



# THE NEW NORMAL?

IN 2020 THE ONLY CONSTANT IS CHANGE.

Remote working is a big part of that. Here are some interesting insights from data gathered **before** and **during** the outbreak...

## SELLING HAD ALREADY GONE VIRTUAL...



Sales reps are already embracing virtual technologies to engage with customers:

“Among the many factors driving the increase in virtual selling, buyer preference stands out. Buyers are **digital-first** and don't feel the need for face-to-face communication”

TRISH BERTUZZI, PRESIDENT & CHIEF STRATEGIST, THE BRIDGE GROUP

**12%**

INCREASE FROM 2015-2018 <sup>1</sup>

## REMOTE WORKING MIGHT ACTUALLY IMPROVE EFFICIENCY...

of remote workers:

**56%** are as efficient/more efficient <sup>2</sup>

**44%** are less efficient <sup>2</sup>

...than before compulsory remote working



...AND SAVE COMPANIES MONEY...

**\$11,315**

- average saving for US firms for a half-time remote worker <sup>3</sup>



...WHILE GIVING MORE TO EMPLOYEES\*

**\$2,500 - \$4,000**

- average saving for US employee, working remotely half the week <sup>3</sup>

...LESS TIME IN TRAFFIC MEANS MORE TIME TO WORK

**11 days** per year

Half-time remote workers save on average 11 days per year by not commuting <sup>3</sup>



FLEXIBILITY AND ADAPTABILITY ARE KEY...

**73%** of organizations have observed new ways of working that they might use in the future <sup>2</sup>

**44%** of organizations have observed new processes that they might use <sup>2</sup>

**76%** reported an innovation they might use <sup>2</sup>

...BUT NOT EVERYONE'S UP TO SPEED...

**18%** of UK office workers had the flexibility to work from home prior to 2020's crisis <sup>4</sup>

**41%** believe that their employer has the technological infrastructure to allow productive remote working <sup>4</sup>

GLASS HALF FULL? HOW MIGHT ENFORCED REMOTE WORKING BENEFIT BUSINESS?

**22%** considering crosstraining employees to add new skills <sup>5</sup>

**13%** creating new products and services <sup>5</sup>

**34%** re-thinking assumptions regarding current business practices <sup>5</sup>

**8%** don't think it could be advantageous <sup>5</sup>

ONLINE LEARNING WILL ALSO BECOME THE NEW NORMAL

**\$107bn** - online learning market 2015 <sup>6</sup>

**\$325bn** - predicted value in 2025... <sup>6</sup>



Every year Mercuri International empowers companies in over 50 countries to achieve sales excellence. We serve our clients both locally and globally with customized solutions and industry expertise. We grow profit through people, providing the tools and processes to tackle any sales challenge.

For more information visit [mercuri.net](http://mercuri.net)

\* Based on 2.5 days per week. Primary savings are increased productivity, lower real estate costs, reduced staff absenteeism/turnover, better disaster preparedness.

1. Salesforce 'State of Sales' Report 3rd edition

2. econsultancy/marketing week surveys, March 2020

3. Global Workplace Analytics

4. Tyto PR

5. Future Workplace Survey (publ. In Forbes)

6. Research and Markets (publ. In Forbes)