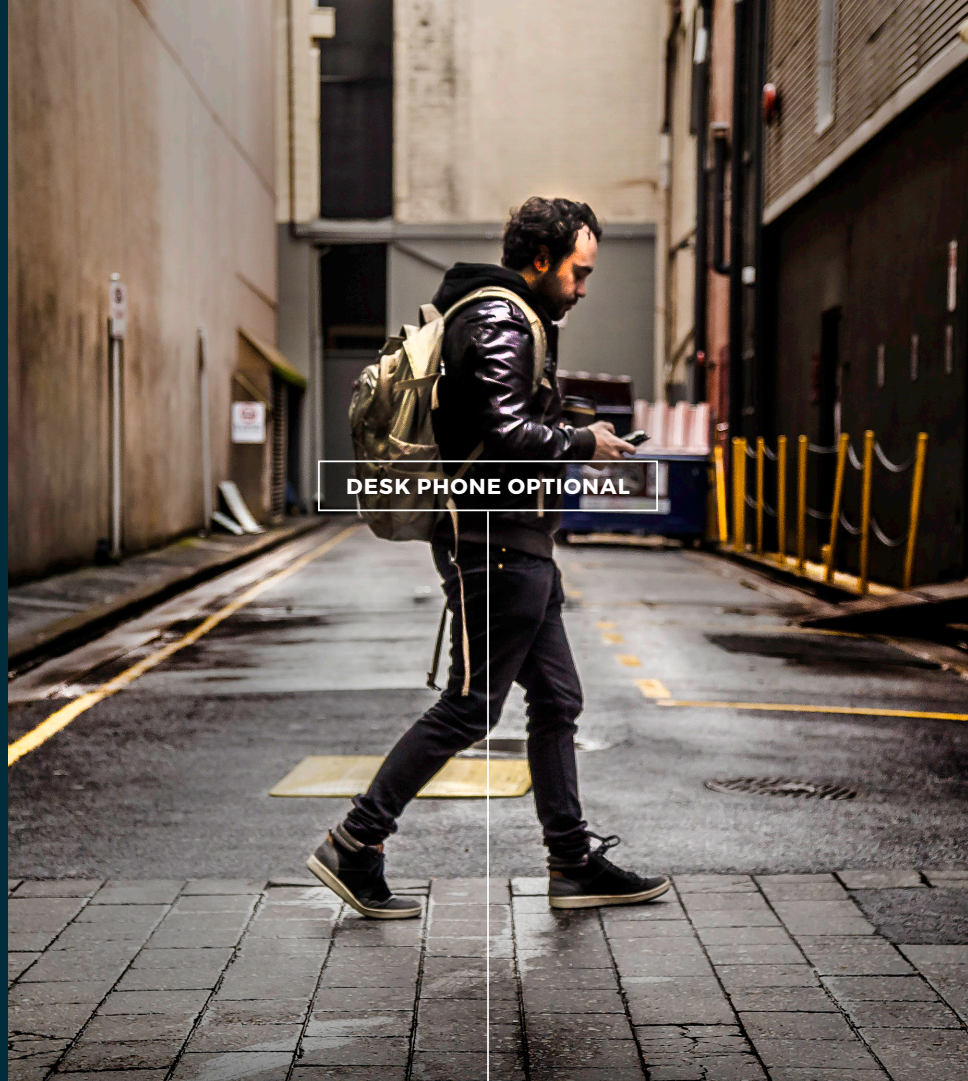


A NEW REPORT FROM DIALPAD, ALTIMETER, & LAB42 RESEARCH:

The Era of the Anywhere Worker

How IT leaders can better support anywhere sales, anywhere service, and anywhere marketing



DESK PHONE OPTIONAL

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00: Executive Summary

The **era of the anywhere worker** is a long time coming.

A confluence of factors—from the proliferation of smartphones to a revolution in productivity software—has made today’s workers more flexible than ever. We’re witnessing a profound transformation: in the United States, working remotely grew by almost 80% between 2005 and 2012, according to Global Workplace Analytics.¹

Wave after wave of technology has fueled these changes. Disrupting CRM, Salesforce enabled the first wave of anywhere sellers, anywhere marketers, and anywhere service professionals to solve customer needs anytime, anywhere. The second wave of change was driven by cloud-first productivity suites, such as Google Apps for Work and Microsoft Office365, enabling employees to collaborate and get more done on the fly. Today, the new wave of change is happening with pure-cloud communications, which enables employees to leverage HD voice and video, messaging, and online meetings from any device.

To learn more about the “anywhere worker” and the future of work, Dialpad, Lab 42 Research, and Altimeter conducted a survey of over 500 professionals across a diverse set of roles, company sizes, and industries. What we found was a seismic shift in flexible working. For example, nearly 9 in 10 respondents said they would prefer to work outside of the office at least one full day per week. And more than 3 in 4 respondents said they prefer a smartphone over a desk phone for business calls—more evidence of the desk phone’s demise.

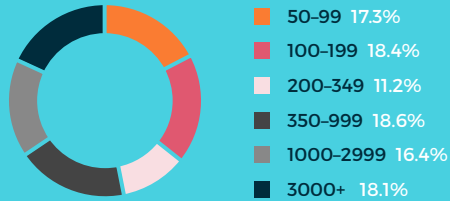
As people continue to cut ties with older ways of working, they are rapidly joining the ranks of the anywhere worker. With this report we aim to help CIOs and IT leaders better understand and support today’s Anywhere Worker.

01: Research Methodology

In September 2016, Dialpad, Altimeter (a Prophet company) and Lab 42 Research asked 543 working professionals to share **their thoughts about remote work and the idea of working from anywhere**. We surveyed people in the United States with roles across sales, customer service, marketing, and professional services. We also made sure to hear the voices and opinions of people across various industries, geographies, generations, and experience levels.

01: Research Methodology

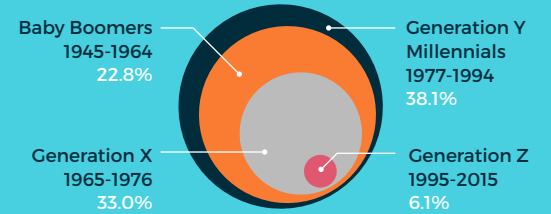
COMPANY SIZE BY # EMPLOYEES



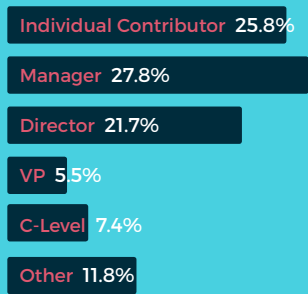
DEPARTMENT



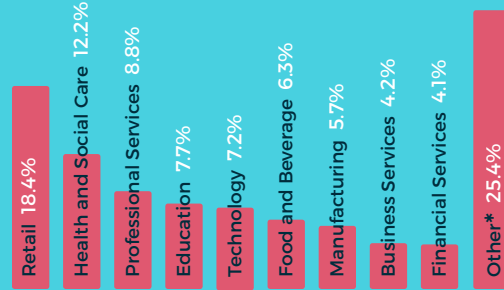
GENERATION



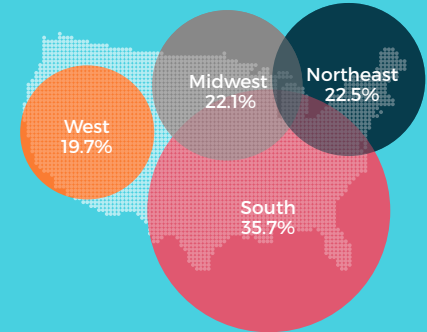
LEVEL OF RESPONSIBILITY



INDUSTRY



US REGION



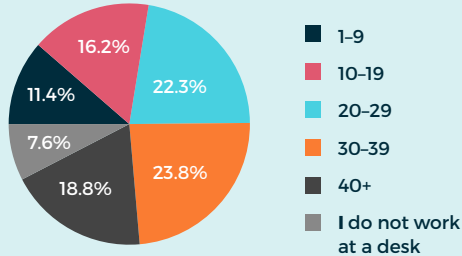
02: The World Is Your Office

In the office, on the road, at home, and beyond—
People now work everywhere.

Workers are no longer tied to their desks.

Reaffirming our previous survey data¹, the vast majority (81.2%) of survey respondents confirmed that **they work at their desk less than 40 hours a week—or not at all.**

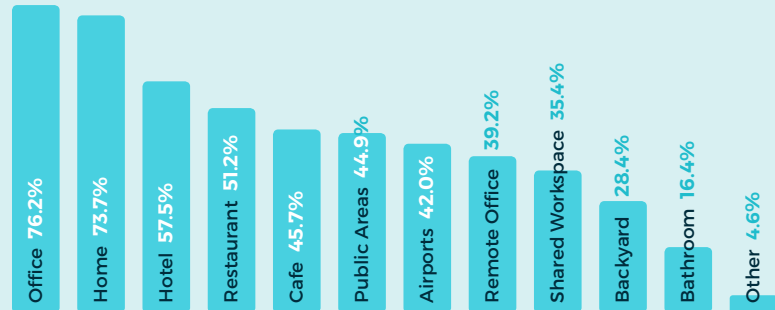
HOW MANY HOURS PER WEEK DO YOU WORK AT YOUR DESK?



¹ From the "2016 Report on Business Communications in the Era of the Anywhere Worker"

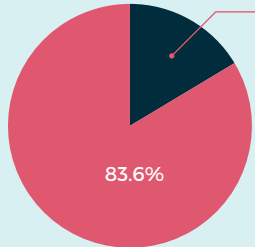
In the 21st century, there's little reason to remain tied to your desk since **technology lets you work from anywhere**, including your home, cafes, airports, and (as 16.4% of respondents admitted) the bathroom. Today, work truly happens everywhere—even in places you would prefer not to think about:

WHAT ARE ALL THE PLACES IN WHICH YOU HAVE DONE WORK?



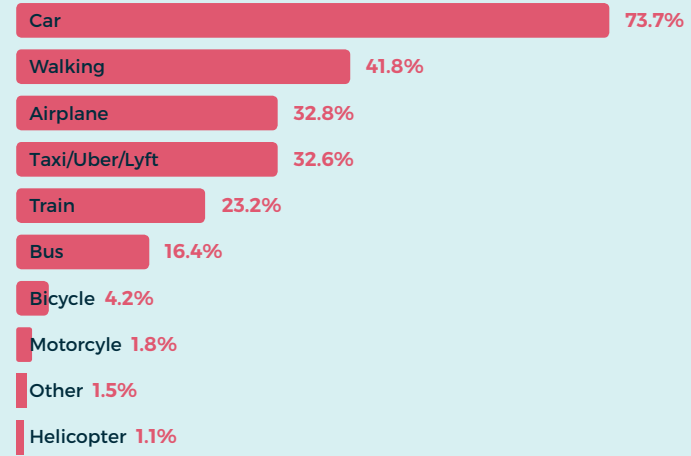
Work even happens on the way to the office.

The overwhelming majority (83.6%) of survey respondents say they have done work while commuting to the office, which is fairly clear evidence that people aren't just working from anywhere for the sake of it. More likely, **the ability to work remotely is a useful function**. If there's a pressing need—an email that needs responding to or a problem that needs resolving—why delay?



Only 16.4% of respondents have **NOT** communicated with colleagues or customers while in transit

HAVE YOU COMMUNICATED AND COLLABORATED WITH COLLEAGUES OR CUSTOMERS WHILE COMMUTING IN ANY OF THE FOLLOWING WAYS?



03: Anywhere Sales. Anywhere Service. Anywhere Marketing.

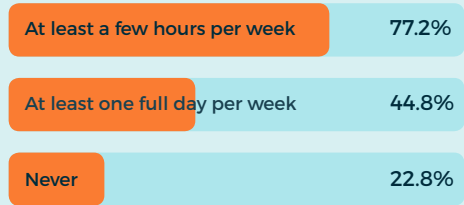
People want the **freedom to work** how and when they want.
And they're finding ways to make it happen.

03: Anywhere Sales. Anywhere Service. Anywhere Marketing.

Flexible working is increasingly the norm.

Every week, over three-quarters of survey respondents work outside the office at least a few hours, and nearly half work one full day outside the office. **Working from anywhere isn't just a perk for a few lucky telecommuters**; today it's simply the way employees—from salespeople to customer service representatives to marketers—get their work done.

HOW OFTEN DO YOU
WORK OUTSIDE OF THE
OFFICE?



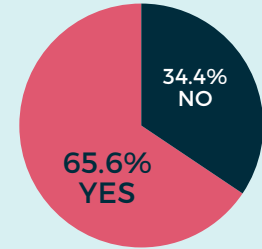
HOW OFTEN WOULD
YOU PREFER TO WORK
OUTSIDE THE OFFICE?



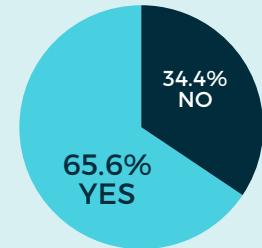
Collaboration can happen anytime, anywhere.

Working outside of the office doesn't mean workers are disconnected from their colleagues, clients, or partners. No doubt thanks to ever-improving communication and collaboration tools, **the majority of respondents said they regularly collaborate with remote workers.** And the same amount interact with colleagues outside of normal business hours.

DO YOU WORK WITH SOMEONE OUTSIDE YOUR OFFICE (REMOTE WORKERS)?



DOES YOUR COMPANY EXPECT YOU TO COMMUNICATE OR COLLABORATE WITH PEOPLE OUTSIDE OF 9-5 BUSINESS HOURS AND OUTSIDE OF THE WORKPLACE?

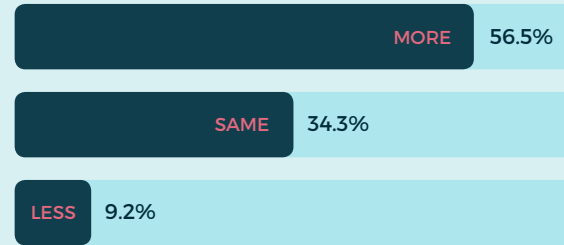


03: Anywhere Sales. Anywhere Service. Anywhere Marketing.

The number of anywhere workers is still growing.

If the wave hasn't hit your office or department yet, it probably will soon. Over half of survey respondents see the [trend toward remote work and flexibility](#) only increasing in the next two years.

DO YOU BELIEVE YOU
WILL WORK OUTSIDE THE
OFFICE MORE OR LESS IN
THE NEXT 1-2 YEARS?



04: A Happier, More Creative, and More Productive Workforce

It's not just about individual freedom and flexibility.
The anywhere worker is a **boon to business**.

04: A Happier, More Creative, and More Productive Workforce

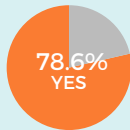
Workers believe working from anywhere is important to their well-being and productivity.

Over three quarters of respondents said it's important to have the ability to work from anywhere. When asked follow up questions, the majority of respondents said they believe that the independence and flexibility associated with remote working **will improve their overall happiness as well as boost their creativity and productivity.**

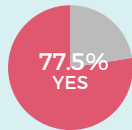
DO YOU BELIEVE HAVING THE FLEXIBILITY TO WORK FROM ANYWHERE WOULD IMPROVE YOUR OVERALL HAPPINESS, CREATIVITY, AND PRODUCTIVITY?



Happiness

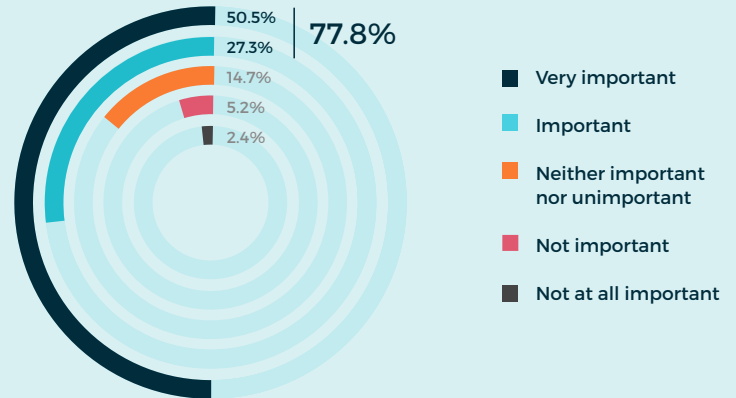


Creativity



Productivity

HOW IMPORTANT IS IT FOR YOU TO HAVE THE ABILITY TO WORK FROM ANYWHERE (e.g., HOME, OFFICE, PLANE, HOTEL, CAFE)?



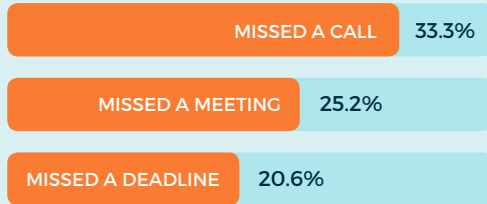
04: A Happier, More Creative, and More Productive Workforce

Most people evaluate prospective employers based on their remote work policies.

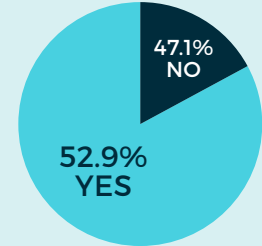
Over 4 in 5 respondents said that a prospective employer's remote work policy **would affect their decision to join the company or not**. It may be that today's anywhere workers understand the loss of productivity for employers that don't

embrace remote work: a third of respondents say they've missed calls from customers or colleagues as a result of not being able to work remotely.

WHICH OF THE FOLLOWING HAS HAPPENED TO YOU AS A RESULT OF **NOT** HAVING THE ABILITY TO WORK REMOTELY?



WOULD YOU MAKE A DECISION TO JOIN COMPANY BASED ON YOUR ABILITY TO WORK FROM ANYWHERE?



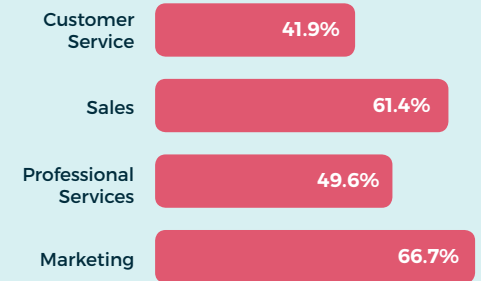
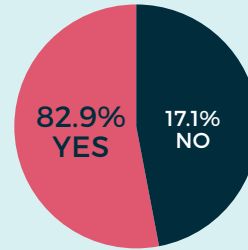
05: Desk Phone Optional

Anywhere workers value technologies that let them work anywhere.
The desk phone doesn't fit that paradigm.

The desk phone is already outdated.

Over half (53%) of respondents believe the desk phone is an outdated piece of technology. By role, **sales and marketing professionals are even more likely to agree** with that statement.

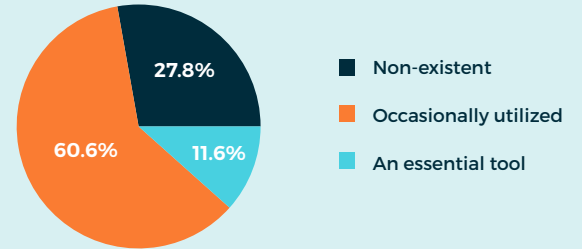
DO YOU BELIEVE THAT DESK PHONES ARE AN OUTDATED PIECE OF TECHNOLOGY?



Replaced by smartphones, the desk phone will disappear in the next half decade.

Over three quarters (75.3%) of survey respondents said they prefer using a smartphone over a desk phone for business calls. **With mobile devices capable of HD voice and/or video calls**, in addition to an ever-expanding array of productivity features, it's no wonder that the overwhelming majority (88.4%) of respondents see the desk phone dying in as little as three years.

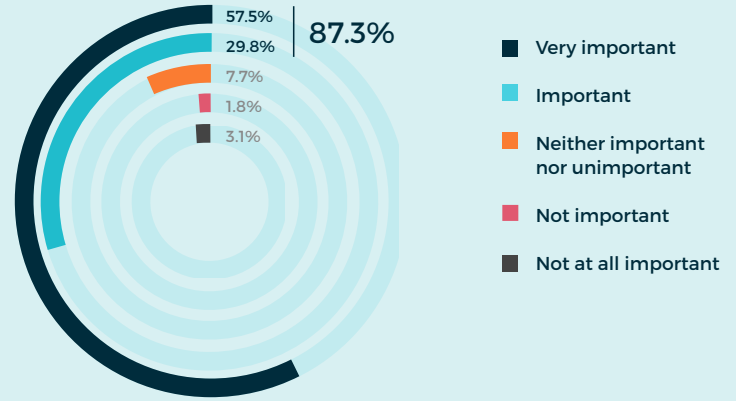
HOW RELEVANT WILL
THE DESK PHONE BE
IN 3-5 YEARS?



Employees value technology that gives them freedom to work wherever and whenever they want.

Given the figures earlier in this report indicating how many respondents value the ability to work from anywhere, it makes sense that they would also value the tools that allow them to achieve that freedom and flexibility in their work. Nearly 9 in 10 respondents believe that it's very important or important to have technology that allows them to work from anywhere.

HOW IMPORTANT IS IT TO HAVE BUSINESS TECHNOLOGY THAT ALLOWS YOU TO WORK FROM ANYWHERE?



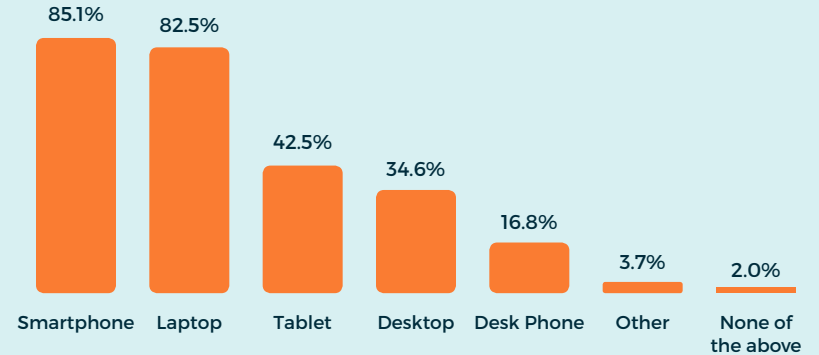
06: Essential Technology For The Anywhere Worker

As desk phones go the way of the rolodex, workers are relying on **cloud communication and productivity tools**.

Mobility matters.

It's now obvious why we live in the era of the anywhere worker: nearly ubiquitous **access to smartphones has made everyone accessible all the time**, whether they're at the office or not. The vast majority of survey respondents cited smartphones and laptops as essential to making remote work possible. In other words, it's our mobile devices that have empowered us as workers to be mobile.

WHAT **DEVICES** DO YOU CONSIDER ESSENTIAL WHEN YOU WORK FROM HOME OR WORK REMOTELY (OUT OF THE OFFICE)?



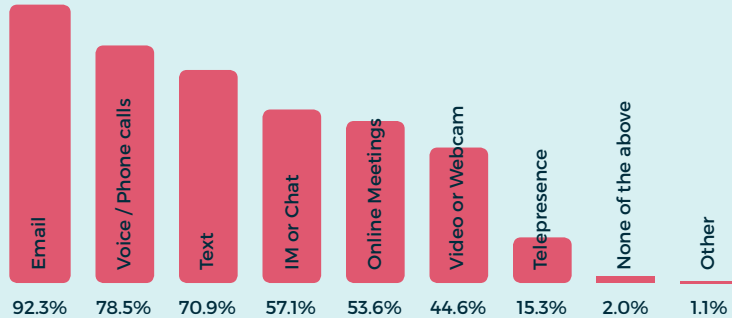
06: Essential Technology For The Anywhere Worker

A diverse set of communication and productivity tools are essential to successful remote work.

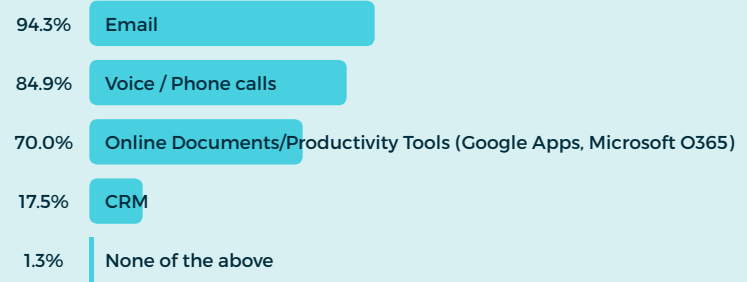
Over 9 in 10 survey respondents cited email as an essential communications tool; but its place at the top doesn't mean it stands alone. Email is just one of many essential tools cited by survey respondents, who also highly rated phone

calls, text, and IM. In order for any of these tools to be effective, they must be used in the right situations and work in relation to one another.

WHICH OF THE FOLLOWING **COMMUNICATION TOOLS** ARE ESSENTIAL FOR YOU TO WORK FROM HOME OR REMOTELY?



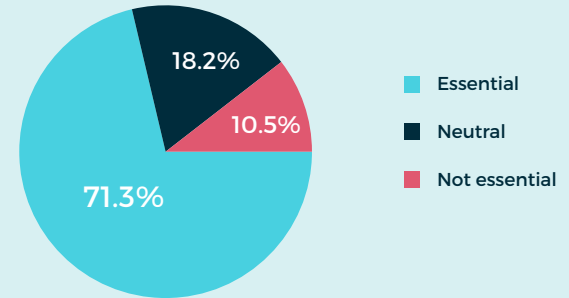
WHICH OF THE FOLLOWING **TOOLS** ARE ESSENTIAL FOR YOU TO WORK FROM HOME OR REMOTELY?



Successful remote work requires real-time collaboration.

When it comes to working remotely, 71.3% of respondents believe that **it's essential to collaborate in real time** on documents, spreadsheets, and/or presentations.

FOR REMOTE WORK, HOW ESSENTIAL IS IT TO COLLABORATE IN REAL TIME ON DOCS, SPREADSHEETS, OR PRESENTATIONS/SLIDES?



07: Conclusion

The path to a **happier, more creative, and more productive** workforce.

Our survey data largely confirms what many have suspected all along: the anywhere worker has arrived. Not only that, but all signs indicate that the trend toward anywhere working will only become more prevalent in the coming years across nearly every industry and business unit, including sales, marketing, and customer service.

New technologies have paved the way for people to do away with antiquated ways of working. After all, if you can get things done anywhere, it doesn't make much sense to stay tethered to your desk. While this modern flexibility makes remote working an obvious draw to individual employees, the benefits are there for businesses too. People who work remotely are more engaged, enthusiastic, and committed to their work, according to recent data from Gallup¹—and our survey confirmed those findings.

Knowing this, businesses should be doing all they can to embrace and capitalize on the benefits of the anywhere workforce. That will mean companies must adapt not just their policies and procedures, but also the technologies they provide to their employees. Sophisticated CRM tools and full-featured productivity suites have rapidly become standardized at many of the world's largest companies, and now employees expect that same degree of sophistication in the communications technologies they use.

When integrated, each of these cloud-based tools complements and enhances the others. In turn, they further empower the anywhere worker. And, most importantly, the anywhere worker is helping us achieve a more productive, connected, and innovative workforce.



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