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# PREPARING FOR YOUR NEXT NORMAL WITH LOGITECH

A guide to keeping your organization connected and engaged while navigating the next normal.



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## INTRODUCTION

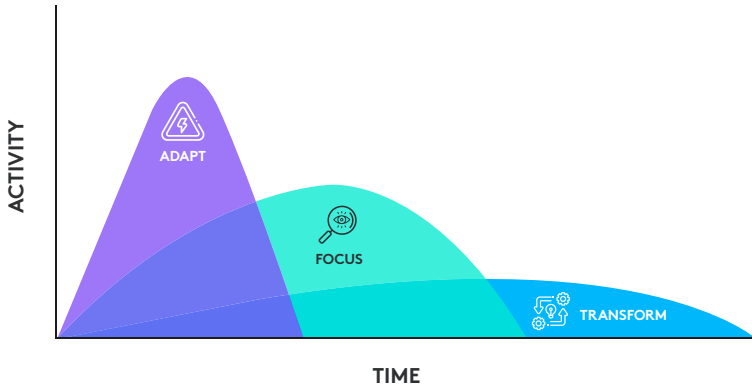
While predictions for a post-pandemic world seem highly speculative, there is one thing that remains likely: life and work as we know them will not be the same. The return to work will require many adjustments which analysts predict will last well into 2021<sup>1</sup>. Once considered an exception, remote working is now the new norm.

For some businesses, efforts are being made to return to the physical office within the next few months. With this in mind, the goal for all will be to reduce office density. Instead of bringing back all employees in one go, business leaders should be looking at introducing phased approaches and shift schedules based on which roles they absolutely need to have in the office. This requires careful planning and cultural transformation with less human contact. Never before has video collaboration technology played such an important role in maintaining the human connection to uphold social distancing measures.

The Logitech Video Collaboration Team has created this playbook to provide suggestions for business units when planning for the next normal. In this document, you'll find interesting insights, guidance on returning to work in phases, and advice based on real-life experiences. You'll be able to assess where your organization is today and outline the actions needed to tackle the next normal.

# NAVIGATING YOUR PATH TO READINESS

As organizations enter each phase of the pandemic, priorities and subsequent decision-making will change. While these phases dictate how and when your business can return to the workplace, they can also help guide your organization through a staged approach.



## STAGE ONE: ADAPT

Immediate actions taken to keep employees safe and critical business functions running, provisions made for working from home.

### EXPECT



Short duration, high effort.

### POTENTIAL OUTCOMES

Sudden changes made to operational environment, which may have included temporary suspension of business and/or a positive spike in product or service demand.



## STAGE TWO: FOCUS

Stabilize fixes, plan to restore, identify capabilities that need to be strengthened.

### EXPECT



Medium duration, more organized efforts and established routines.

### POTENTIAL OUTCOMES

Activities to restart and offices will reopen. Patterns should begin to emerge that will form the foundation of recovery - and help you overcome barriers to activity.



## STAGE THREE: TRANSFORM

Learn to do things in a new, repeatable, and scalable way.

### EXPECT



Long term, strategic execution across the business.

### POTENTIAL OUTCOMES

Learnings can be used from prior stages to build a new foundation. There will be an opportunity to reset or rebuild business models for workplace transformation towards a new reality and the next normal.

## KEY DECISION-MAKING INSIGHTS

When developing your own readiness map and establishing where your business unit is today, it's important to remember that departments within your organization may not all operate at the same speed. In fact, 77% of Logitech's customers agreed that they will start with a smaller number of employees returning to the office at <25% capacity, and gradually increase over time<sup>2</sup>. The next step is to assess your capabilities and gather the insight needed to help you make effective and robust decisions, tailored to the specific needs of your business unit.

### CAPABILITY: DECISION MAKING

- Gather information to make structured plans, such as budget and workplace environment requirements.
- Speak to your team and understand what they need in terms of tools, technology, and training to help shape your readiness map.
- Define new schedules, targets, and timelines to simplify your approach to creating a safe collaborative workplace and enabling shift-working to reduce office density.

### CAPABILITY: HOW YOU WORK

- Understand what internal and cross-departmental communication is needed to drive collaboration and productivity.
- 40% of Logitech's customers do not know if they will keep all office locations<sup>2</sup>, while 28% of employees plan to work from home full-time—an increase of 10% compared with pre-pandemic times<sup>2</sup>. Consider your real estate options, and cost saving potential for reducing brick and mortar buildings and restructuring your workforce.
- Assess what re-skilling and upskilling is needed for any new technologies that have or will be introduced, such as contactless collaboration.

### CAPABILITY: CUSTOMER ENGAGEMENT

- Define what new demands your customers have and how to re-model the customer experience accordingly.
- Speak to and/or survey customers to discover what's working and what's not when it comes to communication.
- Re-think customer service efforts to offer richer, deeper personalization through virtual face-to-face connections.

### CAPABILITY: WIDER SOCIETAL IMPACT

- Ensure you develop processes that affect lasting positive change.
 

**DID YOU KNOW?** Reducing company-wide travel positively impacts the environment by lowering carbon emissions, and helps your organization feel good about taking additional steps to being socially responsible.
- Strive to create a new and giving work culture.
 

**DID YOU KNOW?** Many organizations who previously thought remote working leads to productivity losses, now realize this is just a myth.

Develop business leadership that supports your people and community. Knowing what's required in terms of capabilities and insights will help you plan a readiness journey with an employee and customer-centric mindset.

# DEFINING A FLEXIBLE FRAMEWORK

To help ensure a smooth transition, consider how to evolve your capabilities across the **three main stages** and revamp your business model.



ADAPT



FOCUS



TRANSFORM

<b>DECISION MAKING</b>	Develop action plans, and capture feedback from employees and customers	Turn shared employee and customer insights into opportunities for improvement	Re-imagine the customer and employee experience to drive collaboration and stronger engagements
<b>HOW YOU WORK</b>	Empower employees with the right tools for seamless collaboration	Communicate new ways of working, adjust on-boarding and training, and enable increased work flexibility	Optimize the workplace for continued flexibility, productivity, collaboration, and wellness
<b>CUSTOMER ENGAGEMENT</b>	Make communication more human, personalized, and empathetic to meet the needs of the customer	Capture evolving customer demand including engagement preferences, through online focus groups	Educate and train employees for new customer communication and collaboration expectations
<b>WIDER SOCIETAL IMPACT</b>	Communicate clearly how your department or business will help contribute to positive change	Encourage employee idea sharing on how to serve local post-crisis needs	Highlight and communicate societal impact, internal successes, and heroes to encourage organization-wide momentum

With a flexible framework in place, you're now ready to start looking at which tools and technology are best for your return to work scenario.



## ADOPT A VIDEO-FIRST CULTURE WITH LOGITECH

The way your employees connect and collaborate has changed dramatically. In the last few months there has been an unprecedented rise in the use of video collaboration tools, with **the number of Microsoft Teams video users doubling since many began WFH<sup>4</sup>**.

**ZOOM HAS ALSO EXPERIENCED A STAGGERING 354% YEAR-ON-YEAR CUSTOMER INCREASE, NOW CONNECTING AROUND 265,000 BUSINESSES<sup>5</sup>**.

This is because above any other form of digital communication, video provides the most intimate and immersive experience that connects and engages.

Whether you're deploying remote work at scale for the first time or navigating a new hybrid workplace, you must ensure this new way of working is facilitated. That means providing employees with the tools and skills needed to leverage video collaboration to its full potential.

Logitech has solutions that can help—let's take a look at how.

## SCENARIO ONE LONG TERM WORK FROM HOME (WFH)

### THE CHALLENGE

Remote employees need to be able to hop on a video call from their personal workspace and connect as a team when working apart. With minimal direct human interaction, more than ever it's important they feel connected. Disengagement results in a drop on motivation and ultimately productivity, which is why the tools that create face-to-face connections are essential to maintain a collaborative way of working.

### THE SOLUTION

Logitech webcams and headsets help employees feel as if they're in the same room, even when they're apart.

Outstanding video clarity and superior sound quality make it easier for workers to concentrate and collaborate when working remotely.



### DID YOU KNOW?

Of all Logitech customers that have a readiness plan in place, **5% plan to support a fully remote workforce** post-pandemic based on the Logitech Insight Survey from June 2020.

These organizations realize the continued productivity of employees working from home and are looking to adapt this model in the long term.

## SCENARIO TWO MAJORITY RETURN TO THE OFFICE

### THE CHALLENGE

Over a third of Logitech's customers say they need more video-enabled rooms to support the increase in remote employee collaboration from the office<sup>6</sup>.

One of your biggest initiatives as your business phases employees back into the office will be supporting collaborative teamwork with those working from home.

Equipping huddle spaces and meeting rooms with video conferencing supports social distancing, while keeping your office-based workers connected with remote colleagues and customers. Remember to remove chairs in meeting rooms, if necessary, to ensure employees can keep their distance.

### DID YOU KNOW?

Of those Logitech customers that have a readiness plan mapped out, **4% are planning on fully returning to working from the office<sup>6</sup>.**

These organizations realize the importance of video collaboration in the office to keep employees connected during phased approaches as they return back to work.

### THE SOLUTION

Logitech's Tap Room Solutions transform meeting rooms into video collaboration spaces right out of the box. These all-in-one solutions are available for small, medium, and large spaces and are certified for use with Google Meet, Microsoft Teams, and Zoom. With contactless collaboration using voice-activated controls like **Alexa for Business** or Google Meet, combined with Logitech Sync insights, it means employees will be able to reduce the number of touches needed to start a conference call, while IT, HR, or facilities keep a close eye on capacity numbers in any meeting room.





## SCENARIO THREE THE HYBRID APPROACH

### THE CHALLENGE

Some remote workers want to return to the office full-time, others request to remain remote, while there are those who want to work in the office on occasion or a couple days a week.

Ensuring your team can work flexibly in safety requires a combination of new processes and the right collaboration tools.

For organizations where hot-desking was once a norm, a re-think is needed to maintain productivity as well as employee wellbeing.

### THE SOLUTION

Combining Logitech headsets, webcams, conference cameras, and meeting room solutions, offers a range of collaboration tools to suit every work style and space.

To support hot-desking, providing a personal collaboration kit helps maintain hygiene standards while giving staff the flexibility to work where they need.



### DID YOU KNOW?

**91% of Logitech customers** who have a readiness plan in place intend to have a split ratio of office and remote working<sup>7</sup>.

For any organization taking a hybrid approach – gradually transitioning employees back to the office while keeping remote work as an accepted option – tools to keep dispersed teams connected is top of mind.

# PANDEMIC SUCCESS STORIES

## CUTTING COSTS WITH REMOTE WORKING

**DID YOU KNOW** that real estate costs for each on-site worker average is \$10,000 a year?<sup>7</sup>

Along with the costs of maintenance, energy, and rent, consider the benefits of enabling employees to take a more flexible approach to work.

Since working from home, Christin Lindberg, an Event Manager at Logitech, has saved over \$500 a month on travel expenses – tolls, gas and maintenance – getting to and from the office.

Being able to connect via video means although she's looking forward to a part-return to the office at some stage, she can continue to save money.

That's less stress from travel, more time to be productive, AND a bit more money in her pocket – a win-win situation for Christin!

## SHAPING A MORE SUSTAINABLE FUTURE

**Offices are part of the fourth-largest contributor to greenhouse gas emissions<sup>8</sup>**, while three million tons of greenhouse gases are avoided by remote workers each year – the carbon equivalent of what's needed to power 538,361 homes for a whole year<sup>9</sup>. Encouraging remote work to support a more sustainable future is a no brainer.

Ricardo Santos, Logitech's Head of Americas Video Collaboration – Sales and Marketing, is proud to be a part of the company's mission to co-create a more sustainable world.

Ricardo champions Logitech's remote working strategy along with its readiness plan to gradually transition people back to the office, which increases flexibility and reduces environmental impact.

Ricardo is just as productive working from home, and feels good about reducing carbon dioxide by skipping his San Francisco Bay Area commute. All of this is made possible with the video collaboration tools that keep Ricardo connected to team members while reducing his carbon footprint.

## BOOSTING EMPLOYEE PRODUCTIVITY

The jury has historically been out on the productivity effect of working from home – is it a major productivity drain or a productivity boost?

Research would suggest the latter, with remote workers reported to be up **25% more productive than their on-site colleagues<sup>10</sup>**.

Aspen Moulden, Head of Marketing – Video Collaboration at Logitech, has seen the transition to working from home as a MAJOR productivity boost. Being able to skip her hour-long commute into work, she has a 10-second walk to her office, and starts work far earlier than she did when commuting into headquarters.

Plus, with limited distractions and video collaboration to connect with team members, Aspen stays focused, engaged, and can get more stuff done from the comfort of her home. As an added bonus to productivity gains, Aspen feels super positive about her contribution to limiting carbon emissions!

# YOUR RETURN TO WORK JOURNEY WITH LOGITECH

Business leaders are at varying stages when it comes to planning for the next normal. But while each scenario will differ, every organization should have collaboration and connectivity front of mind. The global pandemic has triggered a new video-first culture, making it impossible to ever return to the way we worked before. In fact, according to a recent survey carried out by Logitech, **78% of participants favor video conferencing over audio**<sup>11</sup>. This means that to drive productivity, engagement, and workforce efficiency during the next normal, video needs to be accessible to everyone in the organization and delivered as a fundamental part of your remote access strategy.

We hope you've found this playbook helpful for planning your return to work.

## FOR FURTHER SUPPORT TO HELP YOU ADAPT, SUSTAIN, AND KEEP YOUR EMPLOYEES AT YOUR CORE, PLEASE CHECK THESE ADDITIONAL RESOURCES.

- **Article:** The Next Normal: What the world could look like in 2021 and beyond
- **Article:** How video conferencing improves the remote work experience
- **Article:** Creating social connection at work with video conferencing
- **Article:** Video conferencing is here to stay, are you ready?
- **Whitepaper:** Responding to disruptive shifts in the workplace
- **Webinar:** Crash course in building culture for remote teams
- **Checklist:** Office safety and employee WFH tool survey



## THE NEXT NORMAL

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Transition to the next normal with Logitech Video Collaboration Solutions.

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Contact your account manager today  
or call us at 866-559-8197

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6301 Benjamin Rd., Suite 101  
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Published July 2020

**Sources:** 1. ZDNet - Back to the office how you should manage the return to work after lockdown 2. Logitech Next Normal Customer Survey Data June 2020 3. Logitech Covid WFH Research Report\_Distribute May 2020 4. Microsoft Blog-Remote Work Trend Report 5. Digital Trends - Look as what the Coronavirus pandemic did to Zoom's bottomline 6. Logitech Next Normal Customer Survey Data June 2020 7. Forbes - 4 Reasons Why a remote workforce is better for business 8. Insightlink - How Remote Workers are Helping to Save the Planet 9. FlexiJobs - 5 Stats About Telecommuting's Environmental Impact 10. SHRM - Why Are Companies Ending Remote Work? 11. Logitech Covid WFH Research Report\_Distribute May 2020



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