



How Mobile is Transforming the Workplace

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Introduction

Are you hesitating on a mobile strategy because you fear smartphones are a distraction? That may be hurting your business. Not only are mobile-empowered workforces more productive, they're more of *all the things* critical to business survival: They're more collaborative, more innovative, and yes - more profitable.

The ability for the workforce to connect, collaborate, and get work done from anywhere – and at anytime – has never been more important. And it's already happening, with 79% of knowledge workers¹ already working remote.

So how come smartphones are still provided to employees less often (27%) than desktop PCs (62%) or laptops (43%)?²

Denial.

Whether it's just old school bias about the distraction of personal phones, or a legitimate cyber security fear, many companies still can't accept this new workplace reality. But they must – our world is only going to get more mobile.

And it pays to address this challenge with a modern strategy.

This guide will help you reframe your organization's mobile strategy from needed to non-negotiable and help you convert a fear of distraction into fearless advantage.

1. PGI Global Telework Survey
2. Samsung and Frost & Sullivan survey

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1. The Fiscal Times
2. 2015 FlexJobs Survey

3. IBM Institute for Business Value

Mobile empowered workforces are more attractive to everyone

Boomers need more time: Many can't afford to retire yet. In fact, 74% want more work flexibility and 34% would like to work from home.¹

Gen X Craves More Work/Life Balance: Sandwiched between caring for kids and aging parents, they value the flexibility offered by remote work.

Millennials Demand Mobile: 85% of millennials want to telecommute 100% of the time. Welcome to the digital nomad lifestyle.²

Gen Z is going to melt down without mobile: 75% of respondents selected a mobile phone or smartphone as their device of choice.³



Mobile's Impact on Culture

“The mobile revolution has forever changed so many of our daily experiences — how we stay in touch with friends, how we learn, how we get news and entertainment, how we pass the time waiting in line or sitting on the train. Is it any wonder, then, that it’s also transforming our experience at work?”

- *Harvard Business Review*

150

of times
people check
their phones
per day

– according to Kleiner Perkins
Caufield & Byers's annual Internet
Trends report.

Everything has gone mobile.

Whether you're looking to get your groceries delivered, trying to find a date for Friday night, or want to catch a basketball game - you can do it all from the comfort of your phone. There's an app for it.

There's pretty much an app for everything, with 2.8 million apps available in the Android App store, and 2.2 million available in the Apple App store, and those numbers will only grow¹. That in turn will only increase our reliance on mobile, which is already pretty striking: We check our phones an average of 150 times a day, according to Kleiner Perkins Caufield & Byers's annual Internet Trends report.

Is it any wonder then, that 47% of us² admit we can't last a day without our mobile phone?

It's this reliance that's changing our culture and expectations:

We're Less Patient: Uber conducted a study to find out how long we're willing to wait for a ride. Due to what they call our "shifting patience," Uber found that the longer it has operated in a city, the less willing users are to wait for a car to arrive.

We're More Selective: Being a consumer has never been easier. Think about it: When you're out shopping for a watch, all you have to do is check your phone to see if it's a great product. Informed choices are a mere consumer review away.

We're Less Encumbered: The American dream used to include owning a home and car. Now it includes the freedom to roam. With Lyft, transportation is probably less than 2 minutes away and thanks to Airbnb, we can call Bora Bora home for a week or two.

1. Statista
2. Bank of America Survey



Mobility and the Blended Workforce

“Enterprises are collaborating more globally, and with more diverse and global staff. Employees can now work all over the world, from the jungle to the arctic, as long as they have reliable Internet.”

- Deloitte

78%

of executives
think mobile
will be the
dominant
technology
used within
5 years.

—according to Deloitte.

Mobile Empowers a New Team Structure

Say goodbye to the era of full-time employees who work 9 to 5, and hello to the blended and global workforce - powered by mobile.

New research suggests that all net job growth in the last decade is entirely made of “alternative work arrangements.” This means the workforce is now comprised of people who work in different locations with varying schedules, including:

- Full-time workers
- Part-time workers
- Temporary workers
- Contract workers
- Freelancers
- Consultants

Mobile communication, information sharing, and product development tools have made it easier for team members to work on different schedules, time zones, and in different locations.

Mobile Creates New Team Challenges

Unfortunately, a mobile workforce does come with a few challenges, too.

Syncing Up in Real Time: Multi-functional teams pick up the baton and run in project sprints that overlap. As teams ‘plug in’ to different parts of a project, the need to be up to speed with accurate information is constant - and the inability to sync in real-time can be tough.

Staying Engaged: According to Gallup, feeling like you’re ‘on an island’ is bad for engagement. Unfortunately, only 30% of employees who work from home full-time are actually engaged. The reason? The lack of connection and critical development feedback that co-located teams pick up organically.

Ironically, as much as mobile enablement can be traced as the source of these challenges, it’s also mobile technology that can help solve them.



Business Apps: Redefining the Way We Work

“Your business doesn't just run on a desktop, in an office, on weekdays, from 9-5. Your business is a 24/7 operation and it needs to be treated as such. Mobile applications allow you to operate with this mentality.”

- PCMag

5 Billion
enterprise app
downloads

—according to Tomi Ahonen
Consulting in 2014.

Flexible work arrangements are becoming increasingly important for employees in their quest for work-life balance. And it's not just about being able to work from home. It's about giving employees a convenient way to work.

One way they're doing this? With mobile apps.

"These mobile apps include applications for road warriors and sales executives who work outside of the office, as well as mobile applications for employees who work inside the office," notes Forrester Research. "Examples of inside-the-office applications are mobile expenses and timesheets, which admin assistants can access while they are away from their desks."

To say that there's an app for everything is an understatement. A quick survey will tell you that there are hundreds of apps that attempt to do the same thing — and this applies to business apps, too.



The 19 Best Business Mobile Apps of 2017

To help cut through the clutter, PCMag put together a list of the best business apps of 2017. Check them out:

Accounting

- NetSuite OneWorld
- Acumatica
- Expensify

Collaboration and Communications

- ClickMeeting
- Citrix ShareFile Business
- SurveyMonkey
- HappyFox
- Zoho Docs Standard
- MailChimp

Analytics and Data Management

- Salesforce Sales Cloud Professional
- Zoho CRM
- Sprout Social
- HootSuite

Human Resources

- BambooHR
- Fairsail HRMS
- Deputy
- SuccessFactors Perform and Reward
- Zoho Recruit
- Zenefits

Case Study



A Functional Mobile Experience

As the VP of Finance at Letgo, an innovative mobile-based classifieds platform, David Wieseneck frequently travels back and forth between Spain and the U.S., so an intuitive, Cloud-based mobile app was a crucial must-have during his search for an expense management software.

He also joined the company when there were just 10 employees, so he knew he had to build an accounting process that could grow with the company.

When dreaming up his ideal accounting stack, David sought Cloud-based, mobile-friendly, and cost-effective tools that would keep his employees happy without sacrificing functionality.

He got just what he was looking for with Expensify.

“Expensify is the only expense reporting app that lets us reimburse employees within 24 hours through the rapid reimbursement feature,” says David. “This is easily our employees’ favorite thing about Expensify, with the mobile app coming in at a close second. Scanning receipts and submitting reports with Expensify’s mobile app is so easy.”

“As a small startup, we didn’t have the budget for a back office tool,” remembers David. “We needed tools that were affordable enough that I didn’t have to ask our CEO for extra budget, and also a solution that could be set up in literally an hour. Expensify is totally worth it, and a no-brainer for a startup.”

“Scanning receipts and submitting reports with Expensify’s mobile app is so easy.”



Mobile's Impact on Business Performance

“Smartphones and tablets are game changers for engagement because people carry them everywhere they go. Your customers and partners and employees have perpetual access to the vast resources of the Internet — and hopefully your mobile app as well — in the key moments of their day.”

- Forrester Research

Mobile Impact

Higher Productivity

Contrary to popular belief, employees who are allowed to use mobile phones (and other mobile devices like tablets) for work are more productive.

Think about it: If you replace clunky HR and IT portals fraught with delayed response times and multiple logins, with an easy access mobile app, employees are going to save time.

In fact, more than half of all enterprises surveyed by Mobile Helix estimate that productivity in their organizations would increase by 40% or more if all of their enterprise apps were made mobile.

In 2016, Samsung teamed up with Frost & Sullivan to survey 500 managers and executives working at U.S. companies or government organizations to learn about their mobile usage in the workplace and how it impacted their productivity.

What did they learn? By using smartphones to get work done, managers and executives report that they:

- Gain nearly an hour (58 minutes) of work time each day
- Gain nearly an hour (58 minutes) of personal time each day
- See an estimated productivity increase of a whopping 34%

Speed & Convenience

Checking email while riding the train into work, accessing work documents while on the go, and joining a conference call while in an Uber.

These are just a few of the convenient things employees can do from the palm of their hands. And it's this convenience that enables streamlined communication amongst team members.

A study by Forrester Consulting concluded that some of the key benefits to mobility solution implementation are an increase in:

- Employee responsiveness
- Decision-making speed
- Issue resolution

And this makes sense. If you remove the requirement to have a desktop or laptop just to open a support ticket, make a decision about a benefits change, or request something like PTO, and instead allow the workforce to do any of that (and more) using the device they always have with them — things move faster.

Improved Engagement

There is plenty of research tying employee engagement to profitability. In fact, Gallup cites 21% greater profitability from highly engaged business units, and reports that teams who address engagement needs in their everyday work outperform bottom teams by an average of 20% in sales and 10% in customer engagement.

This makes it a no brainer for businesses to do everything in their power to improve engagement. One way they're doing this is by embracing mobile.

Mobile technology can improve the things that help drive engagement, like transparency, trust, and feeling connected.

According to the Economist, employers rated by employees as “pioneers” in supporting mobile technology saw better productivity (16%), creativity (18%), satisfaction (23%) and loyalty (21%).

Day in the Life of a mobile worker:

Account Executive

7:00 am Take the kids to school

7:30 am Accept new LinkedIn invites

7:45 am Login to Salesforce to review today's leads

8:00 am Recieve Medium article from Sales Manager, add to Evernote to read later.

9:00 am Receive Slack message from field marketing teammate requesting review of a new Google doc.

9:30 am Webex demos for new leads

12:00 pm Working lunch with Business Development Opportunity Partner

1:15 pm File expenses on Expensify

2:00 pm Login to weekly sales meeting

3:05 pm Start reviewing Google doc, make comments for marketing

4:00 pm Check Salesforce for new leads

4:30 pm Send InMails to today's leads

4:45 pm Pick up kids for after school activities

As mobility blurs the line between work and life, employees will continue to demand experiences that are simple, seamless, and efficient. They will reject organizations that do not give them the freedom to connect, create, and do their best work from anywhere at anytime.

Organizations who break the technology shackles for their workforce — embracing mobile as a transformational advantage — will be in a stronger position to build an attractive culture, empower fluid team structures, and outperform those that refuse to change.

ScholarMatch Streamlines Operations with Zenefits

Founded by author Dave Eggers, ScholarMatch started as a simple crowdfunding platform. Today, it's a full service college-access organization with a mission to make college accessible for underserved youth through scholarships, college advising, career coaching, and more.

ScholarMatch has quickly expanded from serving just 39 students in 2010 to working with more than 1000 students per year. What's more impressive is that they do it with a small, but mighty staff.

Growing their Organization with Help from Zenefits

ScholarMatch needed to find a HR solution to help them grow their operations, without draining their finances. That's when they found Zenefits, which they use for onboarding, employee time-tracking, benefits management, and more.

"We love zenefits. It's made such a big difference for us," says Juliana Sloane, Director of People, Culture, and Generosity at ScholarMatch. "We're an organization that's so small and growing really quickly. Doing all of the HR stuff by ourselves would have been a nightmare.

Zenefits has made HR quick and simple - it's not a headache. We feel really lucky to have Zenefits."

What's more, the Zenefits mobile app has also helped streamline some of ScholarMatch's internal operations. The team uses the Zenefits mobile app to track hours worked, view time-off policy, and submit PTO requests with just a few taps on their your phone.

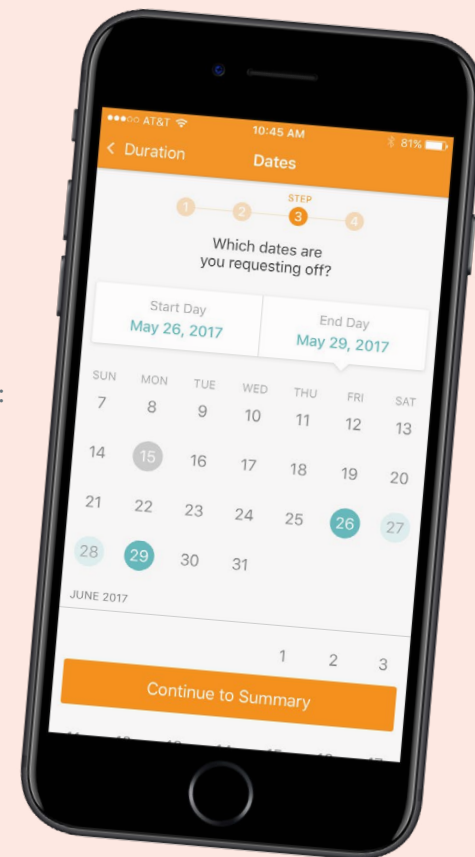
"I love the Zenefits mobile app. When I'm sick in bed and need to request PTO, I just pull up my phone and put the time off in."

– Jessica Li, College & Career Advisor at ScholarMatch.

Using the Zenefits mobile app, ScholarMatch employees can also:

- Pull up insurance details on your phone, including Medical, Dental, Vision, Life, and Disability policies. You can also check your Flex Benefits (FSA, HSA, and Commuter) balances and order a replacement card.
- View your employee directory—call, email or text any of your coworkers with a tap.
- Hourly employees can clock in and out through the mobile app - making tracking hours even easier.
- Zenefits Payroll users can also access up-to-date paystubs from their mobile phone, with a detailed breakdown of taxes and deductions.

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empowering the mobile
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