



The T-Mobile for Business

# 2019

Workplace Mobility Report



## Introduction

The lines between work and home, here and there, become more blurred every minute, and that's exciting for the future of business.

We tap and click our way to global information, connect one-on-one across cities and even continents, and work on the go. The pace of change is dizzying, but the opportunities are incredible, and mobility—the opportunity to work freely and easily, at any time, on any device—makes it all possible. Evolving trends in mobility are shaping the workstyles of tomorrow, making it easier to support and empower employees than ever before. Today, it's important that companies embrace these trends to stay ahead.

**Make no mistake.** There is a clear line between simply being “wireless” and being truly mobile. The differences go well beyond flexibility to game-changing productivity that has the potential to disrupt industries and impact every department across your organization.

In this trends report, we'll uncover the ways organizations can harness these advances now to gain a competitive advantage, deliver greater productivity, and build a stronger foundation for tomorrow. **Let's dive in!**

01

### TREND 1

Mobility transforms the way we think about work/life balance

02

### TREND 2

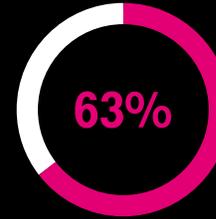
Mobility enables a more productive, cross-generational workforce

03

### TREND 3

Mobility allows brands to connect with consumers in new and exciting ways

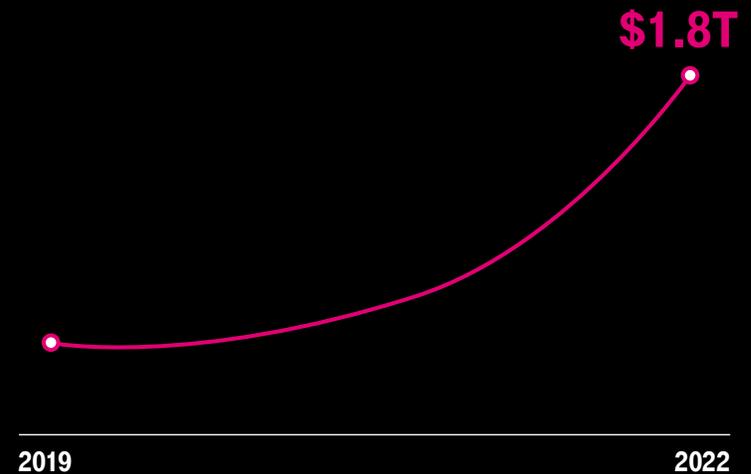
1. <https://www.idc.com/getdoc.jsp?containerId=prUS44259318>



### FACT:

Sixty three percent of global enterprises regard mobility as the most significant factor contributing to competitive advantage and more than seven in 10 cite it as a top priority.

It's no wonder then that global spending on mobility solutions is forecasted to reach **\$1.8 trillion** in 2022.<sup>1</sup>



TREND

# 01

Mobility transforms  
the way we think about  
work/life balance



## Trend 1: Mobility transforms the way we think about work/life balance

### 50/50 is unrealistic

There's little doubt that increasingly powerful mobile devices, super-fast networks, and the rising acceptance (and promotion) of mobility in the workplace have made it possible for professionals to achieve better balance between their business and personal lives.

**In a global study, employees who work in fully-enabled digital workplaces are more motivated, have higher job satisfaction, and are more likely to report a positive work/life balance.<sup>2</sup>**

Today, balance rarely represents an even 50/50 split, as work and personal time don't often share equal portions of our days. For most professionals, each day's priorities tend to dictate where the scale falls. Instead, we find employees who have more freedom to complete tasks on-the-go tend to be more productive and report higher satisfaction with their jobs. In fact, the higher an organization rates itself on flexibility, the lower their voluntary turnover rate.<sup>3</sup> Mobility solutions play an important role in flexibility and can have a meaningful impact on job satisfaction.



#### CARLY

Carly is the Global VP of Sales at a Chicago-based enterprise manufacturing company.

Her largest client is headquartered in New Zealand, which means her work day starts and ends late. In the morning, Carly is up by 7AM to walk the dog and help get her daughter off to school. By 10AM, she's in the office taking meetings with her local team. In the afternoon, she fields calls from the client and works closely with her NZ team. She uses the NZ lunch hour to leave the office, have dinner with her family, and help with homework before checking back in at the end of her client's day. With the ability to customize her work hours to better fit her client's needs, she's found a sustainable rhythm that works for both her employer and her family.

2. <https://news.arubanetworks.com/press-release/beyond-productivity-human-side-digital-workplace-quantified>

3. <https://www.worldatwork.org/docs/research-and-surveys/Survey-Brief-Survey-on-Workplace-Flexibility.pdf>

## Find a rhythm that works

Rather than working to draw clear lines in the sand between business and personal hours, professionals have begun to blur those boundaries. Mobile solutions enable employees to manage their home and work lives on a single device, simplifying communications, increasing productivity, and helping to ensure a high-level of customer service. When productivity increases, work hours decrease. That allows employees to enjoy work/life harmony, a concept that's been gaining steam among enterprise companies, according to a recent *Forbes* article.<sup>4</sup>

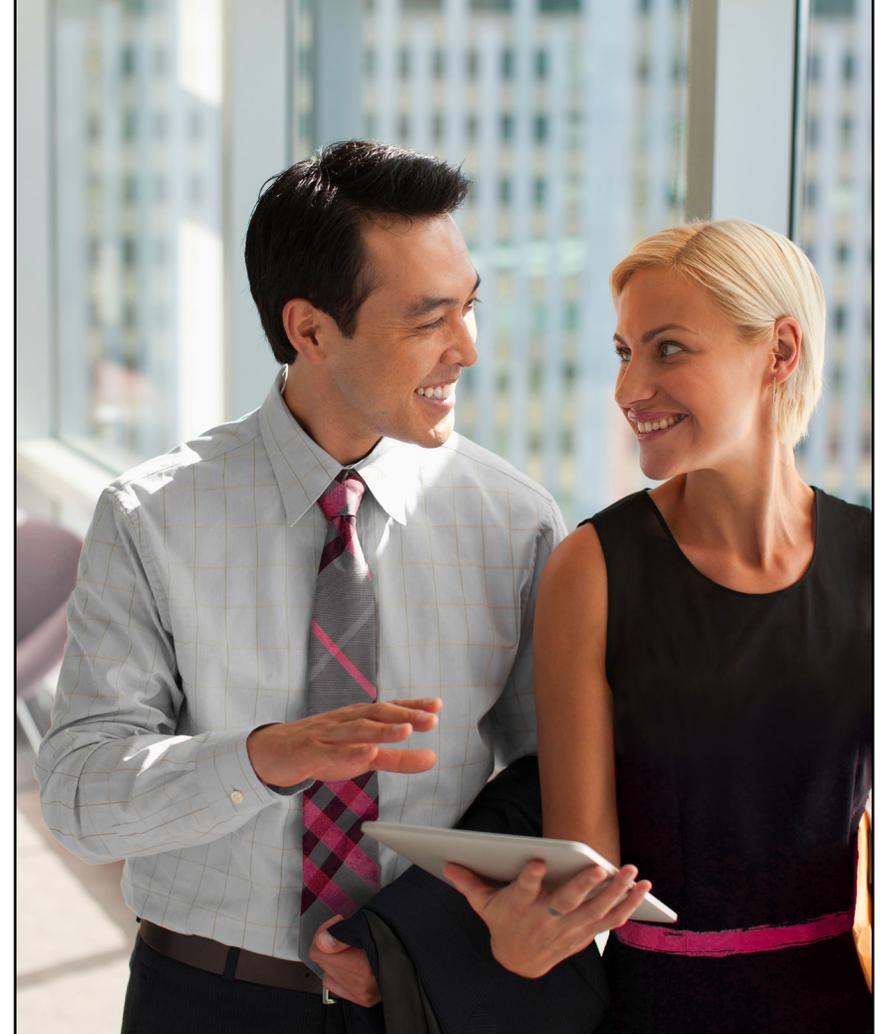
With the right tools, employers can ensure security and compliance standards are met, while teams can work when and where it's most convenient for their customers and most effective for them. This isn't just about the ability to use a mobile device. The speed and power of network connectivity is critical. Without it, communications suffer and frustrations increase. Enterprise companies can help their employees find a sustainable rhythm by providing tools and training to work more productively.

## A word about privacy

There's no question that data privacy will remain a concern as long as workers enjoy the convenience of a single device. Enterprise companies should leverage advanced mobile device management (MDM) software to enable remote configuring of devices, inventory and tracking, password protection, and data encryption enforcement. This also ensures the ability to wipe critical business data in the event that a device is lost or stolen.

4. <https://www.forbes.com/sites/darrenshimkus/2018/12/18/5-ways-workplaces-will-change-for-the-better-in-2019/#4fdc20272973>

5. <https://www.gartner.com/en/newsroom/press-releases/2018-08-15-gartner-forecasts-worldwide-information-security-spending-to-exceed-124-billion-in-2019>



**\$124B**

Data privacy is a concern for anyone working on a mobile device. Worldwide spending on information security products and services will grow **8.7%** to **\$124 billion** in 2019, according to the latest forecast from Gartner, Inc.<sup>5</sup>

TREND

# 02

Mobility enables a more productive, cross-generational workforce



## Trend 2: Mobility enables a more productive, cross-generational workforce

The modern workplace is a far cry from the traditional workplaces of even a decade ago.

Professionals start their careers sooner and work later in life than previous generations. That means today's workforce is made up of several generations of professionals with specific expectations when it comes to mobility:<sup>6</sup>

### Gen Z

Professionals born after 1995 are referred to as Gen Z or Gen Next. They've just begun entering the workforce and want to do meaningful work and be given responsibility. This generation of workers is accustomed to a world that's constantly evolving, one in which relevance is continually redefined. **Adept at multi-tasking, Gen Zer's expectations for mobility are high.** In fact, almost half of them say that they are on their smart phone "almost constantly," and **more than 60%** would rather leave their wallet at home than their mobile device.<sup>7</sup>

### Millennials

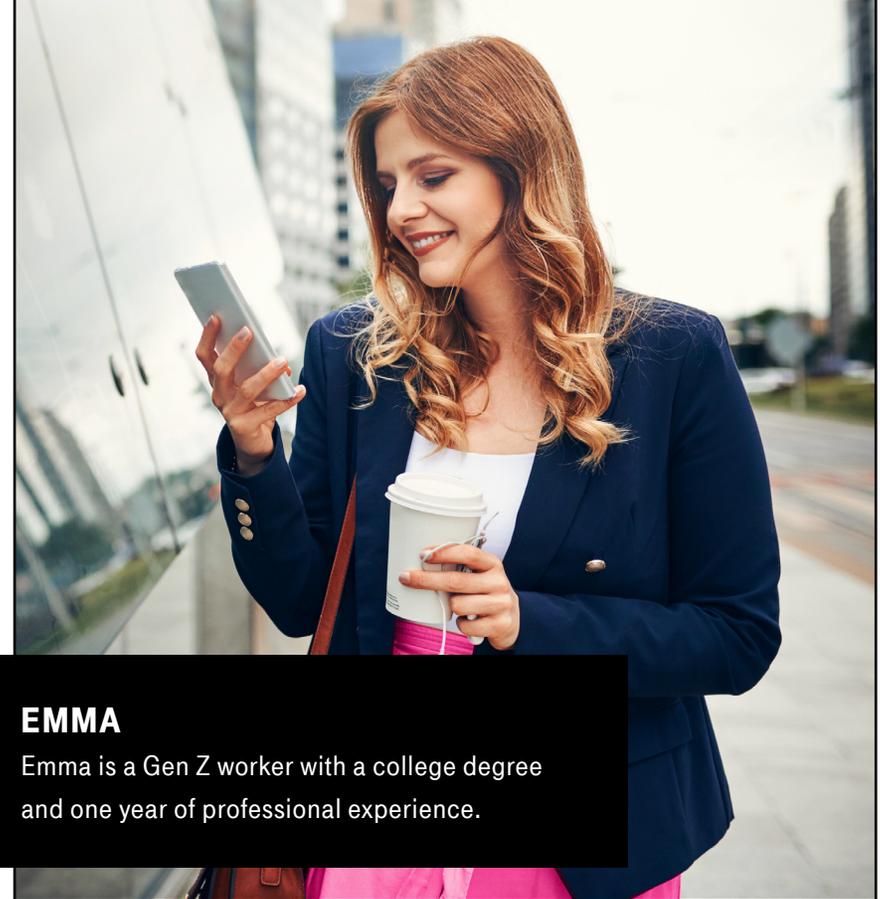
These professionals were born between 1980 and 1995. Millennials are motivated by training, mentoring, and feedback; they aren't afraid to switch jobs to get ahead. Culture, collaboration, and access to the latest technologies for communicating are important to these professionals.

**Millennials are more mobile than their elders in the workforce and expect the flexibility that it allows.** In fact, technology is as important to Millennials at work as it is in their personal lives. **Nearly 60%** of Millennials said that state-of-the-art technology was important to them when considering a job.<sup>8</sup>

6. <https://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>

7. <https://www.agencyascend.com/blog/75-eye-opening-statistics-how-each-generation-uses-technology>

8. <https://www.teem.com/blog/a-digital-workplace-attracts-millennials-and-other-generations-too/>



### EMMA

Emma is a Gen Z worker with a college degree and one year of professional experience.

Today, she's in the field troubleshooting an issue for a new customer. The workaround comes down to two possibilities, and Emma videoconferences Rich, a semi-retired field rep with 32 years of experience, to get his take. She hits 'record' to capture their conversation and shows him the environment via her tablet's camera. Rich recognizes the issue and talks her through the fix. After the call, Emma uploads the recording to a cloud-hosted solutions folder. Before heading back to the office, she sends a quick message to her colleagues letting them know about the resolution.

## Gen X

Born between 1965 and 1980, Gen Xers prefer to work independently and with minimal supervision. **They are motivated by growth opportunities, mentor relationships, flexible schedules, and management recognition.**



**More than 90%** of Gen Xers own a mobile phone, and perhaps surprisingly, they spend more hours per week on mobile devices than Millennials.<sup>9</sup>

Gen Xers still favor traditional learning, such as formal workshops and seminars, but also enjoy the personalization and convenience offered by technology-based tools. Blending traditional training methods with tech-enabled tools can help them make the most of development opportunities.<sup>10</sup>

## Baby Boomers

These professionals, born between 1946 and 1964, are loyal and ambitious. While they prefer monetary rewards, they are also motivated by peer recognition.

Mobility is rising in popularity with this demographic; in 2018, their mobile use grew **57%** over the previous year. Boomers use mobile devices to stay connected. **Their expectations around mobility focus on trust.** They need to know that the devices and applications they use will protect their privacy and keep personal data secure.

9. <https://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/>

10. <https://www.inc.com/ryan-jenkins/why-generational-diversity-is-the-ultimate-competitive-advantage.html>

11. <https://www.workfront.com/wp-content/uploads/sites/5/2015/10/workfront-state-of-enterprise-work-report-2015-final-1.pdf>



Today, the odds of a 25-year-old Millennial working with a 55-year-old Baby Boomer are not only possible, but probable. A Workfront State of Enterprise Work Report revealed that more than **30%** of conflicts arise due to lack of communication between employees.<sup>11</sup> With different expectations and communication preferences, it's no wonder.

Forward-thinking companies are looking at mobility to help them accommodate employees in diverse demographics. Incorporating mobile initiatives can encourage employees to engage at work in ways that are familiar to them. Think digital career development platforms that allow employees to test drive new roles and broaden their skill sets or mobile holistic wellness apps customized to each employee's demographic and interests.

## Unite your cross-generational workforce with mobility. **Here are four ways to get started:**

### **01 Kick the mobile infrastructure tires**

Harnessing mobility to help your cross-generational team collaborate requires a reliable, screaming-fast network that can support a variety of connectivity solutions. Networks have gotten exponentially faster in the last several years, and the coming revolution of 5G will only help businesses engage in even richer, more meaningful ways.

Challenge the status quo in your organization to make sure you're on a network that can support today's connectivity needs, as well as technologies to come in the near future.

### **02 Get leadership on board**

To create a collaborative environment, company leadership must champion mobility. Show them how mobility solutions can free up budget for more important investments. Case in point: outdated desk phones, access badges, and timeclock devices can be consolidated onto mobile platforms and into applications that eliminate redundant technology.

Companies with a distributed workforce can spend less on office space to house employees, while retail businesses can replace obtrusive desktop POS systems with fully integrated mobile solutions.



### 03 Make space for cross-generational face time

Human-to-human interactions are important, even when a percentage of your workforce is remote or based at a different location. Equip a small conference or huddle room with “always ready” video conferencing software to foster camaraderie between offices and workers. This helps remote employees of all ages feel more connected to their in-office counterparts and encourages spontaneous collaborations and conversations—critical components of a unified team.

### 04 Enable cloud-based productivity tools

From sharing files to managing financials and reducing paperwork, cloud-based team collaboration and productivity tools can save time and money and help cross-generational teams stay in sync. These programs allow for easy collaboration between teams, regardless of where or when they're working.

“The possibilities really are endless. As we get closer to a 5G world, we'll see a lot of new innovations that reinvent the employee's mobile experience.”

— Mike Katz, Executive Vice President, T-Mobile for Business

Organizations of all sizes can leverage mobility tools to help break down silos between demographics, highlight the unique skill sets of each group, and empower team members to learn from one another.



**Catering to a diverse, cross-generational workforce lets companies reap all the benefits each generation of workers has to offer**, from the institutional knowledge of more mature employees to the technological fluency of the younger generation. According to an *Inc.* article, “a team that benefits from generational diversity will be able to communicate with the confidence of a Baby Boomer, the experience of Generation X, and the velocity of a Millennial.”<sup>12</sup> And with the right mobility solutions, they can work together to address any challenge that arises.

12. <https://www.inc.com/ryan-jenkins/why-generational-diversity-is-the-ultimate-competitive-advantage.html>

TREND

# 03

Mobility allows brands to connect with consumers in new and exciting ways



### Trend 3: Mobility allows brands to connect with consumers in new and exciting ways

As devices become more powerful, consumers are spending a lot of time on them.

Case in point: **U.S. consumers spend an average of five hours each day on a mobile device.**<sup>13</sup> In order to meet expectations, organizations are providing better mobile experiences, opening new channels of communication, and introducing new layers of opportunity within the mobile platform.

### Changing the way we engage

McKinsey estimates that AI has the potential to add between **\$1.4 to \$2.6 trillion** in sales for businesses worldwide.<sup>14</sup> Companies are using technologies like AI to improve mobile experiences at every stage of the customer journey. That journey is no longer a funnel that ends with a purchase; instead, think of it as a 360-degree circle that fosters loyalty and brand advocacy. Today, brands are using AI and other innovations to gather information about audiences, and turning that data into valuable insights that improve communications at every touchpoint. In fact, the top 200 largest companies in the world will rely completely on apps based on AI and machine learning technology.<sup>15</sup>

“The exciting thing about mobility and AI is the ability to surface actionable insights that companies can use to improve customer experiences in real-time.”

— Mike Katz, Executive Vice President, T-Mobile for Business

13. <https://www.pcmag.com/article/361587/tech-addiction-by-the-numbers-how-much-time-we-spend-online>

14. <https://www.mckinsey.com/featured-insights/artificial-intelligence/visualizing-the-uses-and-potential-impact-of-ai-and-other-analytics>

15. <https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-for-2019/>



### STEPHEN

Stephen has been an employee of the pet food brand For the Love of Pets for five years. Three years ago, he also became a customer when he adopted his poodle mix, Harley, from a shelter.

When Stephen and Harley moved across the country and needed to quickly find pet-related resources, he recognized a need his company could address. With the brand's support, Stephen worked with the R&D team to develop an app that not only collects customer data, but acts on that data by sending personalized messages and offers directly to customers' smart phones. Now, when customers move to a new area, they are sent helpful information about local veterinarians, parks, and pet-friendly businesses.

Let's take a closer look at each stage of the sales funnel to see the impact mobility is having on the way businesses respond to customers

## Stage 01: Awareness

Today, enterprise companies send notifications directly to customers and prospects, bypassing email campaigns that tend to go ignored. Mobility simplifies a company's ability to align their sales process to the right stage of each customer's journey. New apps push messaging to customers 24/7, without being disruptive. This allows companies to connect with customers on their turf, via the medium that's literally at their fingertips. Syncing with social media channels enables consumers to easily share interesting content with their own circles, effectively extending brand reach with minimal effort and cost.

Mobile applications gather valuable insights into audience behavior that sales and marketing teams can use to personalize the brand experience for each customer. Under Armour did just that when it purchased a series of fitness apps, including MapMyFitness, MyFitnessPal, and European fitness app Endomondo. Aligning their brand with the latest fitness apps and social communities helped cement their status as a leader in the category. Under Armour effectively increased sales, brand awareness, and client engagement, bringing in **100,000 new users a day**.<sup>16</sup>

## Stage 02: Consideration

At the consideration phase, consumers are likely sifting through information and narrowing down their choices, comparing and contrasting product or service offerings. Mobility can help companies put information and answers in the palm of consumers' hands, simplifying and speeding up the decision-making process.

A report from *Adobe* shows browsing sessions on mobile apps are **three to four times** longer than those on desktops.<sup>17</sup>

16. <https://perfectial.com/blog/businesses-that-made-success-with-mobile-apps/>

17. <https://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

18. <https://www.mobilemarketer.com/ex/mobilemarketer/cms/news/strategy/20665.html>



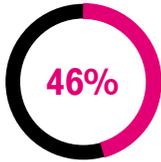
PepsiCo leverages mobility, creating social apps to connect with their customers through branded awareness campaigns.

“Our fans have very close relationships with their mobile devices—to successfully communicate with them, we always have to think mobile first.”<sup>18</sup>

— Linda Lagos, Director of Marketing, PepsiCo

This extra time provides an opportunity for brands to place relevant, informative content right where users need it to influence smarter purchase decisions.

With the convenience of on-the-go access, apps offer a medium for sharing cost comparisons, case studies, and reviews of specific products or services. All of that information can be personalized based on users' habits so that brands are reaching out with the right information at precisely the right time.



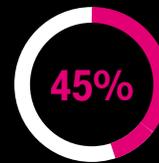
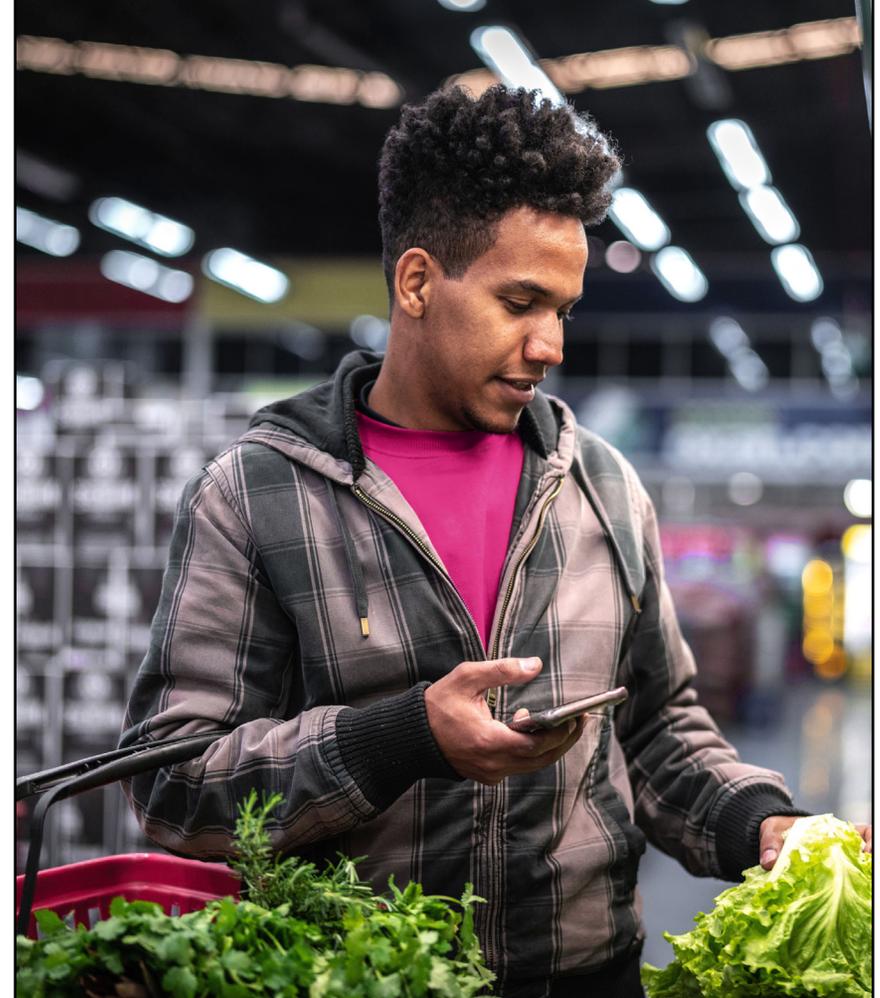
Nearly **50%** of respondents in a December 2017 Google study said they prefer to use their smartphones for the entire purchase process.

Target, one of the largest brands in that study, said that three in four customers start their experience on a mobile device. Stats like these show just how prevalent mobility has become and just how important a strategy it is for companies to integrate.

### Stage 03: Purchase

One of the advantages of mobility is that it can provide real-time feedback. In the past, a small business owner might handle transactions in the field by writing all of a customer's information down on a paper invoice and emailing it later. Being able to collect information for a bid and send an invoice on-site offers many advantages. The business is able to ensure that all of the customer's information is correct and that an accurate estimate reaches the customer in a timely manner.

The beauty brand Sephora created a seamless, omnichannel retail experience that allows them to deliver relevant information exactly when and where it's needed. Sephora's app has racked up more than **8.5 million** visits.<sup>20</sup> Engaging customers at the purchase stage requires brands to know when and where their customers are shopping and ready to buy. Mobility makes it easy for brands to improve the customer experience in a way that drives revenue.



Roughly **45%** of customers have used their mobile phone while shopping in a brick-and-mortar store.<sup>19</sup>

19. <https://www.phunware.com/blog/mobile-statistics/>

20. <https://www.adweek.com/digital/4-brands-explain-how-their-apps-improve-customer-experience/>

## Stage 04: Loyalty

Encouraging loyalty is a profitable endeavor, and loyalty benefits are the primary reason consumers use a brand's mobile app.<sup>22</sup> Customers use their mobile devices to react to products and services. Forward-thinking companies respond in real time, encouraging a feedback pace that's never been seen before. As consumers shape brands in real time, companies can turn the tide of perception in their favor by connecting with their audience in ways that are personalized and meaningful.

“The brand app is much more than just another marketing channel—it's the cornerstone of a brand's relationship with its customers.”<sup>23</sup>

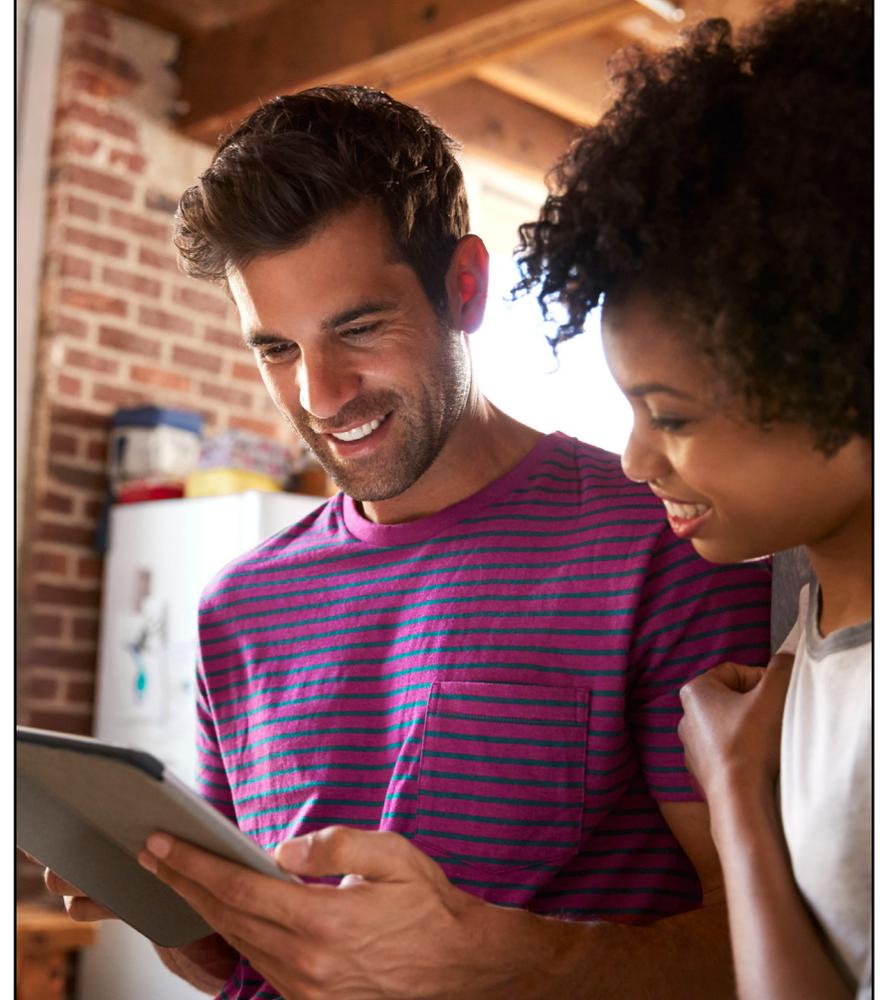
— Tobia Dengel, CEO, WillowTree

A great example of a brand that gets this is TOMS. The company's business model is built around making a real difference on a global scale. Rather than simply offering rewards for purchases, TOMS uses their app to appeal to their core customers' values, sharing giving campaigns and allowing customers to earn points that support important causes. **Mobility helps leverage a shared desire to do good**, setting TOMS apart in their industry.

21. <https://www.slideshare.net/custthermometer/22-customer-retention-stats>

22. <https://www.forbes.com/sites/forbestechcouncil/2018/06/11/four-ways-to-rethink-the-brand-app-experience/#3bb620d35e4e>

23. <https://www.agilitypr.com/pr-news/public-relations/how-brand-apps-power-purchases-and-cultivate-brand-loyalty/>



Companies that put a heavy emphasis on customer experience generate **60%** higher profits than their competitors.<sup>21</sup>

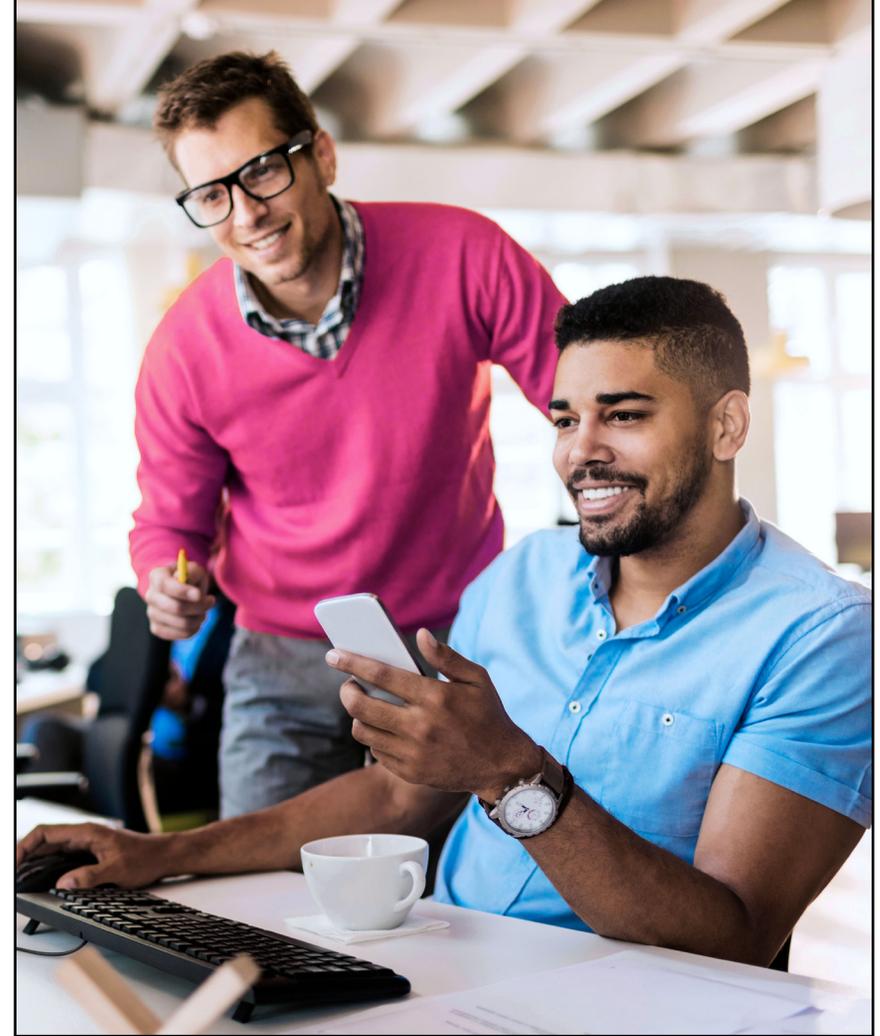
## In the end

From enabling a more productive, cross-generational workforce, breathing new life into work/life balance, and evolving the sales funnel, mobility has the power to impact every aspect of business.

**In order to leverage mobility successfully, organizations should start with a business strategy that includes:**

- A review of existing connectivity issues and the supporting infrastructure
- Alignment among department objectives, such as sales, marketing, and CX
- Flexibility to improve applications as customers' needs change and tools evolve
- A deep understanding of the customer journey, from brand awareness through loyalty
- An industry-leading partner willing to challenge the way you think about mobility

**Seven in 10 global enterprises cite mobility as a top priority.** That's because it has the potential to create game-changing productivity, give companies a clear edge over the competition, and make a distinct difference for internal teams and customers alike. Go beyond traditional wireless services and discover the impact true mobility can have on the success of your company.



Ready to take advantage of all the benefits mobility has to offer?  
**T-Mobile for Business can help.**

[Learn more here](#)



[www.t-mobile.com/business](http://www.t-mobile.com/business)