Pass the remote…

A global and digital economy has led to a growth in digital nomads in the modern visual workplace.

Remote work and a global, digital economy has made collaboration increasingly important. People in the modern workplace have an increasing need for ways to connect in productive and visual ways.

In this report, you will find stats that show the growth of collaboration, how people want to collaborate, and tips to integrate into your business.
Key Insights

- Majority of Gen Z works remotely each week
- 1 in 4 office workers work from home at least half the time.
- Gen Z office workers love Slack – Gen Xers all in on video
- More than 1 in 2 office workers say they would collaborate more if done visually (videos, images, video calls)
- More than 60% of Gen Z and Millennials said they would collaborate more if done visually (images, video, video calls)
- 94% of office workers list team collaboration as a top priority.
How often do you work remotely?

The Findings:

- 57% of Gen Z office workers works from home at least once a week, nearly 1.3x more than any other generations (50% millennials, 46% Gen X, 37% Baby Boomers)
- 1 in 4 Gen Z/Millennials work from home all the time or half the time. 50% more than Baby Boomers
- 1 in 4 office workers work from home at least half the time.
- Baby Boomers nearing retirement still love the office. 63% say they never work from home. 20% more than the average other generations.

The Opportunity

Remote work is on the rise, especially with the upcoming generations in the workforce. Companies that recognize the shift in distributed workforces will be able to prepare adequately to keep collaboration and productivity high.
The Findings:

- In a digital age, 62% of office workers still prefer in person communication.
- Gen Z and Millennials are nearly 3x more likely to use Slack to communicate than Baby Boomers and Gen Xers.
- Gen X is nearly 4x more likely to use video conference to communicate with their team.

The Opportunity

With all the digital tools we have, office workers still enjoy connecting in person. Its important your collaborative stack includes video, in person, and collaborative tools like Slack and CloudApp to maximize effectiveness.
**The Findings:**

- More than 1 in 2 of office workers say they would collaborate more if done visually (videos, images, video calls).
- More than 60% of Gen Z and Millennials said they would collaborate more if done visually (images, video, video calls).
- 1 in 5 baby boomers are unlikely to collaborate more if done visually. Nearly 2x more than other generations.

**The Opportunity**

It's no surprise that collaboration is craved by all generations of office workers. The key is for companies to harness that through a clear toolset, training, and top down examples.
Office workers crave collaboration, especially Gen Z

**The Findings:**
- Nearly 3/4th of Gen Z say that team collaboration is a top priority for them more than any other generation.
- Nearly 3/4th of women list team collaboration as a top priority for them. 5% higher than men.
- 94% of office workers list team collaboration as a top priority for them.

**The Opportunity**

It's no surprise that collaboration is craved by all generations of office workers. The key is for companies to harness that craving through a clear toolset, training, and top-down examples.
Millennials and GenZ love to text… with support

**The Findings:**

- Baby Boomers and Gen Xers prefer to communicate on the phone with customer support 40% more than Gen Z and Millennials
- 1 in 3 of Gen Z and nearly 50% of Millennials prefer online live chat or via text in app or phone.
- Overall office workers still prefer getting customer support on the phone

**The Opportunity**

The movement towards online customer support has been slower than expected, but has still seen generational shifts. It's important to provide multiple ways to connect with your support team. Online, phone, text, social, etc..

How do you prefer to communicate with Customer Support:

- Baby Boomer
- Gen Z
- Millennial
- Gen X

<table>
<thead>
<tr>
<th>Method</th>
<th>Baby Boomer</th>
<th>Gen Z</th>
<th>Millennial</th>
<th>Gen X</th>
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<td>70%</td>
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<td>50%</td>
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<td>10%</td>
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<tr>
<td>Online live chat</td>
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</table>
As collaboration and remote work continue to become a focus for office workers, it’s important to find how to incorporate it into your business to stay ahead of the curve.

**Action items**

- Determine how your customers could best be served by improved collaboration
- Create a plan that includes how your team can collaborate more effectively and how remote workers can feel more connected
- Find the right toolset and goals to help you accomplish integrating video.
- Give CloudApp a try. It can get you started on the right collaboration path with its platform to create instantly shareable videos, GIFs, and screenshots that integrate with Slack, Zendesk, Trello, and other workflow automation tools.
Methodology

This report was completed in Q3 2019 and is based on a survey of office workers age 18 – 60. It is comprised of aggregated and anonymous data. The data has also been normalized and results are averages of averages.

Sample information includes:

Survey of ~1000 office workers age 18 – 60
   ◊ Gen Z – Age range 18-25
   ◊ Millennial – Age Range 25 – 38
   ◊ Gen X – Age Range 38 – 55
   ◊ Baby Boomer – Age Range 55 - 60

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