

Productivity, the digital workplace & the collaboration conundrum.

Dr Nicola J. Millard
Head of Customer Insight & Futures
BT
nicola.millard@bt.com
@DocNicola

The Digital Workplace is changing:



Digital Work

Dilbert

Droids

Dolly

Diversity

Dr No

Distance

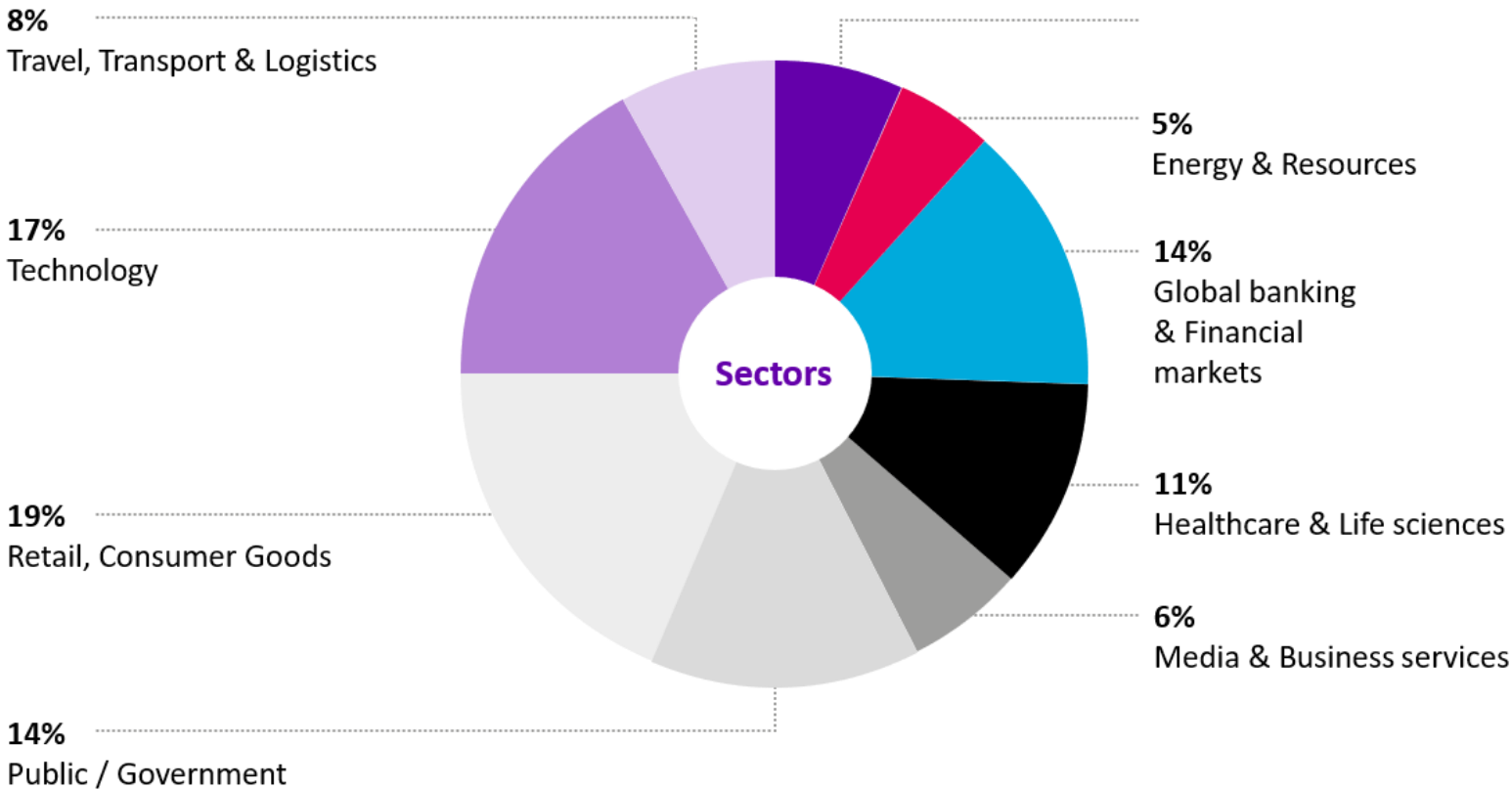
Productivity

Collaboration

Wellbeing

How we did the research:

1,100 Business executives (execs) and 600 IT Decision Makers (ITDM) across 11 global markets.



Gender - global

Female	41%
Male	59%

Age

Under 35	41%
Over 35	59%

Digital is all about productivity – but what exactly is “productivity”?

81%

Improving employee productivity is our top

91%

Productivity is the main benefit of improving digital experiences (ITDMs)

81%

If I was CEO improving productivity would be my No 1 priority

50%

You can tell how hard people work from their IM status (ITDMs)

9 in 10

9 in 10 business executives say mobile and collaboration technologies have improved the productivity of their workplace.

Productivity is the main benefit of improving digital experiences (ITDMs)

India
98%

South
Africa
97%

Australia
96%

Ireland
94%

Spain
93%

France
92%

Hong
Kong
92%

USA
92%

UK
89%

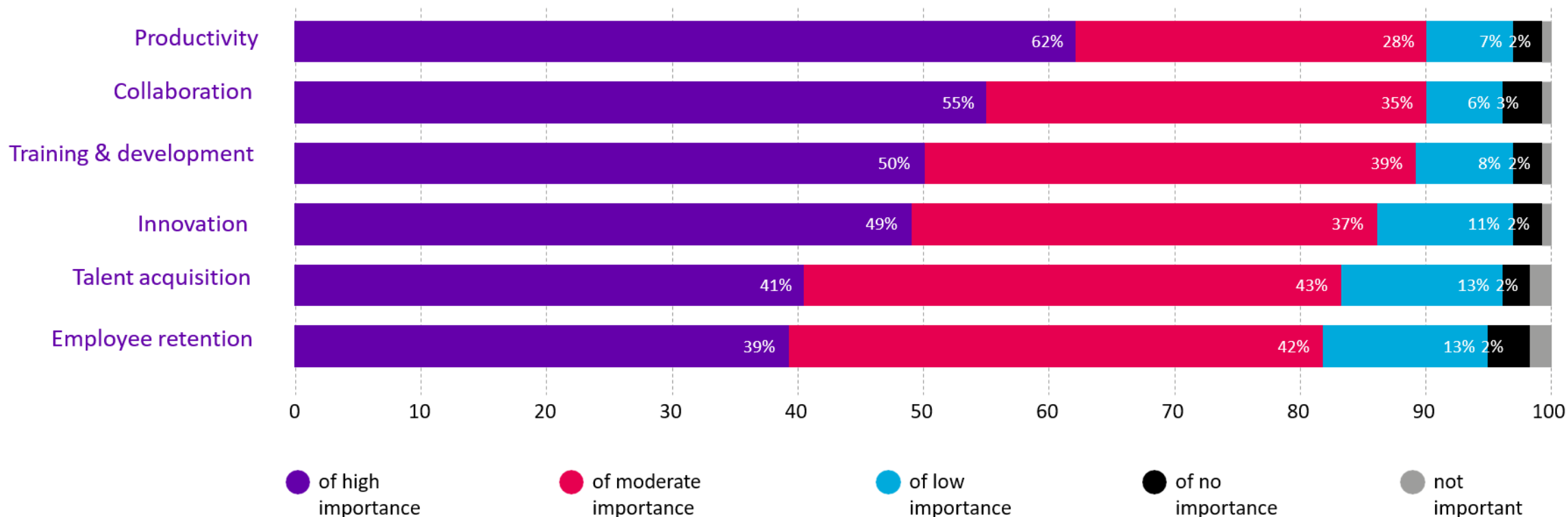
Singapore
89%

Germany
84%

Digital experiences are about productivity and collaboration.

How important is your employees' digital experience to each of the following? (IT Decision Makers)

Source: BT Global Services/ Davies Hickman Partners, 2018



Collaboration: the results are mixed.



5 Common Reasons Collaboration Tools Fail

<https://www.cmswire.com/digital-workplace/5-common-reasons-collaboration-tools-fail/>

1. Lack of a Central Collaboration Tool Strategy
2. No Feedback From Employees
3. Undefined or Weakly Defined KPIs
4. Lack of User Training
5. Forced Collaboration on Employees

1 in 2

Colleagues have collaboration tools, but don't know how to use them properly (Execs)

67%

Say leaders of organisations actively try to increase use of collaboration technology



Poor Digital Skills Hinder Digital Workplace Progress

<https://www.cmswire.com/digital-workplace/poor-digital-skills-hinder-digital-workplace-progress/>

"Research findings from the MIT Center for Digital Business and Capgemini that 77% of organizations consider missing digital skills as a key hurdle to their digital transformation. "...growing up with digital technologies does not automatically lead to proficiency in how to use them within a work context."

91%

Say CIOs should make sure people know how to use the collaboration tools available to them effectively



<http://www.capacitymedia.com/Article/3797159/News/Cisco-and-Microsoft-battle-it-out-for-top-as-the-enterprise-collaboration-market-nears-10bn>

"Collaboration continues to be a somewhat fragmented market that is characterized by a long list of disruptive and high-growth companies and we are now having to track **160 different vendors and service providers** in order to really understand the market."



App-ification...mobile first.

44%

I would be more efficient if I could update databases, documents and work processes while travelling or in the field rather than having to do it at the office (Execs)

65%

We need to build mobile applications so employees can use internal business systems and processes wherever they are (ITDMs)

50%

In the future working away from the office will become more important to my colleagues (Execs)

If you were (are) the CIO of your organisation, what would be your priorities:

87%

Building Apps to make it easier for colleagues to work securely away from work

86%

Ensuring all new IT systems and developments can be accessed on mobile devices

The No 3 priority for ITDMs investing in collaboration and mobile technology is...

Mobile apps

66%

Need to make remote and mobile workers collaborate better (53% ITDMs 2015)

62%

ITDMs

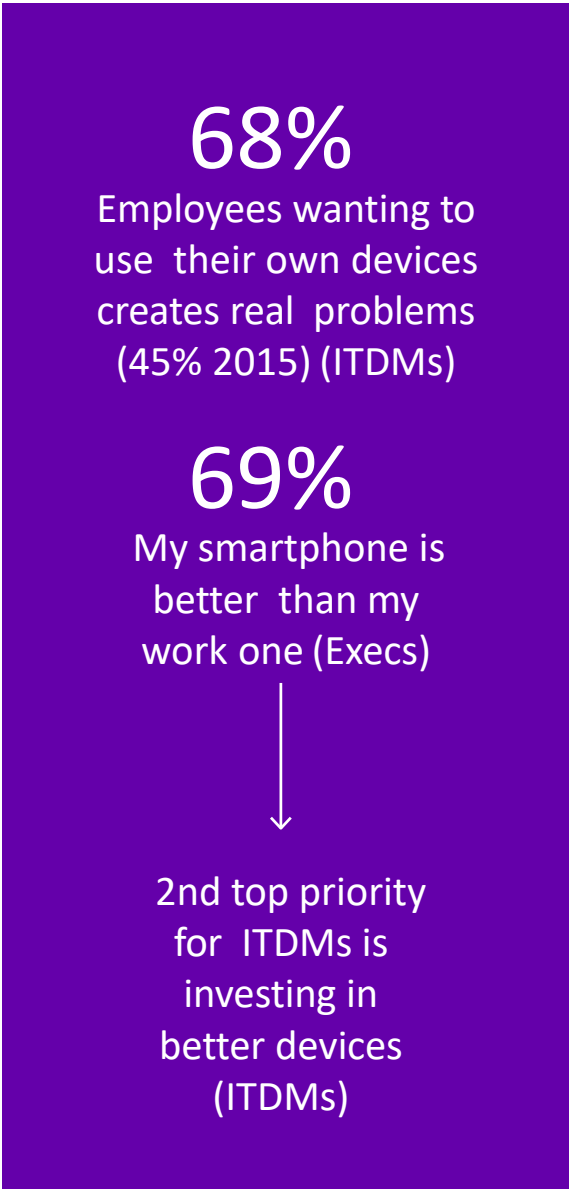
51%

Execs

Can use an App with access to your organisation's databases, files and documents

The tools for a digital workforce.

IM is rated as the 2nd most productive collaboration technology



Use in working hours for work purposes regularly (ITDMs)

		2015	2017
WhatsApp	↑	43%	60%
SMS	↑	42%	49%
Twitter	↑	25%	40%



The death of Dr No: making it secure

86%

Security of our organisation's data has become a more important priority in the last 2 years (ITDMs)

76%

I worry that employees use public social media to communicate confidential or sensitive information about work (ITDMs)

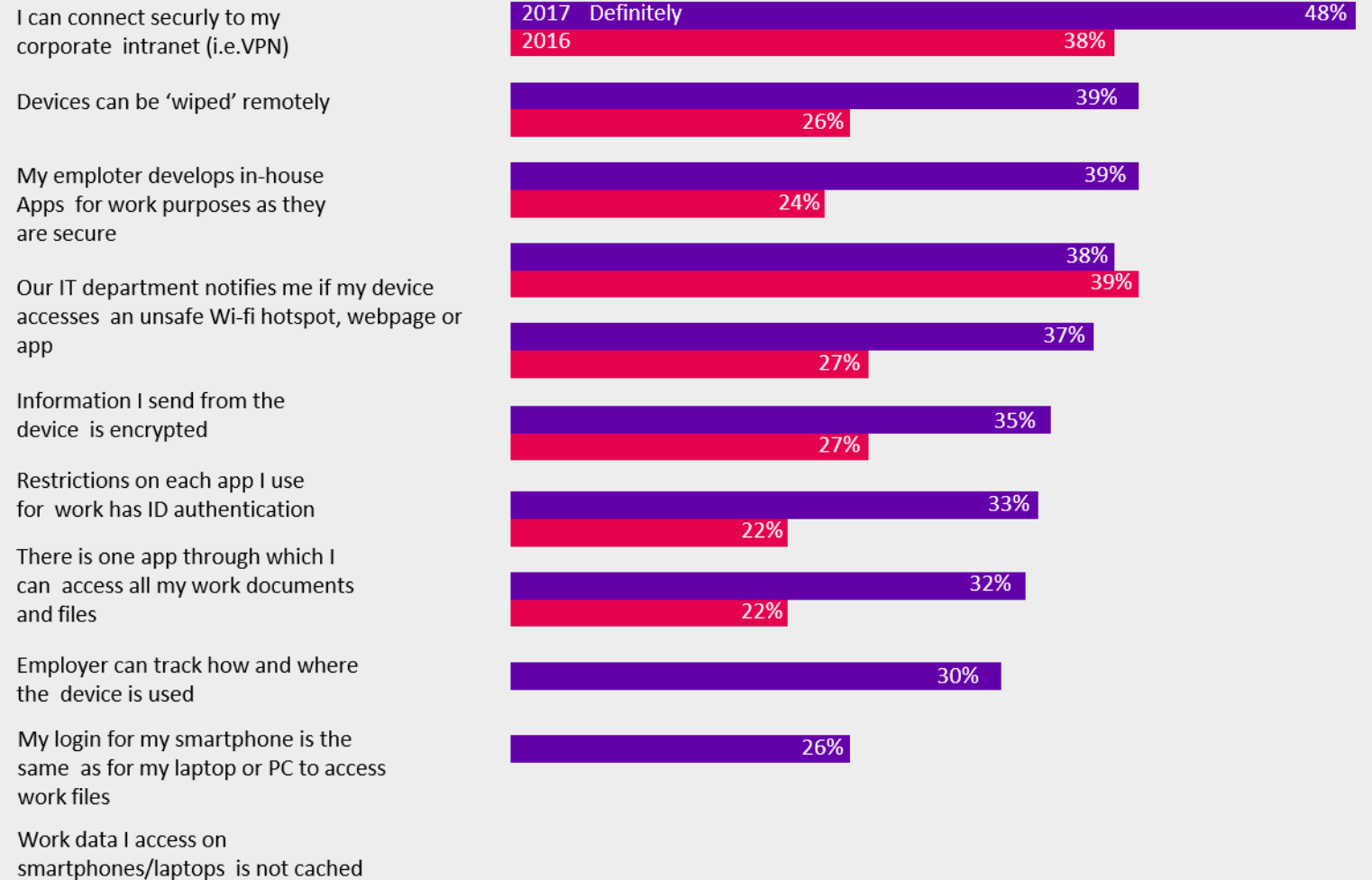
54%

Security concerns are the biggest barrier to providing a better digital experience (ITDMs)

27%

Have ever lost or had stolen a mobile device (Laptop, Blackberry, smartphone or tablet) you used for work

What security are you aware is in place for your work mobile devices? (Execs)



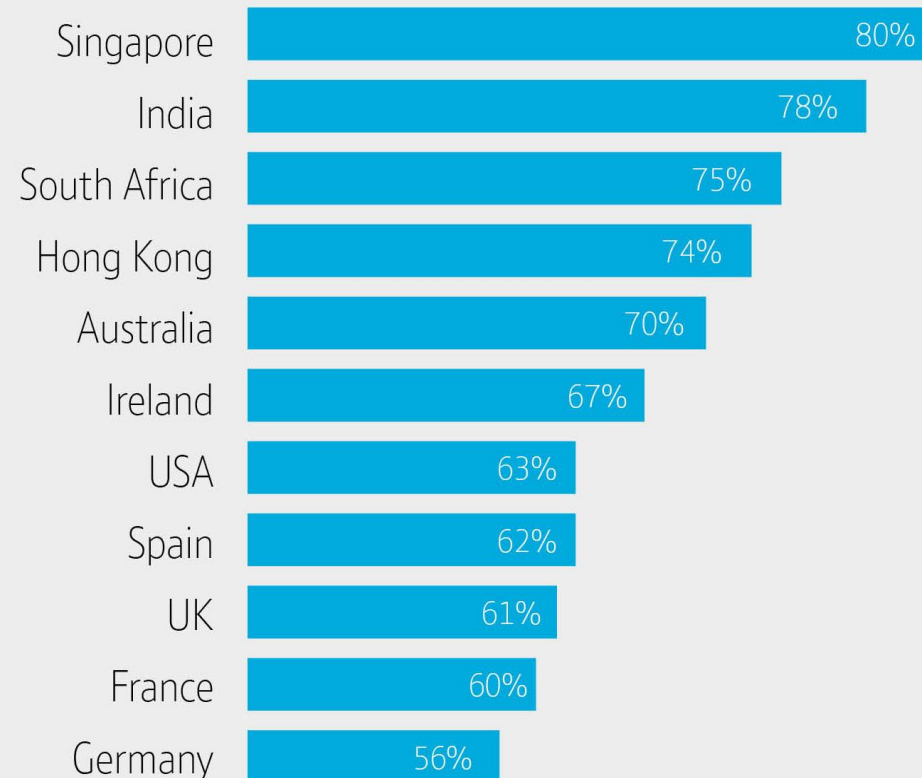
The changing nature of the office.

If you were the CEO of your organisation, what would you say are the most important priorities for enabling you and your colleagues to work effectively at the office? (Execs) Very important:

63% Better Wi-fi

- 51%** Better mobile phone signal
- 39%** Interactive smart collaboration screens
- 38%** Bigger and more desktops screens
- 38%** Better transport links
- 35%** Recreation area / imagination zone
- 33%** Car parking
- 32%** Video rooms
- 32%** Innovative lighting and furniture
- 29%** Large TV screens on the walls with organisational targets and KPIs
- 28%** More meeting rooms

We are encouraged to work in the office



62%

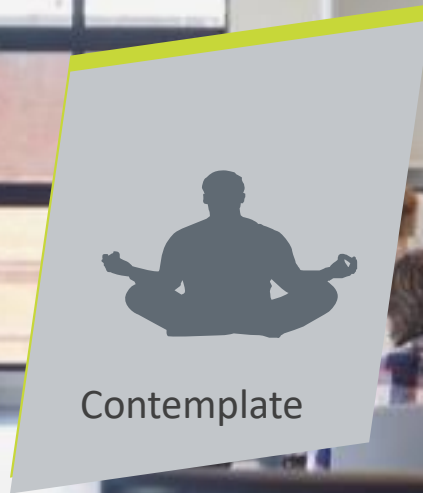
ITDMs

I would rather my IT department invested in the best technology for use when I'm on the move/at home than for my desk in the office

54%

Execs

The death of Dilbert: balancing “we” & “me”.



Socialising in the Office, working in the Cloud.

Co-working hub /“Coffice” worker



Home worker



Activity based working

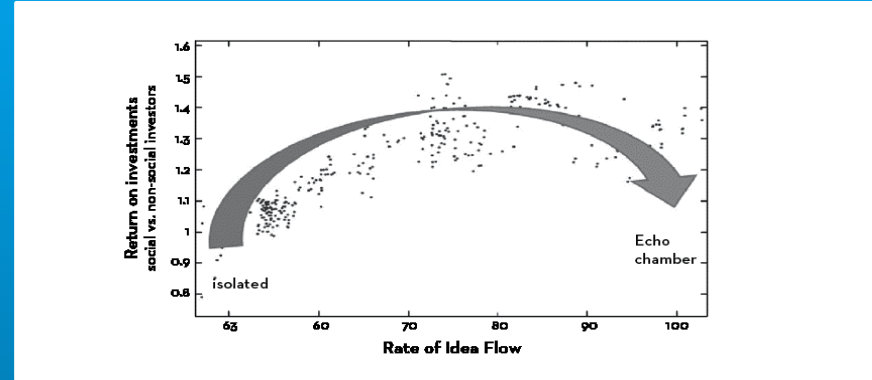


Virtualised working

Understanding collaboration: social physics.



Digital connections



Collaboration: Trader performance vs. idea flow



Physical spaces: friends meet at a few meaningful places, strangers pass randomly

Thanks to Sandy Pentland, MIT

Distance, trust and our inner “Neanderthal”.

In your experience, what are examples of technologies or working practices that have been put in place in your organisation, or any other organisation which you know of, that have most improved the collaboration, communication and productivity of employees in the workplace?



VR & AR as recruitment, training and collaboration tools



Use of 360 degree VR as a recruitment & training tool



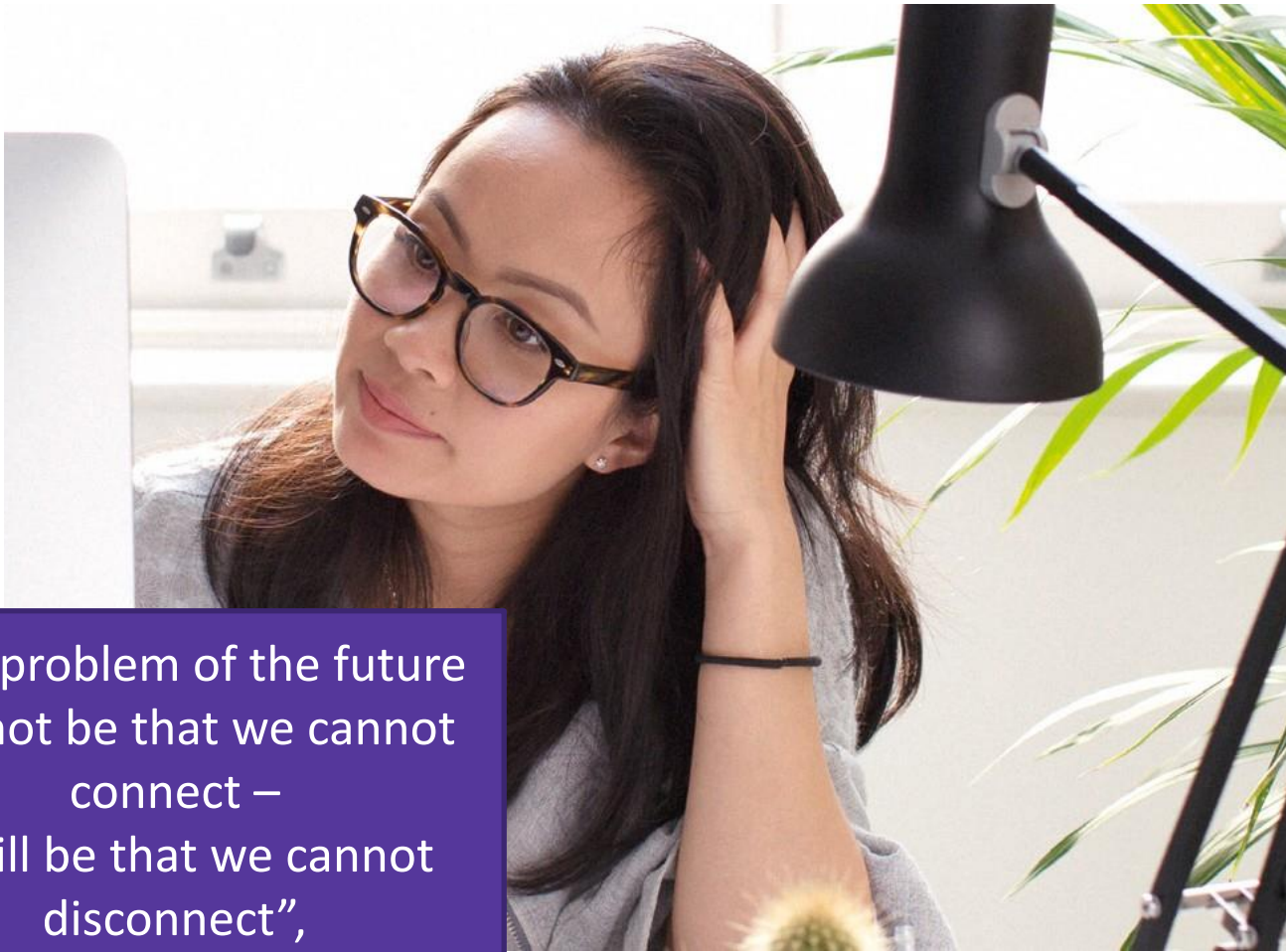
VR Conferencing



Use of AR as an engineer training and collaboration tool

The Death of Dolly: Productivity, collaboration and wellbeing.

- **Techno-overload** (“too much”): information overload and multi-tasking.
- **Techno-uncertainty** (“too fast”): work and technology changes are too fast to keep up with.
- **Techno-complexity** (“too difficult”): people are finding their technology too complex and intimidating to use.
- **Techno-invasion** (“always-on”): Pressure to be constantly available.
- **Techno-insecurity** (“paranoia”): people feel insecure in their job.



“The problem of the future will not be that we cannot connect – it will be that we cannot disconnect”,
Kevin Kelly, Wired.

Thank You

Dr Nicola J. Millard
Head of Customer Insight & Futures
BT
nicola.millard@bt.com
@DocNicola