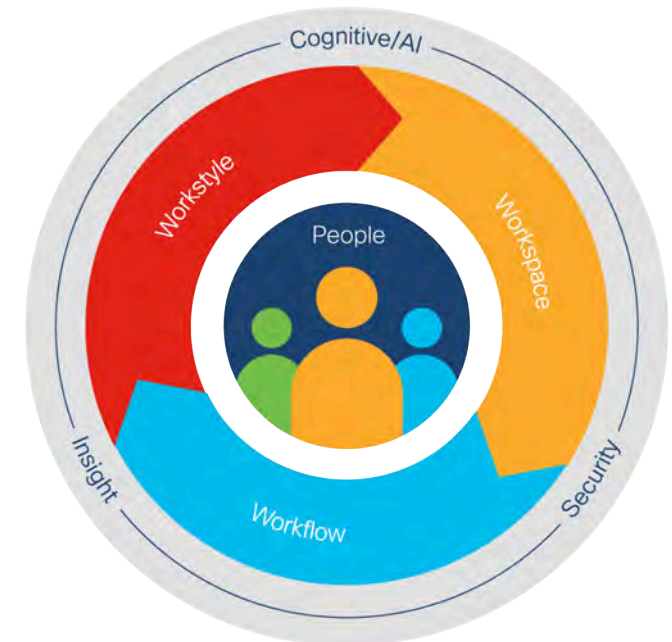
By creating a work environment for the quad-generational workforce with different workstyles to co-exist and be better engaged

Workspace

By enabling seamless collaboration across experiences and business processes

Workflow

By merging physical and virtual work environments to adapt to various workstyles, enabling innovation and speed



...using a **cognitive, secure,** and **insights-driven** collaboration platform that fosters human relationships, enhances customer interactions, and builds high performance teams across boundaries to make smarter, faster decisions.

Workstyle

The way we work is changing. We are moving away from the traditional way of working and becoming more mobile and agile. All different workstyles should be able to support this new way of working.

Desk Worker



I am an individual contributor and I work from my desk

Telecommuting Worker



I work from different locations like office, coffee shop, home

Remote Worker



I live in geographically distant location and work from home

Mobile Worker



I travel extensively for work

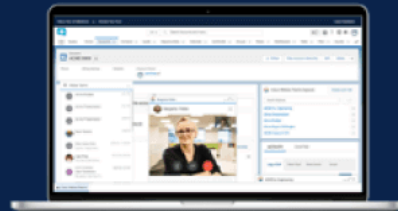
Deskless Worker



I don't sit at a desk for work

To enable these workstyles to work in a more agile way, you need:

Modern, unified and simple experience



Call, message and meet securely at one place without context switching driven by a single platform



Co-create and ideate, a new and agile way of working



Personalization:

- People insights
- Contextual insights in meetings
- Voice enabled assistants
- Meeting notes and transcription
- Noise suppression



Workspace

Employees are always on the move, hopping between physical and virtual environments many times a day. We can help you give them the

freedom to move effortlessly between both worlds. Employees want to collaborate in a conference room, a small huddle space, from their desk, or sitting in a coffee shop. They want to concentrate at their desks and learn at learning centers

equipped with the right technology. Nowadays, employees also want to socialize with other employees in different geographic locations using collaboration.

Executive Office
with Meeting Room



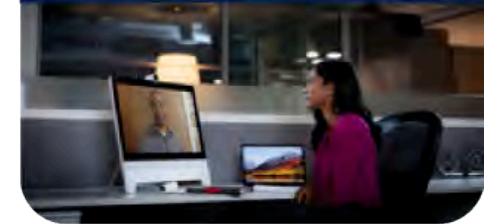
Huddle Room



Board Meeting Room

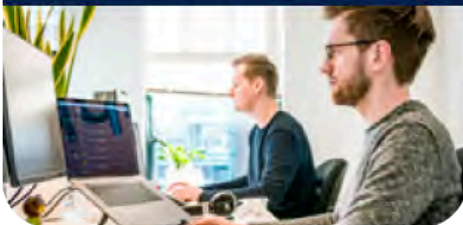


At Desk
with Video



Collaborate

Working
on Laptop



Concentrate

Training Center



Learn

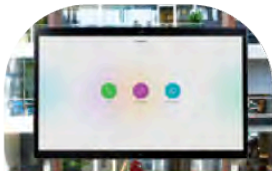
Game Room



Socialize

To enable all these different workspaces, you need:

Workspace Management and Analytics



Room utilization dashboards



Automatic room-release on no-show



Real-time room/desk availability pages



Navigation/Wayfinding

Intelligent and Integrated Workspace



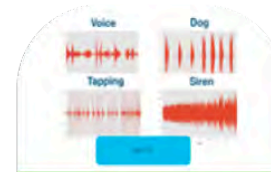
Smart room controls – change temperature, on/off lights



Facial detection and face recognition



Intelligent framing and speaker tracking



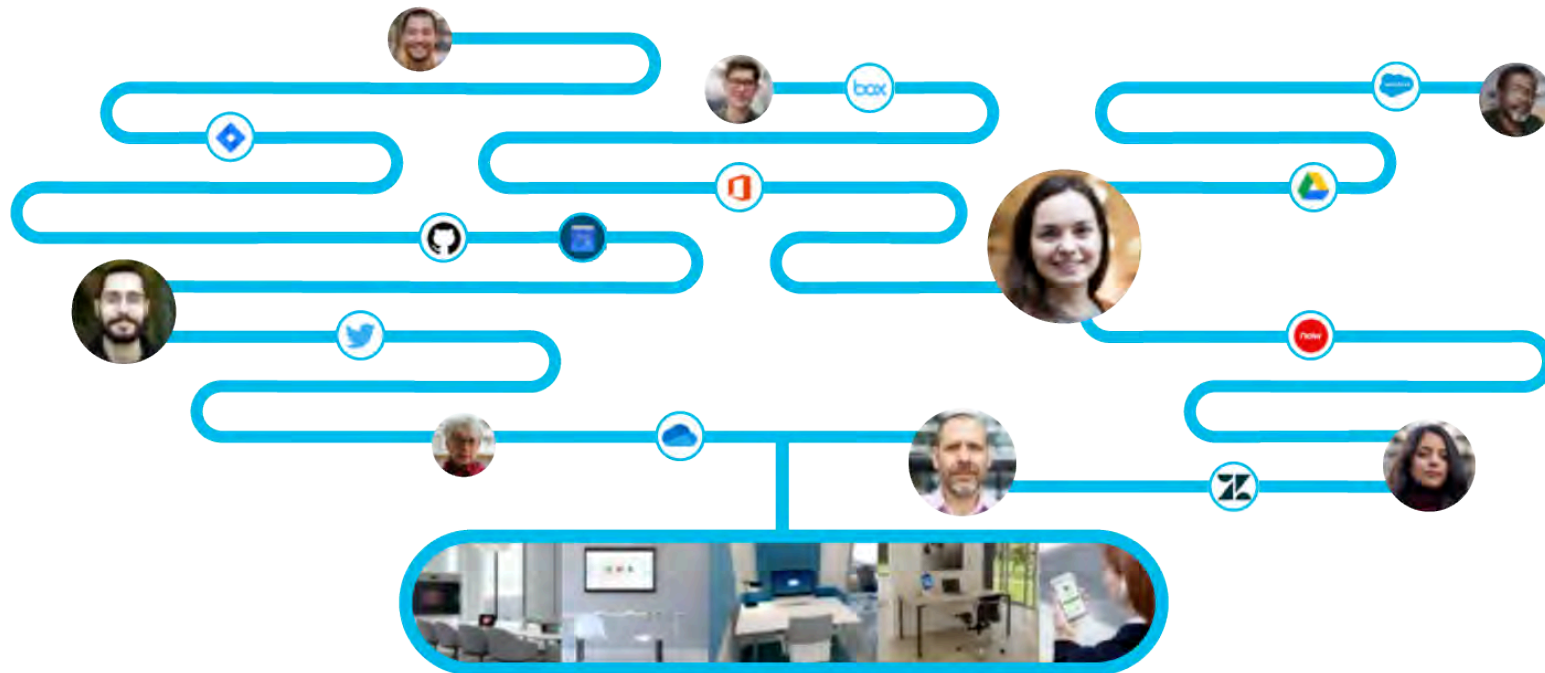
Noise detection and suppression



Proximity pairing

Workflows

Collaboration shouldn't be an add-on or an afterthought. It should be second nature, embedded deeply into your business processes.



Seamless collaboration across all experiences, workspaces and business processes

To enable workflows, you need to:



Call, message and meet
from a **single app** driven by
a **single unified platform**



Pervasive security
to enable collaboration
without compromise



Insights and analytics across
collaboration portfolio



Collaborative contact center
integrated across work streams
bringing front and back office together



Open ecosystem/platform
where collaboration solutions
are integrated with all tools

Putting Compelling Outcomes in Reach



Putting Compelling Outcomes in Reach

Successful initiatives around future of work using a cognitive, secure, and insightful collaboration platform helps your employees be more engaged and productive, helps you win the war for talent, provides a rich customer experience, and optimizes real estate and reduces costs.



A More Engaged, More Productive Workforce

Engaged employees are the ones that show up for more than just a paycheck. They work because they believe in your business and want to contribute all they can, to help it succeed and grow. Aligning your workspaces to every individual's work style and work activity helps

employees be more productive. It gives them the secure access to the people, information, and resources they need, however and wherever they are working. And it helps you create a more collaborative organization overall, where every individual is connected to the right business processes natively, across workstreams. When you empower people to do their best work, they'll be more engaged and satisfied.

“Highly engaged business units achieve 10% higher customer metrics and 20% higher sales.”

- Gallup⁷



Delivering a Superior Customer and Agent Experience

Delivering a personalized, delightful customer experience is key to staying competitive. In a marketplace with more choices than ever, people will choose – and stay with – the company that delivers proactive, personalized service. And when you transform the workplace, you also transform workstreams to support intelligent, more proactive customer journeys. Delivering the right product or service, to the right customer, at the right time, is the best way to improve NPS and CSAT scores.



“By 2020, customers are going to make their buying decisions based on customer experience – not product, not price.”

– Shippearly⁸

“By 2020, organizations that support a 'choose your own workstyle' culture will boost employee retention rates by more than 10%.”

- iOffice⁹

Win the War for Talent

To build a workforce that can succeed in the digital economy, you need to focus on attracting the best people – and keeping them productive and fully engaged once they come aboard. According to Deloitte, talent acquisition is considered important or very important by 81 percent of survey percent of survey participants. One of the best ways to bring in and retain talent is by meeting the expectations of today's increasingly mobile workforce. People want the flexibility to work anytime, anywhere, on the devices they choose. Transforming the workplace lets you deliver the experiences people crave, tailored to their workstyle.



“Companies with great employee experiences see 25% increased profits and twice the customer satisfaction and innovation.”

- Forbes¹⁰

“70% surveyed respondents say future of work initiatives help in optimizing real estate.”

- Cisco FFD Workplace Maturity Survey 2020

Optimize Real Estate and Drive Sustainability

It's not news that real estate is at a premium. Physical space is limited, so you have to make the most of it, using strategies like dynamic workspace allocation. A future of work initiative can position you to take advantage of all the rich data that your employees generate, so you can leverage it for new efficiencies and cost savings. Support workplace analytics by tracking meeting and conference room usage, to maximize availability of spaces. Utilize real estate more efficiently so you're not paying for space that's rarely occupied. And modernize your office environments to optimize lighting, power, and cooling expenses,

while giving employees improved access to huddle spaces and other collaborative environments. Efficiently using and closing spaces that is rarely used helps in reducing carbon footprint and making businesses more sustainable. Products created with ecofriendly plastic also helps to create a sustainable business which is very important for the environment.

Conclusion

You can't stop the pace of change in business, so you must transform your workplace to keep up with its new demands. An effective technology partner can work with you to help you transform your workplace with a cognitive/AI, secure, insights-driven collaboration platform. They can show you how to blend a rich variety of workstyles, workspaces, and workflows seamlessly together, so you can strengthen employee engagement and help them stay productive. It's time to meet the future of work head on, forging a path toward sustained success and growth.



Resources



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