



# How the Right PCs Improve Talent Recruitment and Retention

Attracting and retaining talent has been a challenge for businesses large and small since well before 2020. The pandemic—and changes in the way people work—have exacerbated that challenge and placed recruitment and retention in the spotlight.

Remote and hybrid work arrangements are here to stay. Giving employees the technology they demand and need to be productive from any environment has become part of talent recruitment and retention strategies.



Here are seven factors to consider as your organization places devices in the hands of a distributed workforce.

## 1 Hybrid work arrangements are the new normal.

Remote work is nothing new. However, the pandemic changed everything. Almost overnight, people headed home to work. By the end of 2021, 51% of knowledge workers and 32% of the overall workforce connected remotely multiple days per week.<sup>1</sup>

This evolution appears to be an ongoing trend. Forrester predicts that 70% of organizations will continue to use a hybrid work model for the foreseeable future.<sup>2</sup> This makes it more important than ever to ensure that workers are equipped with the technology they need to do their jobs, whenever and wherever they connect.

## 2 Workers need more than mobile devices to be productive.

Before the pandemic, there was a perception that employees could get by with a basic laptop and smartphone. That's no longer the case. Zoom, Microsoft Teams, Slack, and other collaboration tools require high-performance systems. Virtual call centers and teams scattered across geographies demand fast and highly responsive technology.

Of course, employee experience translates into the customer experience. When teams are unable to provide answers promptly and complete transactions rapidly, customers grow impatient—and sometimes head elsewhere. In fact, PwC found 46% of all consumers will abandon a brand if employees appear unknowledgeable or unable to do their jobs.<sup>3</sup>

## 3 Employee experience matters.

Employees have grown accustomed to superior performance on their home PCs. They aren't keen on picking up a work device that sacrifices speed and performance. Like customers, they expect the latest features, capabilities, and performance when they log on to sites, use applications, and tap various services.

Younger workers, digital natives who make up Gen Z, are even more likely to judge a company based on the technology it uses and what it makes available to employees. One study found that 80% of this group prefer to work with leading-edge technology.<sup>4</sup> In addition, 71% of Millennials say technology choices impact their jobs and where they decide to work.<sup>5</sup>

## 4 Powerful and flexible technology is critical.

Hybrid and alternative work arrangements are very different from work that resides within the office. Eighty-three percent of respondents to a ZenBusiness survey complained they're still using outdated computers.<sup>6</sup> This has real-world repercussions. Sixty-six percent said underperforming systems have at least a moderate impact on their ability to do their work, and 57% said it eroded their job satisfaction.<sup>7</sup>

There's an important takeaway here. Hybrid and remote workers need a PC that fits both their lifestyle and workstyle. What's more, the traditional way of allocating PCs by job function is vanishing. Increasingly, employees use their PCs differently at different times in the day. Computing devices must be flexible enough to deliver the usability and performance required at any moment.



## 5 Technology is your cultural connection point.

Remote workers are far less likely to visit corporate offices or socialize in the company break room. Their connection with the company and co-workers may exist solely through technology. Limited to this virtual framework, it can be challenging for organizations to communicate shared values and promote a culture of belonging and inclusion.

This points to a need for fast and well-designed PCs capable of seamless communication and collaboration. Eighty-five percent of respondents to an IDC survey said that an improved employee experience and higher employee engagement translate to a better customer experience, higher customer satisfaction levels, and improved revenues for their organization.<sup>8</sup>



## 6 A focus on sustainability pays dividends.

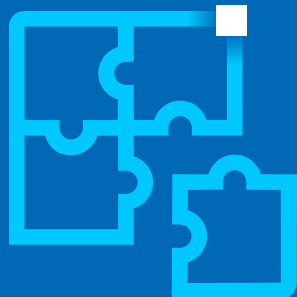
Over the span of a few short years, sustainability issues have emerged front and center within the enterprise. Reducing carbon output, packaging, and waste are now essential for meeting corporate objectives tied to environmental, social, and governance (ESG) initiatives. It's also crucial because customers increasingly base buying decisions on sustainability factors.

An Accenture and World Economic Forum study found that top-performing companies achieve financial returns 21% better than peers.<sup>9</sup> Yet employees are also at the center of this equation. They want to work at companies that reflect their philosophy and values. This includes the materials used to produce the system and how much e-waste it generates. An organization's ESG initiatives can play an important role in attracting top talent.

## 7 Your recruitment and retention practices must continue to evolve.

While the methods used to attract and retain talent inevitably change over time, there is a common denominator: digital technology. It's critical that employees have the necessary tools to do their work to the best of their ability.

Today, a basic laptop won't suffice. Hybrid and remote work arrangements require powerful mobile devices with built-in cameras, microphones, and connectivity tools. No one can predict how things will change over the next few years. But it's clear that companies that equip employees with the right tools and technologies will have the upper hand.



It's clear high-performance PCs are an increasingly powerful tool for attracting and retaining top talent. Younger workers are more vocal about their desire to use the latest and greatest technologies. There's also a growing expectation across the entire workforce that companies will equip them with the technology needed to unleash their creativity and productivity, no matter where, when, or how they work.

These workers also have strong views about sustainability. They increasingly base employment and buying decisions on how a company measures up. This includes PC procurement, which encompasses areas as diverse as materials sourcing, packaging, component lifespan, recycling, and e-waste. Those organizations that get this equation right and deliver value to workers are better positioned to attract and retain top talent.



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- <sup>1</sup> Gartner, "**Gartner Forecasts 51% of Global Knowledge Workers Will be Remote by the End of 2021.**" Gartner defines knowledge workers as those who are involved in knowledge-intensive occupations, such as writers, accountants, or engineers. Gartner defines a remote worker as an employee working away from their company, government, or customer site at least one full day a week (hybrid workers) or who work fully from home (fully remote workers). Countries surveyed: United States, United Kingdom, Germany, France, India, and China.
- <sup>2</sup> Forrester, "**Forrester: Only 30% of Companies Will Embrace a Full Return-to-Office Model Post-Pandemic.**" Forrester defines a hybrid model setup as at least some employees can work anywhere they want for two or more days a week while coming into the office on the remaining workdays. Survey covered United States and Europe.
- <sup>3</sup> PwC, "**Experience is everything: Here's how to get it right.**" PwC surveyed a representative sample of 15,000 people from 12 countries, via an online survey and in-field interviews; 4,000 respondents were from the U.S., the remaining 11,000 were from a sampling of countries around the globe, including Argentina, Australia, Brazil, Canada, Columbia, Germany, Japan, Mexico, Singapore, and the United Kingdom.
- <sup>4</sup> Dell Technologies, "**Gen Z is here. Are you ready?**" Dell Technologies surveyed 12,086 Gen Z secondary and post-secondary students, ages 16-23. Representing 17 countries around the globe: United States, Canada, Brazil, UK, Germany, France, Turkey, Australia/New Zealand, China, Japan, Indonesia, Singapore, Malaysia, Thailand, Vietnam, Philippines.
- <sup>5</sup> CompTIA, "**Research on Managing a Multigenerational Workforce.**" The quantitative study consisted of an online survey fielded to business professionals across age groups. A total of 1,003 respondents participated in the survey, yielding an overall margin of sampling error at 95% confidence of +/- 3.2 percentage points.
- <sup>6</sup> ZenBusiness, "**Office Resource Woes.**" ZenBusiness conducted a survey of 917 US employees working in environments with regular shortages of supplies or outdated technology.
- <sup>7</sup> ZenBusiness, "**Office Resource Woes.**" ZenBusiness conducted a survey of 917 US employees working in environments with regular shortages of supplies or outdated technology.
- <sup>8</sup> IDC, "**Employee Experience and Customer Experience—What is the Connection?**" IDC's "Relating Employee Experience to Customer Experience" survey included 655 decision makers and influencers in line of business and IT who are responsible for or influence their organization's spending on IT products and services.
- <sup>9</sup> Accenture in collaboration with the World Economic Forum, "**Shaping the Sustainable Organization.**" Accenture conducted structured focus groups with Citizen Juries in Brazil, France, Italy, India, Japan, United Kingdom, United States; in-depth interviews with 23 Young Global Leaders and Global Shapers communities of the World Economic Forum; and five executive, employee, and consumer surveys managed by Accenture.

