

THE NEW WORLD OF WORK

WORKING FROM HOME CAN WORK AND MAY BECOME THE NEW NORMAL

FULL-TIME EMPLOYEES WORKING FROM HOME DUE TO COVID-19 CLOSURES JUMPED TO 61% FROM 33% THROUGHOUT THE SECOND HALF OF MARCH 2020, ACCORDING TO GALLUP.

40%

AMERICANS' WORKWEEK HAS INCREASED BY 40% - ROUGHLY THREE DAYS PER WEEK - THE LARGEST INCREASE IN THE WORLD.¹

52%

52% SAY THEY WILL ALLOW THEIR EMPLOYEES TO WORK REMOTELY MORE OFTEN AS A RESULT OF THIS EXPERIENCE.²

60-80%

THOSE WHO SPEND 60% TO 80% OF THEIR TIME WORKING REMOTELY ARE THE MOST LIKELY TO BE ENGAGED AND THE LESS TIME THEY SPEND IN THE OFFICE, THE MORE PROGRESS THEY SAY THEY MAKE.³

30%

CONSULTING COMPANY GLOBAL WORKPLACE ANALYTICS ESTIMATES THAT WHEN THE PANDEMIC IS OVER, 30 PERCENT OF THE ENTIRE WORKFORCE WILL WORK FROM HOME AT LEAST A COUPLE TIMES A WEEK. BEFORE THE PANDEMIC, THAT NUMBER WAS IN THE LOW SINGLE DIGITS.

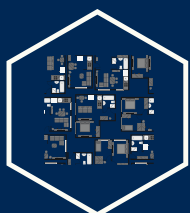
A TYPICAL EMPLOYER CAN SAVE ABOUT \$11,000/YEAR FOR EVERY PERSON WHO WORKS REMOTELY HALF OF THE TIME. EMPLOYEES CAN SAVE BETWEEN \$2,500 AND \$4,000 A YEAR (WORKING REMOTELY HALF THE TIME) AND EVEN MORE IF THEY ARE ABLE TO MOVE TO A LESS EXPENSIVE AREA AND WORK REMOTELY FULL TIME.⁴

MANAGING REMOTE OR HYBRID TEAMS DURING UNCERTAIN TIMES



KEEPING THOSE WORKING IN THE OFFICE SAFE

NEW HUMAN RESOURCE PROCESS AND PROTOCOL



SPACIAL CONFIGURATION



LIMITING EXTERNAL TRAVEL/INTERACTION



PROTECTIVE GEAR



INTERACTION INTERNALLY

1 [HTTPS://HBR.ORG/2020/05/THE-PANDEMIC-HAS-EXPOSED-THE-FALLACY-OF-THE-IDEAL-WORKER](https://hbr.org/2020/05/the-pandemic-has-exposed-the-fallacy-of-the-ideal-worker)
 2 [HTTPS://WWW.GALLUP.COM/WORKPLACE/309620/CORONAVIRUS-CHANGE-NEXT-NORMAL-WORKPLACE.ASPX](https://www.gallup.com/workplace/309620/coronavirus-change-next-normal-workplace.aspx)
 3 [HTTPS://WWW.GALLUP.COM/WORKPLACE/309521/FACTS-ENGAGEMENT-REMOTE-WORKERS.ASPX](https://www.gallup.com/workplace/309521/facts-engagement-remote-workers.aspx)
 4 [HTTPS://GLOBALWORKPLACEANALYTICS.COM/WORK-AT-HOME-AFTER-COVID-19-OUR-FORECAST](https://globalworkplaceanalytics.com/work-at-home-after-covid-19-our-forecast)

A THROUGH-CYCLE MINDSET

TAKE DECISIVE ACTION NOW. CHANGE IS HAPPENING QUICKLY. TAKING A WAIT AND SEE APPROACH WILL LEAD TO MISSED OPPORTUNITIES AND LOSS OF COMPETITIVE ADVANTAGE.



- PRIORITY - DECIDE WHAT NEEDS TO BE DONE BY WHO AND BY WHEN.
- DEVELOP A ROADMAP ALONG KEY STRATEGIC PATHS TO ENSURE SUSTAINABILITY AND RESILIENCE MOVING FORWARD.

THE CUSTOMER EXPERIENCE (CX)

HOW HAVE THE NEEDS AND BEHAVIORS OF CLIENTS CHANGED?

- A KEY STEP IN DEVELOPING THE NEW CX IS RE-ENVISIONING CUSTOMER ENGAGEMENT POINTS ALONG THE VALUE CHAIN TO ENSURE AN OPTIMAL EXPERIENCE.
- MEET CUSTOMERS WHERE THEY ARE, INCREASING DIGITAL OPTIONS; CONVERSATIONS, ADVICE, DEMONSTRATIONS AND EXCHANGE OF PAPERS ARE RAPIDLY MOVING TO A DIGITAL ENVIRONMENT.
- SAFE AND CONTACT-FREE INTERACTION IS A CHIEF OBJECTIVE.
- MAKING SURE THAT THE SAME LEVEL OF CUSTOMER SERVICE THAT HAPPENED IN PERSON TRANSITIONS TO DIGITAL CHANNELS IS CRUCIAL TO MAINTAINING CUSTOMER SATISFACTION.
- AS OF APRIL THE UNITED STATES HAS SEEN A 20 PERCENT INCREASE IN PREFERENCE FOR CONTACTLESS OPERATIONS.⁵ THIS HAS LIKELY RISEN IN THE MONTHS SINCE.



- 70% OF BUSINESS PROFESSIONALS EXPECT THE USE OF ONLINE COLLABORATION PLATFORMS TO INCREASE.⁶
- EVEN BEFORE COVID-19 HIT, 92 PERCENT OF COMPANIES THOUGHT THEIR BUSINESS MODELS WOULD NEED TO CHANGE GIVEN DIGITIZATION.⁷
- ON THE B2B SIDE, RECENT CUSTOMER-BEHAVIOR RESEARCH BY MCKINSEY SHOWS THAT DIGITAL INTERACTION WITH B2B CUSTOMERS IS NOW TWO TIMES MORE IMPORTANT THAN TRADITIONAL CHANNELS—MORE THAN A 30 PERCENT JUMP SINCE BEFORE THE COVID-19 CRISIS HIT.⁸

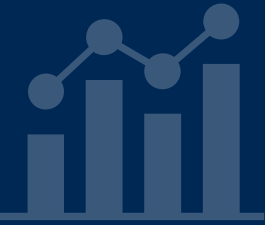
VOICE OF CUSTOMER -

- UNDERSTANDING WHAT CUSTOMERS NEED AND WANT IS VITAL TO NAVIGATING THE CURRENT ENVIRONMENT - DEVELOP DYNAMIC FEEDBACK LOOPS, KEEPING YOUR FINGER ON THE PULSE OF CLIENT PREFERENCES.



MARKET, INDUSTRY & COMPETITIVE ANALYSIS -

- MAINTAIN CONSISTENT AWARENESS OF WHAT IS PLAYING OUT IN THE ECONOMY, YOUR INDUSTRY AND AMONG YOUR COMPETITORS.



- ENGAGEMENT IS MORE IMPORTANT THAN EVER - A RECENT STUDY FOUND THAT DISENGAGED EMPLOYEES COST EMPLOYERS 34% OF THEIR SALARY.⁹
- CONSIDER REMOTE/IN-OFFICE HYBRID MODEL AS A MEANS OF INCREASING EFFICIENCY AND ENGAGEMENT.
- FOCUS ON UPSKILLING CURRENT EMPLOYEES FOR THE FUTURE AND HIRE FOR THE NEW ROLES NEEDED MOVING FORWARD.
- REEVALUATE METHODS OF TRAINING AND RECRUITING.



5. [HTTPS://WWW.MCKINSEY.COM/BUSINESS-FUNCTIONS/MARKETING-AND-SALES/OUR-INSIGHTS/ADAPTING-CUSTOMER-EXPERIENCE-IN-THE-TIME-OF-CORONAVIRUS](https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/adapting-customer-experience-in-the-time-of-coronavirus)
 6. [HTTPS://WWW2.DELOITTE.COM/CONTENT/DAM/DELOITTE/GLOBAL/DOCUMENTS/ABOUT-DELOITTE/GX-LEADING-VIRTUAL-TEAMS-GUIDE-MARCH-2020.PDF](https://www2.deloitte.com/content/dam/deloitte/global/documents/about-deloitte/gx-leading-virtual-teams-guide-march-2020.pdf)
 7. [HTTPS://WWW.MCKINSEY.COM/BUSINESS-FUNCTIONS/MCKINSEY-DIGITAL/OUR-INSIGHTS/THE-DIGITAL-LED-RECOVERY-FROM-COVID-19-FIVE-QUESTIONS-FOR-CEOS](https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/the-digital-led-recovery-from-covid-19-five-questions-for-ceos)
 8. MCKINSEY B2B DECISION MAKER PULSE SURVEY
 9. [HTTPS://HBR.ORG/2014/01/TO-RAISE-PRODUCTIVITY-LET-MORE-EMPLOYEES-WORK-FROM-HOME](https://hbr.org/2014/01/to-raise-productivity-let-more-employees-work-from-home)