## THE NEXT NORMAL: **ADAPT AND TRANSITION WITH TOOLS** THAT KEEP TEAMS CONNECTED

#### FOR MANY ORGANIZATIONS, REMOTE WORKING USED TO BE AN EXCEPTION

Since the pandemic, remote work has become more accepted, with organizations rethinking the way they will conduct business in the future. To enable face-to-face teamwork at a distance, offices and home workspaces must be prepared. The next normal means that more than ever before, the right tools are needed to maintain employee safety and a feeling of connectivity.



### TODAY'S NEXT NORMAL LANDSCAPE

Analysts are predicting the return to work will require many adjustments that will last well into 2021<sup>1</sup>.

Adjustment will be needed for employees either returning to the office or that will continue to work from home (WFH). Since the pandemic we have seen many changes in the way we work, resulting in:

**3X** 

increase in employees WFH<sup>2</sup>

2.7 billion

Microsoft Teams meeting minutes held per day-that's a 200% increase from 900 million on March 16th<sup>3</sup>

Zoom is now connecting around

265,000 businesses world-wide4

40% of companies

now offering WFH options, an 18% jump in the last three months14



## TRANSITIONING STRATEGIES

Organizations are now preparing for their next normal. Strategies will vary, and may include a majority of employees returning to the office, continued remote work, or a hybrid mix of the two.

**STRATEGY ONE: WORK FROM HOME** 

25%

**PRODUCTIVITY INCREASE** 

reported by remote workers vs onsite colleagues<sup>6</sup>

74%

OF BUSINESSES PLAN to move some of their previously on-site workforce to permanently remote positions post-pandemic<sup>7</sup>

**STRATEGY TWO: RETURN TO OFFICE** 



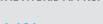
**OF LOGITECH'S CUSTOMERS** say the "open office" is still relevant when

considering the next normal<sup>15</sup>

20%

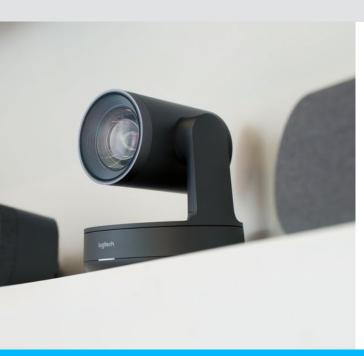
OF EMPLOYEES have been told that WFH will cease and they'll return to the office as soon as possible14

**STRATEGY THREE:** THE HYBRID APPROACH



**OF LOGITECH'S CUSTOMERS** plan a split ratio of office and remote working<sup>15</sup>

Organizations with remote work options have the **HIGHEST EMPLOYEE GAGEMENT** vs those with no remote options, or those with a 100% remote workforce<sup>16</sup>



## A NEW VIDEO-FIRST CULTURE

No matter which approach businesses are looking to take, adapting to the next normal has resulted in a huge increase in video collaboration. Video collaboration tools have become the de facto standard for enabling colleagues to connect with each other and with customers, regardless of where and how they are working.

- 1,000% increase in Microsoft Teams video calls in the month of March 2020 alone8
- 60%+ day-over-day growth for Google Meet with daily usage 25X higher than January 20209
- 354% YoY growth for Zoom customer numbers<sup>10</sup>
- **60%** YoY sales increase in Logitech video collaboration products during 2020<sup>11</sup>

## TOOLS THAT ENABLE COLLABORATION AND CONNECTIVITY

Businesses across all industries are recognizing video as the key to driving engagement, productivity, and efficiency.

number one essential for

1/3

need more video-enabled rooms to

78% of employees favor video conferencing over audio<sup>12</sup>

9/10

scored nine out of ten in terms of importance by Logitech's customers<sup>15</sup> 40% of companies say video conferencing has made their employees more engaged<sup>11</sup>

9/10

say video helps them feel **more** connected<sup>1</sup>

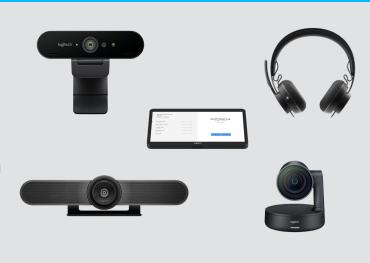
# WITH LOGITECH VIDEO COLLAOBRATION

Nobody can predict when in-person interaction will make a full

TRANSITION TO YOUR NEXT NORMAL

return. That's why it's critical to keep employees connected and engaged, whether at home, in the office, or working remotely in other locations.

Logitech can support your organization's journey to the next normal with video experiences that make everyone feel as if they're in the same room, even when apart. Logitech video collaboration solutions are easy to setup, manage, and use-and can help you



# transition more easily to the next normal. **CONTACT OUR SALES TEAM FOR** SUPPORT AND GUIDANCE WITH

YOUR NEXT NORMAL PLAN

Coronavirus Will Change the 'Next Normal' Workplace"



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