Zensar’s Living Digital Survey captures sentiments of over 3000+ practitioners in the US to reveal the impact of technology on employee experience and welfare.
As the world embraces a new normal with changing workplace dynamics, businesses and industries are remodelling their operations to accelerate digital transformation. However, success is usually shaped by the context in which it emerges. Thus, the measure of a successful transformation lies in how we are able to build immersive employee experiences while creating digitally enabled and connected workplaces.

Zensar’s first-ever people-centric digital transformation survey, conducted in the USA among 3000 white and gold collar professionals across industries, functions, departments and designations, captures, for the first time, the impact of technology, as felt by the employees.

The online survey uncovers interesting facts and breaks most prevalent myths, to reveal insights that can help companies fast-track digital business transformation.

From insights into how technology can be a direct driver of employee loyalty and happiness, to how digital adoption can translate into profitability, productivity and engagement; Zensar’s Living Digital Survey reveals ground-breaking truths on how companies should realize that the digital mandate is an opportunity for functions to come together and drive employee experience transformation.

Zensar’s own Living Digital journey that started three years ago is a transformational story as well. We launched multiple digital native platforms, digitalized our internal processes to enhance employee experience, invested in future-ready skills for our workforce, and created an integrated eco-system of associates who are 100% digitally empowered. Our Employee Experience Management solution Humané enriches the employee life cycle across all touchpoints and creates higher levels of engagement in this post-COVID world.

Read on, to know more about the findings of Zensar’s Living Digital Survey and how you can leverage them to drive digital business transformation in your company to build an engaged, productive and a motivated workforce.

Sandeep Kishore
Managing Director and CEO, Zensar Technologies
Business leaders across industries are concerned with what digital transformation means to their business, but what is often overlooked is the impact it has on people. In a world where virtual workplaces are becoming a reality, digitalization and the use of technology across systems have a corresponding effect on office culture and the people who work there.

At Zensar, we were eager to find out if businesses’ investments in digital technologies are bearing the expected results and whether there’s any dissonance between employee experience and organizational expectations. The results, revealed a ‘mixed-bag’ - while the advantages of technology in the workplace is fairly evident, not all employees experience a similar level of benefit or engagement. Further, the on-ground workforce isn’t always aware of the larger digital mission, holding back businesses from realizing the complete potential of their technology investments.
At a time when companies across the world are looking for ways to hasten enterprise-wide transformation, digital adoption at workplaces, becomes a top priority in the post COVID reality.

Zensar’s Living Digital Survey was launched in the US with the intent to understand employee sentiment around toward technology, how it impacts their performance and whether they feel empowered or hindered by it. The survey’s findings revealed that more than half (53%) of white and gold collar workers believe that their company’s digital transformation priorities are focused more on increasing profits and less on empowering them.

Covering more than 3,000 professionals from industries like banking, finance, accounting, healthcare, teaching, law, construction, IT, and manufacturing, respondents of the survey range from interns to VPs and CEOs, within the age bracket of 18 to 75 years.

The survey uncovered how workers feel disconnected from their employer’s digitization priorities and how the lack of proper IT tools is killing the morale of high level professionals. In fact, 52% say they are not even aware of their company’s digital transformation strategy.

Interestingly, however, with 60% of surveyed workers predicting technology will change their work habits, and 52% saying technology has already made life better, insights of the survey capture how majority of workers are optimistic about the future of work.

With digital today being the biggest accelerator for workplace transformation, Zensar’s Living Digital Survey findings show how companies can bridge the gap between IT and employee experience. It reveals how technology can be leveraged to build an organization that is driven by employees who are motivated, engaged, productive and happy.
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Benefits of Digital Transformation for Employers and Employees

Digital today remains all encompassing. Dynamic business landscapes with ever evolving rule of the game, makes digital transformation, today to be a key accelerator for success. Our research suggests that the intervention of technology has actually proved to be beneficial to the modern workforce. The research reveals how rather than making occupations go obsolete, it streamlines jobs and empowers workers to focus on their creativity and personal upliftment, and ensures employee welfare - thus adding immense value.

While 2.2% of the respondents in our survey said they do not find technology helpful at all, an overwhelming majority had heaps to say about the positive impacts of digital transformation in the workplace and on enhancing employee experience.

**Efficiency and better utilization of efforts**

Technology can help to automate iterative tasks like repeatable processes, data entry, administrative duties, and others. These were termed by our respondents as “boring!” Free from these mundane responsibilities, employees are now able to invest time and effort in creativity, strategic problem-solving, and other meaningful pursuits. It’s no wonder, therefore, that 44.3% of employees said that they need digital tools to speed up boring tasks.

**Great productivity and error identification**

An uptick in productivity and accuracy levels is perhaps the most obvious benefits of digital transformation in the workplace. With so many productivity tools available today, and industry-specific solutions (sales, marketing, HR, etc.), employees can complement their human capabilities by the use of technology. Over three-fourths of respondents are happy about increased productivity and, 26% are impressed by technology’s ability to fix their mistakes.
**Employee empowerment and a feeling of “success”**

Technology is a great leveler. Consider how coding automation lets a programmer, unfamiliar with the coding language, write software - as long as they bring a strong understanding of the domain. In our survey, 38.8% of respondents felt empowered to do their job, thanks to technology. This led to an overall feeling of success, permeating across more than half of our respondent pool.

**More time for upskilling**

Upskilling and career development is now a top priority for professionals, especially those belonging to the millennial segment. Even across the generational divide, senior professionals are looking to explore cross-disciplinary capabilities and expand their horizons. With technology taking over mundane tasks, employees have more time for learning and development. That’s why 32.6% of respondents said that digital tools were directly responsible for making them smarter, also by aiding the learning process.

**Happiness at work**

Our survey found a surprising outcome of digital transformation in the workplace – employee happiness. A significant 27.7% of employees said that technology makes them happier, and this can be attributed to several features of digitalization. Employees are now able to work remotely via online collaboration tools, enabling greater work-life balance. Automation has the potential to reduce overtime efforts. Happiness, we believe, will be a major driver for businesses doubling down on modernization.

So, what about that remaining 2.2%? It is important to acknowledge that digital transformation must be truly democratized for long-term sustainability and positive impact. That’s why expanding access to all employees could address this; unfortunately, we found that there is quite a distance to cover in this area.
Digital transformation would fall flat if businesses suffered from low adoption rates among the workforce. The alignment of employee needs with technology decisions is absolutely essential. And Zensar found that most businesses are getting this right – more than four out of five employees have all the digital tools they need to succeed at work. But when we turn the spotlight on the rest of the workforce, does it get slightly problematic?

We asked employees if they feel that the availability of technology is helping meet their work requirements. 88% responded in agreement – but this leaves a significant 12% in the lurch. What’s causing this? How can businesses ensure that their digital transformation roadmap is in sync with employee expectations and needs?

Here are four things to remember:

1. **Fail fast and learn quickly**
   
   In today’s highly dynamic technology market and ever evolving workplace needs, the wait-and-see approach simply does not work. Businesses waiting for new technologies to gain momentum and find acceptance before they invest will continually find themselves on the back foot. That’s why 31.4% of employees without access to digital tools mentioned their company’s “wait-and-see” approach as the no.1 roadblock.

2. **Look at the big picture**
   
   When it comes to digital transformation, it’s easy to miss the forest for the trees. Incremental costs in the short term cannot be a factor holding back long-term investments. Over time, innovation is likely to bring down the total cost of ownership by a wide margin, enabling a sizeable ROI. But 43.8% of employees said that their companies are still too concerned with incremental expenses to invest in new technology.

3. **Try to be proactive with technology needs**
   
   Investing in digital tools in the early stages of development has two clear advantages. First, businesses become part of the technology roadmap, getting their feature requirements fulfilled by the SaaS vendor. Second, the learning curve also becomes less steep, as employees are familiar with the tool across the development process. 22.3% of respondents said that their CIOs and CTOs were “too slow” when it comes to new technology adoption, indicating the need for more proactive leadership.

4. **Ask for employee feedback**
   
   This one is probably the easiest to address. 12.4% of respondents said that their direct manager or “boss” wasn’t aware of their technology needs. By implementing pulse surveys and employee feedback as part of the change management process, businesses can ensure that the ongoing digitalization projects perfectly correspond with employee requirements and expectations.

Another interesting insight revealed in our survey is the current nature of the technology market itself. Employees believe that there are many requirements that cannot be met by the technologies available today.
The Right Tech is Yet to be Developed, Agree Interns and CXOs

While CIOs and CTOs may be slow to adopt new technology, what about the reverse? Is tech-innovation keeping pace with the demands of the workplace? We asked entry-level executives, associates, specialists, managers, directors, and C/C-minus level leaders why they didn’t have the right digital tools at hand – an interesting pattern emerged.
For associates and specialists, incremental costs were the biggest challenge, while managers and directors complained about their company’s wait-and-see approach.

Less than 10% of these (mid-level) groups believe that the nascent level of technology innovation in the marketplace today, was at fault.

In contrast, 23.1% of interns and entry-level employees said that the digital tools that they needed, simply “haven’t been developed yet”.

C-level leaders, company presidents, and vice-presidents tend to agree, with 23.8% pointing out the lack of digital tools they need, in the market today.

This is an interesting trend and one that does not seem to impact mid-level employees to the same extent or magnitude.

With digital transformation picking up pace across industries and sectors, specific employee groups (most familiar with the technology landscape) must be more vocal about their needs. For example, entry-level executives are typically born-digital, with a native understanding of technology capabilities, potential, and problem areas. On the other hand, C-level executives are the ones responsible for steering their companies’ digital mission, making tech-knowhow a must-have.

By working together with SaaS vendors, and even investing in development for large enterprises – it is possible to bridge the gap between technology availability and requirements.

It should be noted that 47.2% of businesses are already taking steps in the right direction, with a first-mover approach to new technology. More than one out of five companies aren’t held back by incremental costs, and this is furthering investments in sometimes-experimental digital tools.
An impact of digital transformation that is frequently overlooked is an employee’s personal response to technology. While digital tools might make the workforce more productive, better trained, and lower on defect rates, how do employees feel about technology on a personal basis?

We asked our respondents exactly this, and the answers were mostly positive:

As mentioned, this is largely a positive picture, with most employees gaining from technology intervention at work – but the picture looks slightly different when we zero in on specific age demographics and their relationship with technology in the workplace.

On average, 15.9% of employees say that technology makes them feel “lonely,” but for the millennial segment, this number jumps to 20.4%. This means that at least one out of every five employees between the ages of 18 and 34 are feeling alienated as a direct result of technology intervention in the workplace. Interestingly, the same numbers don’t apply to other segments – only 13.8% of the 35-54 years bracket and 11.2% of the 55+ years bracket, reported feeling this way.

Clearly, businesses need to relook at their culture when undergoing digital transformation. It isn’t enough to simply equip the workforce with the tools, they need to push the topline. Emotional, interpersonal, and social responses must also be taken into account for technology to be truly effective.
Despite the benefits of using technology in the workplace, there’s a clear dissonance between what employees want and what they receive. Zensar found that 12.4% of employees aren’t getting their technology needs heard by their immediate boss, and this translates into a culture of non-transparency.

Typically, it is the CIO or CTO in conjunction with a company’s IT team, that takes charge of technology implementations in the workplace. Ideally, they are to gather feedback from employees and ensure that employee representative groups are in place, before embarking on a collaborative/shared digitalization journey. But is this always the case? At Zensar, we found that the employee voice isn’t always heard – or even solicited – when deploying digital tools. This causes:

- Fragmented transformation
- Poor adoption by the workforce
- A feeling of being left out
- Sunk costs in digital projects
- Sub-par productivity

We wanted to know if IT and senior management regularly imposes technology solutions on the workforce, regardless of genuine need or desire:

A complete lack of involvement from on-ground employees

A significant number of our respondents (27.9%) said that YES, IT and management force new tools down employees’ throats “all of the time.” While businesses may believe that they have the employee’s best interests at heart, this tactic can lead to a dip in engagement and a feeling of becoming disempowered.
22.4% of respondents said that their companies are faring a little better with only isolated implementations being forced upon the workforce. This segment is well-poised to further strengthen the lines of communication between technology decision-makers and the on-ground staff. The goal should be to enable 360-degree employee-centric digital transformation in the workplace.

Frequent technology interventions without considering employee needs

21% of employees said YES, IT and management “frequently” adopt new tools without asking them. In other words, there are mechanisms in place to collect feedback – but they aren’t really working. As a result, employee requirements around digital transformation aren’t fully heard.

Occasional projects that are not in alignment

22.4% of respondents said that their companies are faring a little better with only isolated implementations being forced upon the workforce. This segment is well-poised to further strengthen the lines of communication between technology decision-makers and the on-ground staff. The goal should be to enable 360-degree employee-centric digital transformation in the workplace.

Employee-led technology usage

Only 28.7% of respondents said that they are heading the pack with no instance of modernization taking place without incorporating employee needs. Simply put, these organizations are moving towards sustainable digital advancements, with employees informing, shaping, and maximizing the technology decisions made.

Interestingly, larger enterprises can take a leaf out of the micro-business playbook when paying attention to the voice of the employee. 37.9% of employees at micro-businesses said that there has been no digital transformation being imposed upon them. In contrast, only 28.2% of enterprises and 23.9% of mid-sized businesses could say the same.

The bottom line? A staggering 71.3% of employees are still struggling with enforced technology adoption. In the remote working digital era of communication and transparency, this calls for an immediate change.
Digital transformation isn’t just impacting our professional lives – it has dramatically changed how we operate in our personal spheres, and arguably, this is where digitalization first began. Today, employees regularly use tools such as social media, online shopping apps, personal finance planners, etc., to generate value outside of work. At Zensar, we were eager to see if the same levels of dependence and technology utilization were reflected in the workplace as well.
So, which employee segment is spearheading the use of technology at work? Is it the born-digital millennial who is using a digital tool for every possible work requirement? The answer was surprising, to say the least.

We found that there is a direct correlation between the employee’s age and their dependence on technology in the workplace, as compared to their personal lives:

- Among millennials (18-34 years of age), 54.5% said that personal use of technology surpassed the use of digital tools at work, and 45.5% said that they are more likely to use technology in the workplace than in their personal lives.

- The needle starts moving in the other direction when we cross the 35-year mark. 58.6% of this segment said that they are more likely to use technology in the workplace than in their personal spheres.

- The trend continues as we cross the 55-year mark. 68.5% of professionals aged 55 years and above depend on technology in the workplace far more than they do in their personal lives. This is an over 20% variance from millennials!

Does this mean that senior professionals might be stronger advocates for technology at work? Our survey seems to indicate that this is indeed the case – of course, the exact nature of this trend will depend on the businesses’ size, industry, and geographic location. But regardless of these factors, the myth of millennials as the torchbearers of innovation is on its way out.

1. Technology is now pervasive across professional and personal arenas

There isn’t much to choose from between work and pleasure when it comes to the usage of technology. 44.7% of respondents say that they are more reliant on digital tools in their personal lives, while 55.3% say that it is exactly the opposite.

2. Productivity in our personal lives has shot up

Regardless of where technology plays a bigger role, it’s impact on productivity in our personal lives cannot be denied. 67.7% say Yes, technology has “very much” made their personal lives more organized and productive. Another 27.9% said that they have “somewhat” felt these positive effects.

3. Productivity in the workplace is an even more compelling area of change

With so many employees using digital tools at the workplace, we expected the results to be pretty impressive – and we weren’t wrong. Over three-quarters of respondents said Yes, they have “very much” witnessed an uptick in the organization and productivity levels at work; another 22.4% “somewhat” felt the same.
This is an area where businesses are still lagging behind. With companies rapidly evolving and the organizational hierarchy becoming more complex, employees are struggling to maintain interpersonal ties beyond their immediate team members. And this has a significant impact on their work. Employees who do not feel connected to their company can feel lonely, unimportant, unmotivated, or even disloyal. This is why businesses need to explore how technology can be leveraged to boost interconnectedness among employees, cutting across the barriers of team limits, business units, operational verticals, and geographies.

**Tech to Boost Interconnectedness Among Employees**

36.7% of employees feel connected only to those in their nearby vicinity.

This means that companies with a highly distributed workforce, with a large number of offices/sites/stores scattered across the country, are at a high risk of disengagement. With trends such as remote working and digital nomads becoming the norm, maintaining relationships will become a big challenge.

Over half of respondents feel connected only to their team members.

In other words, the majority of today’s workforce is operating within the close confines of their assigned teams, impeding the flow of ideas and cross-disciplinary knowledge. This could severely impact the overall business roadmap if employees across different teams cannot come together to pursue shared goals.
Less than 40% of respondents said that they are connected to the company leadership.

As businesses scale up and organizational hierarchies become more rigid, it can be extremely difficult for frontline employees to stay connected with the C-suite. Again, this leads to the fragmentation of business goals as there is no line of regular communication between the ones envisioning a strategy and those executing it.

Only a quarter said that they feel connected to colleagues in different parts of the world.

This is a critical roadblock for companies with global ambitions, as the original sense of engagement and inter-connectedness starts to dissipate after scaling initiatives. Mergers and acquisitions throw another wrench in the works, injecting new culture into the company that may be difficult to identify with.

A worrying 4.9% – that is nearly one out of twenty employees – said that they do not feel connected at all.

Such instances must be immediately identified and addressed by company leadership.

Interpersonal relationships are critical to professional success. It can make one feel important or valued, included, loyal and motivated. But the reverse is also true. Companies that experience low levels of interconnectedness will see their employees becoming disloyal (12.5%) and unmotivated (14.1%), even as they feel left out (16.8%) and undervalued or unimportant (15.7%).

Technology can prove to be an effective remedy to this challenge, helping organizations to strengthen existing relationships and build new ones.
A lot of the challenges unearthed by our survey begins with the lack of employee involvement at the very start of digital transformation. Because employee opinion, perception, and perspectives aren’t part of the company’s strategy, it causes a dissonance in the long run. This is manifested in a feeling of alienation, a dip in motivation, and other signs of disengagement with the workplace.

That’s why, we believe, it is vital to convey the overarching goals and drivers of a business to frontline employees. In the digital era, it is not just the C-suite or middle management that’s responsible for organizational growth. Digital tools empower every employee alike—making it essential to gain buy-in from the entire workforce. Fortunately, most businesses are doing pretty well in this regard, raising awareness at scale.

So, what’s missing in this picture?

Despite most organizations being on the right side of the employee buy-in question, there are still large swathes of the workforce being left out of strategic conversations. For example, 12.5% of respondents told us clearly that they do not know about their company’s mission; this is a significant problem when you consider that this is an epidemic impacting more than one out of ten employees. And the situation is even more complex when it comes to digital transformation. 37.6% of respondents are unaware of where they stand on the digital maturity curve—14.4% simply do not know if there is a plan in place.

Businesses looking to win in the digital era must make workplace modernization a more inclusive activity, with knowledge and awareness penetrating the entire workforce. Change cannot follow a top-down approach—it’s impacts, drivers, and levers must be felt at the very grassroots for modernization to be successful.
Digitalization might have started as a way to improve the bottom-line, but it is fast becoming more than that. Today, it encompasses several strategic areas starting from employee wellness to future-proofing the business. Businesses that are aware of this potential will be able to maximize their technology investments. Others that blindly chase profitability will soon face barriers to scaling, unable to extend the benefits of technology beyond a certain point.

Clearly, choosing one’s priorities for digital transformation seems to be a no-brainer – it should be envisioned as an employee-centric process, aimed at maximizing the capabilities already present within the organization. At Zensar, we asked how digital transformation that’s centered around people empowerment could help the business – six clear benefits emerged.
One might expect that given these clear benefits, people-centricity would be the #1 priority for organizations adopting digital tools – but this isn’t always the case; in fact, it isn’t the case for even half of the companies. 52.7% of respondents told us that employers are still bent on profitability when adopting digitalization. Only 19.7% (that’s less than one out of five companies) is maintaining a healthy balance.

If we zoom out and look at the big picture, it all makes perfect sense. With less than half of employees aware of their companies’ digital strategies, it’s no surprise that people empowerment ranks low on the priority list for companies going digital. If businesses are to stop missing out on key advantages from tech-tools, it’s time to pivot towards a more people-centric direction.

A more streamlined workflow
With employees choosing the technologies they need on a day-to-day basis, operational workflows could become dramatically more streamlined. 52.7% of employees agree that people-centric transformation would help them to better manage workflows and remove operational bottlenecks.

Easier collaboration
Technology is essential to workplace collaboration, especially for companies with a distributed presence. For instance, consider a multi-national telecom major that has a shared IT function catering to several business units. Without technology, collaboration would come to a standstill – which is why over 50% of respondents named this as a key benefit.

An uptick in morale
With technology taking over mundane tasks and reducing the time and effort needed to complete daily duties, employees are poised to become happier at work. 42.2% of respondents in our survey, found better morale to be a direct outcome of people-centric transformation.

Greater technology readiness
This is an interesting outcome – with the right digital tools already available in the workplace, businesses are better positioned to pursue digital innovation in the future. 41.7% of respondents said that by adopting a people-centric approach to digitalization, their companies would be able to speed up the implementation of new technologies. Another 40.6% said that it would make their companies more tech-savvy in the near term.

Data-driven performance
Thanks to technology, employee performance no longer needs to be a shot in the dark. But without democratized access or a people-centric transformation model, employees will lack the tools needed to self-assess and improve. That’s why 37.3% of respondents said that digitalization would make it easier to track performance against metrics.

Increased agility
Agile is one of the key buzzwords for any business today, and the strategic use of technology is vital for achieving it. People-centric transformation can prepare businesses for new opportunities, disruptive growth paths, and unprecedented demand. 38.2% of respondents said that people-centric transformation would make their companies more agile and help to accelerate change.
In this race towards digital transformation, businesses must proactively look at staying ahead of competitors while keeping an eye on employee needs and requirements. Much has been said about the first-mover advantage – surveying the technology landscape as it stands today, SaaS vendors who were the first to take their products to market, continue to lead the pack. On the business customer’s side, those who were quick to adopt and adapt could give their employees a leg-up in maximizing productivity. With larger companies having more resources at their disposal, they are often at an advantage when it comes to technology innovation, and this was confirmed by our survey.

38.2% of employees who work for enterprise-businesses said that their companies are quick to introduce new technology, while only a fraction of micro (25%) and small (29.2%) businesses do the same. But the workforce isn’t happy with this pace of change – they frequently adopt new technology ahead of their employers and initiate transformation in the workplace.

This reveals two clear insights: first, employees on an individual basis are far more technology-focused than their companies. They believe technology gives them the seamless mobile interconnected workplace experience that makes all the difference. By forging closer lines of communication between IT/technology decision-makers and the on-ground workforce, companies can explore new ways to become early adopters. Second, companies can afford to either change before their competitors or stand shoulder-to-shoulder with them. There is no room for laggards, as less than a tenth of employees are of the opinion that tech-investments are valid only after it has been exhaustively tested by other companies. Despite this clear need to gain this first-mover advantage, we found that 11.4% are “somewhat slow” and nearly 5% “very slow” in transforming their workplaces. This is particularly true for small and mid-sized businesses – a segment that must push the pedal to the metal when it comes to digital transformation in the next few years.
Technology in the workplace cannot be discussed in a vacuum. As digitalization becomes a formative force, transforming how we experience the world around us, employees bring expectations from outside the workplace, into the professional sphere. For example, we found that one-third of US professionals are eager to enjoy seamless omnichannel shopping experiences across their smartphones and computers. This is among the many subtle indicators of the pervasive nature of digital transformation.

We asked over a thousand professionals to qualitatively elucidate how they feel about technology – inside the workplace, and outside of it. This revealed a breadth of insights:

The Social Impact of Digital Transformation Must be Acknowledged

Changes workplaces for the better

52.7% of respondents said that technology is making companies better as places to work, and as entities as a whole. This is expected, given how digital tools have empowered large swathes of the workforce and enables small and mid-sized businesses to compete with large-sized competitors.

Improves the quality of life

Over half of the respondents said that technology “makes life better.” Digitalization has broken down barriers to usability and access in areas like shopping, tourism, banking & finance, healthcare, and education. In the workplace it has enabled visualization and collaboration. From essential services to value-adding amenities, digital platforms are now a staple.
But there is also a downside to this conversation. Our respondents were quick to note that technology also has the potential to negatively impact our lives. Nearly a quarter believe that it makes work-life balance extremely difficult, as workplaces are moving towards an “always-on.” There’s also a question of accessibility, with 39.6% saying that technology must become more accessible to everyone – without the right transformation strategy it could change society for the worst, according to 22% of respondents.

Businesses must carefully weigh these factors before embarking on digital transformation. Technology is only the means to an end; by building close synergies with the workforce, focusing on employee wellness and adopting early mover strategies, decision-makers would be able to envision a meaningful and sustainable end for digital transformation.

Brings about a positive impact on society

41.2% of respondents said that technology is beneficial for society, empowering people and addressing long-standing social issues. This can also be felt inside the workplace with technology helping employees to feel more confident, included, and successful.

Enables equality for diverse groups

30.2% of respondents said that technology significantly levels the playing field for different demographics. Thanks to AI and automation, for example, even employees without prior experience in a process-based role can quickly get started – the focus has shifted from effort to outcomes.
...But Some Things Never Change: The Human Factor

The future of digitalization is pretty exciting. Going by the outcomes we have seen so far and employee attitudes towards new technology adoption and how it connects them, businesses could stand to gain significantly if they choose the right strategies. And the US workforce is bullish about the impact of technology on the future of workplaces. As automation and AI take over mundane tasks, there’ll be more time to spend on upskilling and creative thinking. Industries that are very high on manual efforts – like healthcare or retail – will see a reduction in work hours, as admin tasks become automated. Employees, today prefer a workplace model where interconnectivity and the employee experience matter the most.
In our survey, Zensar explored the future of work and how technology could be a beacon for positive change. This revealed three key insights:

1. **Businesses will become more responsive**

   With solutions like omnichannel communication and advanced analytics in place, businesses will be able to study and anticipate people’s requirements. This covers both internal stakeholders such as employees and partners, as well as external customers. 35.8% of respondents agreed that technology will be integral as businesses look at improving responsiveness to human needs.

2. **Efforts will be rerouted to creative thinking**

   In 2019, LinkedIn found that creativity is the second-most in-demand skill in the world, with only cloud computing holding more relevance. And, creativity has a far longer shelf-life than a hard skill like cloud computing. 41.5% of respondents on our survey said that they will have more time to devote towards creative thinking, thanks to technology – a positive sign for tomorrow’s workforce.

3. **The average workweek will shrink**

   There’s already a push towards four-day workweeks in different parts of the world, especially in geographies like Japan that have an extremely productivity-focused culture. Technology will make changes like this possible at scale, by reducing the hours that employees need to spend at the office. 41.8% of respondents are confident that technology will reduce the number of hours that they have to work.

Overall, a clear trend emerges – 60.1% of employees agree that technology will dramatically change their work habits. Integral to this transformation is a move towards creativity and innovation, lower demand for effort-intensive work, and increased responsiveness. But while change is a constant, some things always remain the same. A key element for any business’s digital transformation roadmap is the undeniable “human factor”. Despite a rise in productivity and a stronger feeling of empowerment, employees will continue to seek meaningful relationships and a sense of purpose behind everyday tasks.

Further, employee attitudes that are deeply ingrained within the fabric of workplace culture aren’t about to change anytime soon. For example, 40% of respondents on the Zensar survey, said that people will continue to hate Mondays for the foreseeable future!
Zensar surveyed over a thousand professionals across the US, representing all the major industry sectors, working designations, and scale-of-business. We also ensured that gender and ethnic groups were duly represented, in addition to soliciting responses from all states of the US. Here are a few highlights of the methodology adopted for the Zensar Digital Transformation in the Workplace Survey:

▪ Middle of the career employees comprised the lion’s share of our respondents, with 24.9% in the 25-34 years age group, 20.8% in the 35-44 years age group, and 22.5% in the 45-54 years age group.
▪ 47.7% of our respondents were identified as female and 50.5% as male, with the remaining respondents identified as per other gender norms.
▪ The majority of respondents (83.7%) are full-time workers, including both salaried and self-employed professionals. The remaining comprises part-time workers who are productive for less than 40 hours per week.
▪ Nearly every industry, from BFSI and administration, to education, healthcare, and customer services are represented in our survey.
▪ 85.8% of respondents are white-collar professionals, while 14.2% are gold-collar, meaning that they are highly skilled professionals such as lawyers, doctors, engineers, etc.
▪ Mid-level managers, associates, and specialists form the bulk of our respondents with significant representation from interns/entry-level executives and CXOs/C-minus leaders as well.
▪ 13.9% of our respondents work in micro-companies with less than 10 employees. 21.1% are from small-business, 33.3% from mid-sized businesses, and 31.7% from enterprises.
Interested to know more on how technology can empower employee experience?
Connect with us at connect@zensar.com

Zensar is a leading digital solutions and technology services company that specializes in partnering with global organizations across industries on their Digital Transformation journey. A technology partner of choice, backed by a strong track record of innovation, credible investment in Digital solutions; and unwavering commitment to client success. Zensar’s comprehensive range of digital and technology services and solutions enables its clients to achieve new thresholds of business performance. Zensar, with its experience in delivering excellence and superior client satisfaction through myriad of technology solutions, is uniquely positioned to help its clients surpass challenges they face running their existing business most efficiently, helping in their legacy transformation, and planning for business expansion and growth through innovative and digital ways.

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