

REMOTE WORK LIFE

VIDEO TRANSCRIPT

Report Insights

2020 was a moment of great upheaval for work and for life. The Dock – Accenture’s flagship R&D and global innovation center conducted extensive research, diving deep into remote working life.

Carrying out an in-depth ethnographic study, focusing on key changes across:

- Consumer needs and opportunities
- Workforce experience and expectations
- Technology usage and attitudes

The full report contains 14 insights that clients can use to inform their strategies around this remote working life space.

City in the home

Our homes have become more than just havens. They’re now our gyms, schools and entertainment hubs. As we reinvest in our home, spending is reallocating from traditional main street venues.

Quote "I [would like my home to] be much more spacious and much more connected to the things I normally go to, as in the gym, yoga, culture events, something like this." [Nina, 33. Flexi Flourisher]

Balancing the imbalance

Could the virtual work trend potentially be setting women back years in terms of pay and progression in the professional workplace? With women still bearing most of the domestic burden, working from home is presenting fewer benefits for women than men.

Quote. "Professionally, I've been getting less and less work, so lately I've really had to go to bat for myself and be upfront with my boss about giving me the work that I need and desire and holding him accountable." [Chelsea 27 Firm Thriver]

At home in the office

The ideal home working environment is now a single-purpose, separate space. People are done 'getting by'. They expect the equipment, services, and supplies of the office, in the home.

Quote: "[I would like] some sort of monetary support [for] everything I need to properly work from home like a screen, chair, standing desk extension or similar so that I don't put my health at risk. But also the flexibility to decide which days I want to work from home and which I want to work from the office." [Sebastien, 35. Firm Thriver]

Providing for all

At home, we have become more connected and reliant on our devices than ever, and by extension, their connectivity service provider.

When remote workers think about their CSPs, they have 3 general classifications: "Close friend", "Acquaintance" or "Lackluster co-worker"

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