

Anywhere work: The future of workplace transformation

How will you engage employees and stay competitive in the post-pandemic world? On a recent webinar, Verizon and guest Forrester explored how to help make your organization's workplace transformation a success.

In the wake of the COVID-19 pandemic, one thing seems clear: Remote work is here to stay and can be a success as many businesses report productivity gains and positive employee and customer experiences. As a result, more than half of employees surveyed tell Forrester they hope to continue working from home more often! To remain attractive in the hiring market, organizations need to consider what the workplace of the future really looks like.

Organizations have begun fostering a collaborative culture and strengthening communication among employees, no matter where they are. Forrester believes many organizations will adopt a new flexible "office + anywhere hybrid" model that still includes offices, but also allows employees to work anywhere they choose at least a few days every week. The benefits of this model could be significant for employee retention, recruiting and business resiliency.

In a remote-work setting, employees are doing the same jobs at home that they would in an office, using similar technology and management practices. In a distributed model, employees

and managers understand that work can be done from various locations. Forrester believes organizations can successfully deliver positive customer outcomes by engaging employees on their preferences for work environments using the office + anywhere hybrid model. This "future-fit" organization is best positioned to be adaptive, resilient and creative.

Organizations must create workplaces that serve employees wherever they are while still enabling them to participate fully. The new flexible workplace is the convergence of physical space and technology solutions that enables a more efficient, agile and engaged workforce, wherever workers are located. Flexible workplaces offer a degree of adaptability for both organizations and employees that the old models—either in-office or remote-only—didn't support.

Companies that will evolve their workplace structures:²

30%
office

60%
office + anywhere

10%
mostly anywhere

Take a proactive approach to digital collaboration.

Organizations should take a proactive and thoughtful approach to anywhere work as they consider their workforces and investments in technology, culture and the business. Advanced technologies that facilitate unified communications and collaboration (UC&C) offer a way for companies to build reliable and resilient hybrid office- and remote-work environments.

Key readiness traits to develop in a shift to anywhere work:

- **Fundamentals**—Organizational characteristics that impact anywhere work
- **Goals**—Measurable goals that can be tracked for value
- **Tech**—Tools that enable anywhere work
- **Culture**—Accrued practices and beliefs adopted by the workforce

Integrated services can support conversation, collaboration and productivity across devices, platforms and applications that will help lead to business success. Technologies like 5G, artificial intelligence (AI) and augmented reality (AR) will have a significant impact on the future of work and anywhere-work strategies, as well.

Consider what's driving the growth of UC&C:

- Anywhere work is creating a long-lasting shift in company culture, and organizations have a key opportunity to foster engagement and remain competitive for top talent
- Employees and customers alike increasingly seek improved ways to collaborate
- Younger generations that have grown up with digital collaboration will expect more cloud-based UC&C tools to be available at their fingertips
- Rich data analytics and sophisticated AI-driven systems are increasingly critical navigational tools for companies to track workplace and meeting-room occupancy, user behavior, and technology usage
- The demand for video conferencing and collaboration technology has grown significantly since the start of the pandemic and is expected to increase even more as time goes on

Verizon supports your workplace transformation.

Verizon offers a broad portfolio of business communication solutions, delivered over the strongest and most reliable network, so employees can securely and effectively engage, no matter where they are.

From calling and collaboration to connectivity, Verizon is ready to support your workplace transformation. Learn more about our offerings, including OneTalk, BlueJeans by Verizon, Voice over IP (VoIP)/IP trunking, specific calling and gateway solutions for Microsoft Teams,[®] audio conferencing, unified communications and collaboration as a service (UCCaaS), and more.

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