

O<sub>2</sub>  
business

Get more from your  
people wherever  
they work



# New preferences have emerged among your people. And that has big consequences for productivity.

You've always known your people have different work styles. Whether it's the Desk Dwellers or the Jetsetters, the Social Butterflies or the Sole Creators, every business has a mix.

But a year of home working has made those differences more significant than ever. In fact, research covering over 2000 UK desk-based employees shows seven new groups have taken shape among your people:

## The Office Cravers

**Career Starters:** New to the workplace – they value face-to-face time.

**Command and Control:** Senior employees – they prefer office tech and connectivity.

## The Home Dwellers

**Hobbyists:** Prefer their own space, with more time for interests outside work.

**Homebodies:** Prefer remote work to get more quality time with family.

## The Mixers

**Nomads:**  
Want to work in more locations – not just the office or home.

**Socialisers:**  
Want a mix of locations to move between different social circles.

**Planners:**  
Want to manage their own time, to balance in-person work with family.

Each of these groups have very different working preferences and very different needs. What do they have in common?

Almost all (96%) say they'd be at least as productive if they could work in their preferred way. And 48% say they'll get more done if you support their working style.

**But how can you make that possible – while spending wisely and keeping a strong company culture?**

This guide poses the five crucial questions your business will need to answer, and shares insights from our research to help you plan for the future.



# Contents

## Question one

# Which remote working investments are worth it?

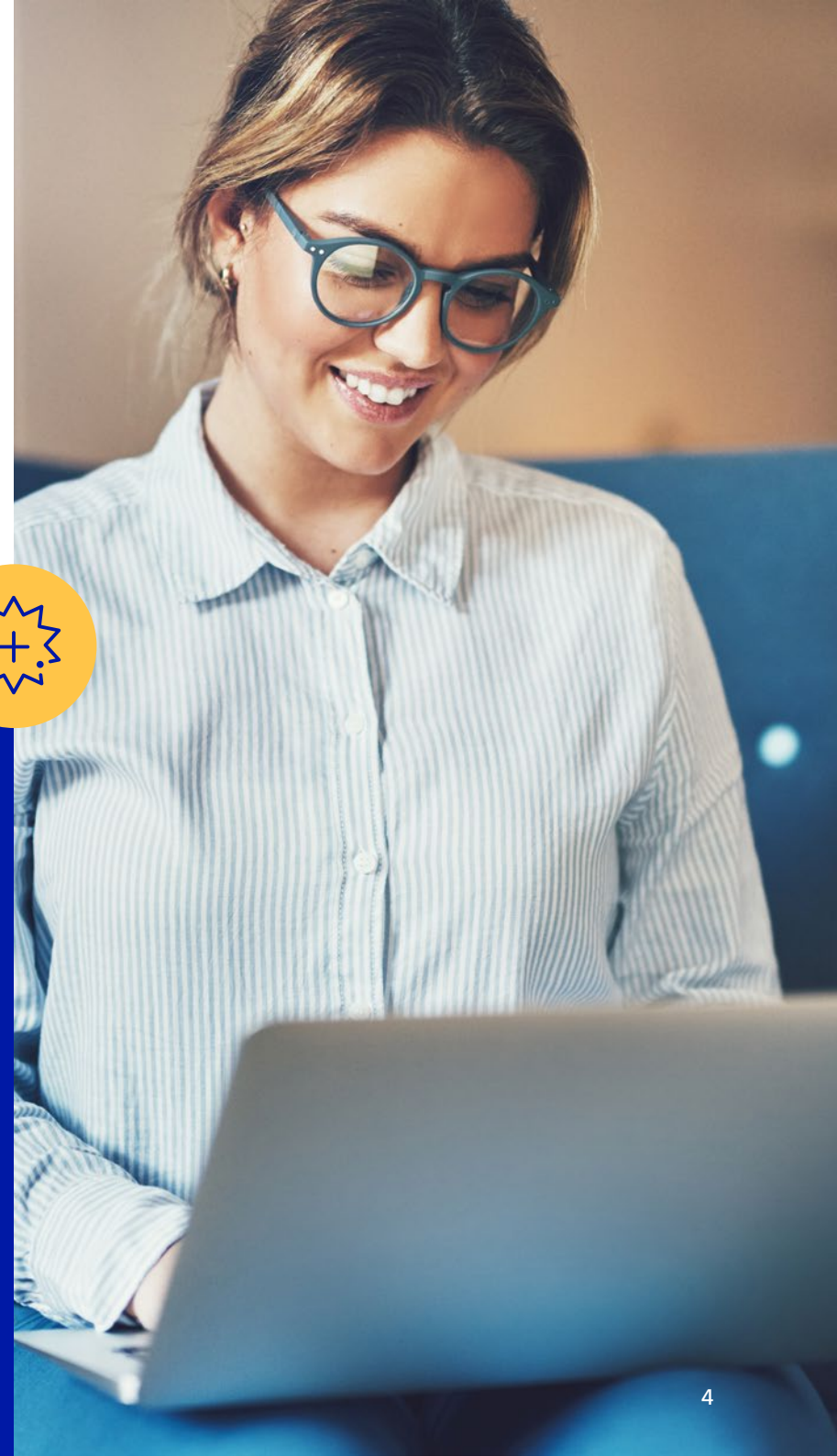
You'll want to spend as efficiently as possible – while improving employee satisfaction and productivity. Here's what the research shows:

- **75% of employees** want to work remotely for at least some of the time after the pandemic. Yet **30%** have an unreliable internet connection at home. And **55%** don't have a desk to work at.
- Plus, **68% of workers** now believe your company should cover the cost of a work mobile. 64% think you should cover tech peripherals like keyboards and monitors. And **28%** think that you should be responsible for paying for a reliable internet connection.

## What it all means for your business

You may want to offer extra support and tech to employee groups who want to work partly or entirely remotely, so you spend where it matters most.

For these groups, take a look at which investments will make the biggest impact on productivity. Connectivity should be your priority – including home broadband, mobile devices and data. Then, have a think about covering extras, like home chairs and desks. These might have a smaller impact on productivity but could help boost employee satisfaction.





## Question two

# Who has what they need, and who could get more done?

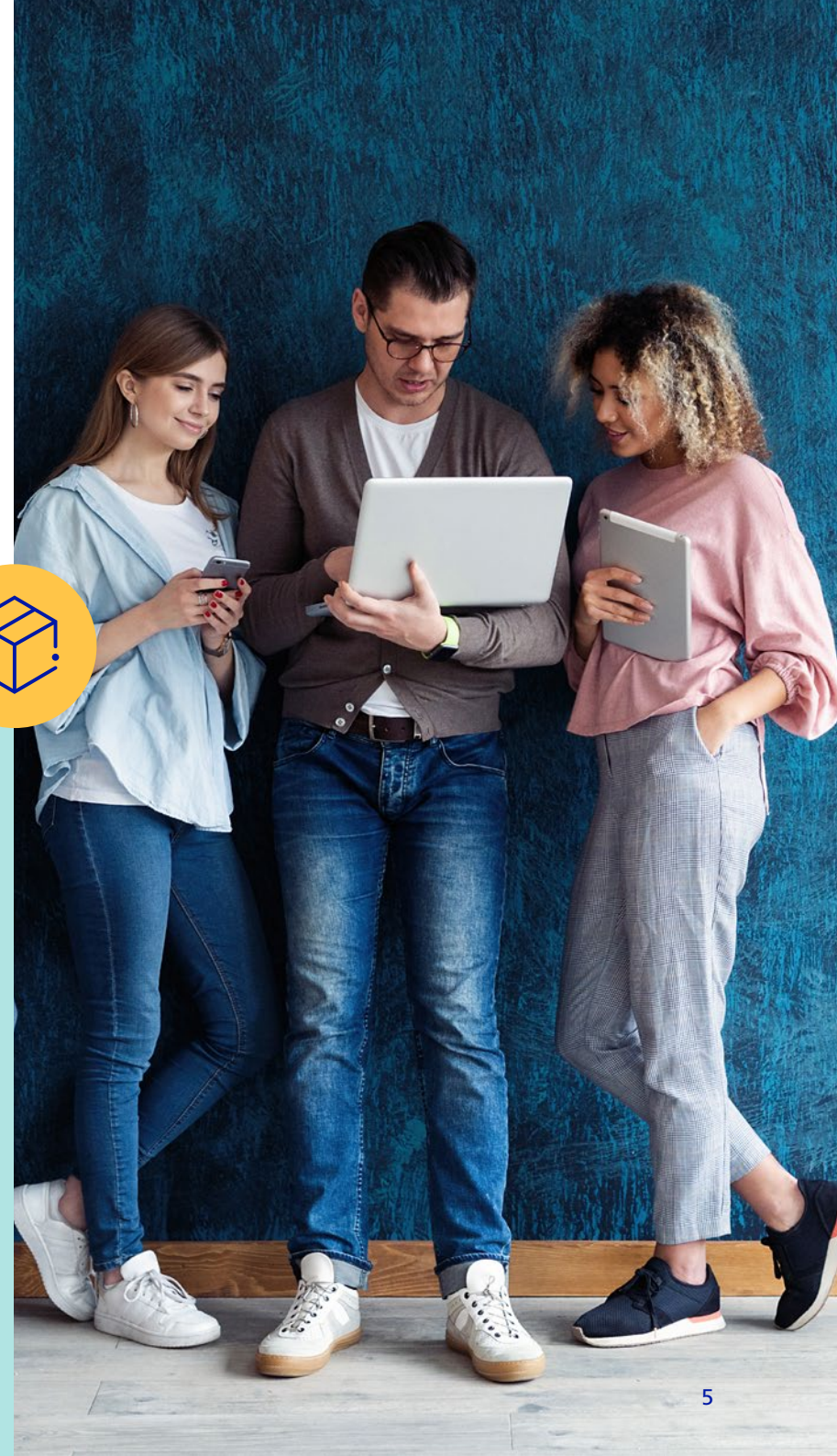
You can target your investments better if you know exactly what's holding back productivity and making motivation tricky. Our research shows:

- **Only half of Career Starters** say they've got all the tech they need to work productively at home. Plus, **two-thirds** of Command and Control and **nearly half** of Nomads say their employer needs to provide better technology for them to work remotely.
- **On the other hand, one in three** Socialisers say being able to socialise is a top three productivity driver for them. Yet **over a third** of Hobbyists think they get less done when they socialise with colleagues. Workers are split on location too – **half want casual work socials** to stay remote, **half want them to return** to in-person.

## What it all means for your business

You'll need to better equip some groups. Now, even those who choose to work full-time in the office could struggle with the same tech challenges they've faced at home, since they'll have to collaborate with remote employees. Which means Career Starters will need the right tech too.

You'll also need to build as much flexibility as possible into your culture and policies. And you'll want to consider running conferences – and maybe even social events – with the option to join remotely.



### Question three

# How could greater employee choice impact productivity?



Your employees say they'd get more done if they worked in their preferred location – but that's just the start. Here's how other forms of flexibility help:

- **Two thirds** of Planners, and **over two thirds** of Nomads, say that using their own choice of technology would make them more productive. Since **67%** of Nomads are aged 25-44 and **86%** of Planners are aged 25-54, choice seems to matter most in mid-level roles.
- Plus, **85% of all employees want some flexibility** over the hours they work. And **27%** want to manage their time completely flexibly.

## Extra insight

Many Nomads have found that work devices are less effective than personal ones away from the office. So, by offering more tech choices, you'll cut down on security risks – since you're less likely to have devices you don't control connecting to your network.

## What it all means for your business

Offer more choice over which devices your people use. You can do this cost-effectively, on flexible terms, through O<sub>2</sub> Finance.

Consider ways to support flexible working hours, too. Offer technical support outside of traditional office hours if you can, so your people can stay up and running around the clock.



## Question four

# How can you support home workers in the long term?

When you give employees the freedom to work their way, you'll want to create productivity benefits that last for the long term. Here's what to consider:

- **Over three quarters** of both Homebodies and Hobbyists say they have access to the tech and systems they need to work effectively from home. And only **13%** of Homebodies felt a lack of dedicated workspace at home impacted their productivity.
- But because these groups prefer to work from home, they're probably **less likely to admit to productivity problems**.

## What it all means for your business

You'll need to review tech provision regularly, especially for groups working remotely full time.

If you make real estate savings thanks to fewer office workers, consider re-investing a small amount of those funds in home connectivity and tech peripherals. After all, you'll want to keep them motivated and productive.



## Question five

# What will it take to adapt office spaces for new preferences?

You know fewer people will use the office day-to-day – but how else will office productivity needs change? Here's what the research tells us:

- Of the **10%** of employees who want to be in the office every day, most come from either end of the career ladder – either Command and Control and Career Starters.
- Many mid-level employees want to make use of remote work – for example, **48%** of Hobbyists are mid- or junior-management.

### What it all means for your business

You'll need to rework office space for the '*middle-management gap*'. Make sure your offices give senior employees the tools to manage teams with lots of virtual members.

That means reworking large meeting spaces for new purposes, and making sure videoconferencing facilities are up to the job. Plus, you'll need to avoid a culture of '*presenteeism*'. Even if senior employees want to work from the office, make sure all staff feel free to choose the best way of working for them.

You'll also need to make it easy for managers to work remotely and support Career Starters in the office – with small meeting spaces set up for virtual training sessions. Since all these sessions will rely on high-speed internet connectivity, make sure you review your office broadband.





# Solve your productivity challenges with the flexible network

Ready to get the most from your Office Cravers, your Mixers and your Home Dwellers? Start with solutions that give them the flexibility to work their way. With O<sub>2</sub> you can:



## Control the cost of your productivity investments

Connect your people with mobile data and broadband. All with a range of contract lengths, flexible tariffs and Data Rollover.



## Give your people the power to choose their tools

From sim only devices to mobiles, tablets and laptops – our full range of devices gives you all the choice you need.



## Create a virtual workplace with productivity apps

Get your people sharing and managing from anywhere with our mobile Bolt Ons, which you can add or remove flexibly.



## Cover the gaps to keep your people connected

Cut down on downtime with award-winning mobile coverage<sup>1</sup>, reliability<sup>2</sup> and performance<sup>3</sup>.



## Get productivity tips and updates any time

With us, you'll have a dedicated Account Manager who'll help you adapt – whatever your people need next to work at their best.

<sup>1</sup> Best Network for Coverage: uSwitch 2018, 2019 and 2020 Awards. <https://www.uswitch.com/telecoms-awards>

<sup>2</sup> Global Wireless Solutions, 24.04.18, <https://news.gwsolutions.com/2018/04/26/gws-tests-show-o2-is-most-reliable-uk-mobile-network/>

<sup>3</sup> Best Network Performance at the MNA: [https://www.mobilenewsawards.co.uk/2020\\_Winners\\_](https://www.mobilenewsawards.co.uk/2020_Winners_)

## Let's talk productivity

Find out more about how to boost productivity with flexible solutions from O<sub>2</sub>

Get in touch with us now on **0800 588 4210** or visit **[www.o2.co.uk/business](http://www.o2.co.uk/business)**