



Business

Giving your people the tools  
to stay productive, wherever  
they spend their working day

A closer look at the challenges  
and rewards of fully supporting  
a flexible workplace

**SAMSUNG**

A Virgin Media O2 Business and Samsung research paper



# Empowering, not constraining, your people

**Almost 60% of employees now work completely from home or split their time between there and the office.**

With your teams likely to be spread across different locations on any given workday, you need to support them with seamless flexible working so that everyone can remain productive.

Having the tech to do that seems easy in theory.

But it's much more than just giving someone a laptop and a mobile phone to work from almost anywhere.

To make flexible working manageable, you need to know that your technology improves productivity, keeps sensitive information secure, looks after employee wellbeing and – possibly most important – keeps costs down.

Being able to demonstrate a good return on investment (ROI) makes it easier to ask for budget to spend on future flexible working plans. The good news is that there's solid proof this way of working is beneficial for your business.



On average:

**35%**

of businesses who use hybrid working tech see a strong ROI

**13%**

increase in productivity for early adopters

**7%**

reduction in overall costs for early adopters



## Untapped tech

Making sure that you know you're getting the most out of your current infrastructure keeps your teams productive and your customers happy.

Your people can get more done when the tech they use works first time round. Customers can be kept up to date with product and services. And time-consuming admin tasks can be finished much faster.

But what do businesses think when it comes to their tech investments? What are their biggest challenges and how does their tech help them?

In our [Tech Untapped report](#), we spoke to over 1,200 decision-makers in public- and private-sector organisations to find out.

And while we found that investment in tech and connectivity is key for continued growth, there is real pressure to demonstrate an immediate return on investment for tech and connectivity.

A closer look at the biggest trends

36%

agree that 'ensuring employee time is productive and efficient' is the most important operational priority for their organisation

50%

believe that most of their team are currently using their communication and collaboration tools to their full capabilities

72%

admit that legacy tech impacts their ability to operate efficiently

65%

say they're expected to deliver results faster than they were six months ago

## Redefining your legacy tech

It could be argued that there tends to be a “if it ain’t broke, don’t fix it” mentality when it comes to some company IT infrastructures. But as our research found, legacy tech is holding back a lot of organisations, especially when it comes to the ability to work more effectively.

In fact, almost three quarters of businesses believe that it’s affecting their workloads. And our findings suggest that the more people there are in a business, the bigger the impact.

But with increasing costs affecting how much is left to spend on upgrades, the first place some companies look to scale back on are their big IT investments. Our research showed that AI, Augmented Reality and even new laptops and mobile phones are all areas likely to be paused due to these cost concerns.

### The spread of workload impact from outdated legacy tech



**21%**

**Organisations with 500+ employees**

vs



**13%**

**Organisations with 50-99 employees**

Decision-makers are instead looking at ‘safer’ investments to help with long-term cost savings, to protect and improve efficiencies. The most popular we found were document management tools, data analytics and connectivity applications.

These will help unlock opportunities later on when organisations can look to invest in other forms of transformational technology. Especially when 65% say that they’re expected to demonstrate a return on investment quickly.

Read the full report here for a deeper analysis on how businesses are looking at tech to invest in.





## Future of work

**A lot of us struggle to picture what the world of work will look like in the future.**

And as tech develops, and opportunities crop up, over half of UK workers under 50 aren't entirely sure what job they'll be doing in 20 years' time. Or even if those jobs will still be around.

Despite this, many employees remain optimistic about how emerging tech will affect the future of their work. Almost half agree that it will play a key role in the future of work and a third are excited by the possibilities.

There's a lot coming our way. So will you be ready?



## Turning a tool into a colleague

When we published our [Future of Work study](#) towards the end of 2023, we asked Tracey Follows for her top predictions. Specifically, how she thinks emerging tech will change current roles for the better and create new sectors.

Tracey predicts that most of us will start using AI as training coaches within the next 10 years. By simply saying what we want to achieve from a training module, we will be able to build complete bespoke learning sessions.

Aligning them to the company values and purposes will make sure that anything we read follows company policy.

And we can even tailor them to themes and insights we find interesting to help keep us focussed.

Seeing as 58% of the workforce will need to develop new skills to keep up with changing tech, these AI training coaches could help a great deal. Especially as they will be able to build more personalised and engaging learning experiences to keep people interested.

If it's something you wanted to start developing for your people, having a flexible IT infrastructure would put you in the ideal position. Being able to add new tech and new software systems will help you keep up with new innovations as they become available.

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**AI will continuously monitor and assess performance against life-work purpose and suggest any blind spots or areas that need attention.**

**(This will) help improve any weaknesses in skills-sets and build on inherent talents and traits to fulfil their purpose in a way that is personalised to them.”**

Tracey Follows, futurist



## Making flexible working better with AI

AI can help make the workplace more flexible too.

The technology has come on leaps and bounds over the past couple of years and is now finding its place not just within the office walls, but outside too.

Mobile devices, for example, are starting to incorporate more and more advanced AI features to help boost productivity for hybrid workers.

For example, the Samsung Galaxy S24 uses an AI-powered voice assistant, enabling workers like plumbers and labourers to manage tasks hands-free. Similarly, sales teams can also benefit from virtual assistants by using them to transcribe notes during client meetings.

A flexible infrastructure will help you quickly roll out new innovations like these, as and when they happen. Staying up to date with tech will keep your people happy and boost their productivity across developing tech.

“

Integrating AI into learning pathways will allow employees to input their goals, mission and purpose and use the AI to keep them on their path to purpose.

This system would not merely be a reflection of their organisations' purpose and goals but their own individual heartfelt passion to achieve a particular purpose in their life through work.”

Tracey Follows, futurist



# Samsung Galaxy S24 Series: Opening up a world of productivity

The Samsung Galaxy S24 Series gives your teams the freedom to work the way they want to.

Whether they're in the office, at home, or out on the road, this versatile, reliable device will keep everything running smoothly so your people get on with doing their best work.

#### Keep everyone on the same page

Jot down notes and ideas on the go and the powerful AI will format, summarise, and categorise them automatically. Your team can collaborate on the same live notes from anywhere at anytime while always maintaining version control.

#### Make meetings more meaningful

Never miss a detail of a meeting again. With automatic minute creation, summaries, and downloadable transcripts, everyone can stay in the loop. Share and collaborate in real-time, ensuring each team member can contribute from wherever they log in.

#### Translate at the speed of conversation

Hybrid work can take your teams anywhere, and if they're working abroad, we've got them covered. The Samsung Galaxy S24 automatically translates speech into one of 13 languages\*, ensuring language barriers never hold back productivity.

#### Help your people work smarter

Give your teams the tools they need, when they need them. The Samsung Galaxy S24 allows users to drag and drop files across phones, tablets, and laptops, without the need for manual transfers or time-consuming file management procedures.





# The great office return?

**Hybrid working has been a success for many businesses across the UK.**

Allowing employees to balance home and work life more easily has not only been good for their wellbeing but also good for company productivity. And when switching to a four-day working week, 78% of employees have said they were happier and businesses found there was a 64% increase in productivity.

But in 2023 there was the start of a shift towards ensuring that more employees returned to the office. 9 in 10 companies now have some sort of in-office policy to encourage them back. While some have gone even further, with 4 in 10 making five-day office weeks mandatory.

So what does this mean for employees themselves? Are they happy to go into the office as long as there's flexibility to work around families, health and other appointments? Or do they see it as an inconvenience that doesn't fit in with the changes they've made to their home lives over the last few years?

In our latest [Movers Index report](#), we found some really interesting responses to going back to the office.







## What is our Mover Index report?

The Movers Index report is our quarterly look at how people travel around the UK.

It uses anonymised data from O<sub>2</sub> Motion and polling from 2,000 businesses and consumers.

Specifically, it examines how people are commuting to work, their spending habits when they travel and what transport they take.

You can read the full report here for a deeper analysis on how people's attitudes and opinions have changed when travelling around the UK.

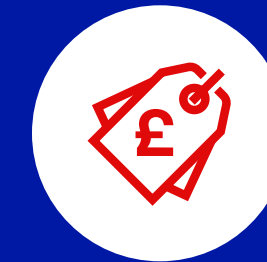
## Other key findings from our Movers Index report



### Commuting

The cost of the average daily commute – including lunch and transportation – was **£29**.

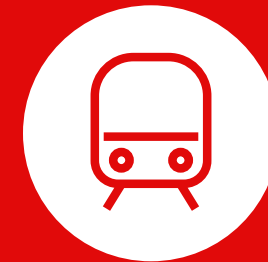
For five days a week in the office, this grows to **£628** a month.



### Retail

**70%** of people want to support small or local businesses in 2024.

And spend on average **19%** more to do so.



### Transport

**55%** of people are influenced by the environmental impact of their travel decisions.

And **27%** increased their use of public transport.



## Hybrid working has been a success for many years now.

And even with the push to get back to the office, many workers are still using the extra flexibility to improve how they do things – both at home and in the office. In fact, it's estimated that 90% of employees in the US feel as productive or more working remotely when compared to the office.<sup>1</sup>

It's estimated that over half of UK workers are now fully remote or hybrid workers. To make sure that can continue, businesses need to ensure they look after four key areas.

41% of ICT budgets are spent maintaining these key areas. And almost half of organisations say that they'll probably increase how much they spend.

In fact, it's often found that those who get in quick and invest in increasing their support see the biggest gains.

13% better productivity, 7% lower costs and 5% fewer employees leaving. You can read more about how the way UK workplaces have changed in our report below. And how your own business is doing in comparison.

<sup>1</sup> <https://owllabs.com/state-of-hybrid-work/2023>

## How the UK's workplace has changed



### Productivity

Deadlines still need to be met and services still provided, no matter where people spend their working day.



### Staff wellbeing

Employees need to switch off and relax when not working, especially with increasingly blurred lines between homes and workspaces.



### Security

Sensitive data needs to be guarded closely to ensure that cybercriminals don't gain entry through weak spots in a remote network.



### Reduced costs

With extra equipment and services needed for suitable remote connectivity, costs still need to be monitored.





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