The State of the Digital Workplace and What's Next for Enterprises

New IDG survey underscores the importance of keeping employees connected and productive wherever they are.

It's a new era for the workplace as employees continue to keep their distance from the office and favor flexible work arrangements. More than a third of adults (39%) polled in a recent study by Bloomberg and Morning Consult said they would consider quitting their jobs if their employers didn't give them remote work options. The percentage jumps to 49% for younger workers — those born in the 1980s and later.

To meet the challenge, many enterprises are leaning on digital workplaces to help keep employees connected and productive wherever they are.

"A digital workspace is a central, go-to place for employees to access information or services," explains Juergen Hauser, a director of product management at DYOPATH. Among emerging digital workplace innovations: consumer-like, AI-powered self-service options that let employees quickly find what they need based on job function and other factors.

To find out how enterprises are adapting to the new world of work with the help of such technology, DYOPATH commissioned IDG to survey U.S. and European business and IT leaders in July and August 2021.

The findings highlight a surge of digital-focused business strategizing and associated growing pains and reveal how enterprises are finding answers with the help of digital workplaces.

CONFRONTING WORKPLACE CHALLENGES

Well over half of IT decision-makers (61%) agree that the pandemic pushed them to launch a digital-first strategy for their organizations, according to IDG's 2021 Digital Business study. The most-cited definition for what "digital-first" means for them: fostering worker productivity. The study also found that nine out of ten organizations (91%) have embraced, or plan to embrace, a business strategy they define as "digital-first."

According to the IDG/DYOPATH study, business and IT leaders have made accommodating the needs of the digital workforce their top workplace objective over the next 12-24 months.

- 54% of respondents say accommodating both remote and in-office workers is a top priority for the future of work.

- 51% named improving workforce agility, productivity, and experiences as a top priority.

- 51% also prioritize delivering consumer-level experiences for employees.

- 50% say they want to empower employees to use self-service options to resolve issues instead of turning to service staff.

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FINDING ANSWERS IN DIGITAL WORKPLACES

Digital workplace solutions are helping enterprises meet today's workforce challenges. Modern solutions work on any device and provide self-service options driven by intelligence, so employees don't have to wade through layers of irrelevant information to get the support they need.

"As an employer, I can provide a single pane of glass, a centralized location for information and service requests," Hauser explains. According to the IDG/DYOPATH study, 74% of business and IT leaders have taken an enterprise-wide approach to digital workplace planning, highlighting its importance not just to individual lines of business but to the company as a whole.
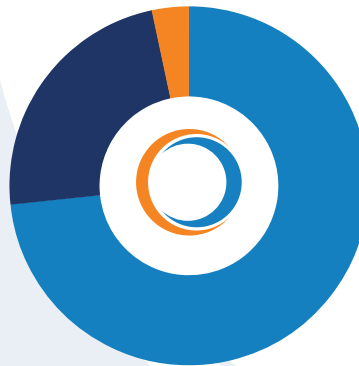
3% We are planning or considering digital workplace initiatives but do not have a strategy.

23% Individual departments or business units have created their own digital workplace strategies

74% We have an enterprise-wide digital workplace strategy

Among the perceived benefits:

Intelligent self-service powered by AI and machine learning, cited as a priority by 95% of respondents.

A unified service catalog for IT, HR, Facilities, and other departments, cited as a priority by 98% of respondents.

Low code/no-code tools for customizing services for all lines of business (98%).

A modern digital workplace solution can provide such benefits while giving organizations the flexibility and scale to grow without straining staff resources. **"No one wants to spend all day answering the same questions,"** Hauser says. **"They want to do higher-value work."** Yet, despite strong motivation, survey respondents report roadblocks to implementing digital workplace solutions.

45%
Report that data security concerns have delayed implementation.

45%
Report that budget and cost concerns are holding them back.

41%
Report skills and knowledge gaps as inhibitors.

DIGITAL WORKPLACE SOLUTIONS FROM DYOPATH

DYOPATH Helix Digital Workplace addresses the needs of today's enterprise leaders and helps them overcome the challenges of the evolving nature of work. It lets organizations unify their enterprise service catalog, deliver intelligent self-service, and provide engagement across communication channels. It also provides easy administration and scalability, taking the load off IT and other service delivery teams.

It all adds up to letting employees help themselves to obtain the services they need without having to rely on ad hoc requests sent via email to someone they hope can answer their questions eventually, letting them get back to work with confidence, according to Hauser.

"We work everywhere, anytime," he says of today's workplace realities. "We are also on a lot of different channels like phones and text messages. Our digital workplaces need to follow us there and give us the same level of self-service we expect in our personal lives."

Learn more about how digital workplaces can help meet the needs of the enterprise and deliver compelling employee experiences at DYOPATH.com