

How to Get Your Office Ready for Generation Z

Consider yourself warned:

Generation Z is graduating and entering the workforce. They're diverse, altruistic, and digital natives.

Growing up with 24/7 internet has uniquely shaped the way they learn, interact and work. They want the freedom to work at 4G speed from any place, with any device. And they expect their workplace apps to be as intuitive and integrative as their favorite social media apps.

Does your office have collaboration tools modern enough to support Gen Z's digital demands? What about the digital demands of your Millennial, Gen X, and Baby Boomer employees? Find out:



Generation Z

Born: 1996 – present

Percentage of US Labor Force: **1%**¹

By 2020, this figure is expected to rise to **20%**²

Digital Demands:

Chat

3x likelier to open a chat message received through a push notification than an email.³

Eco-friendly Tools

76% are concerned about humanity's impact on the planet.⁴

What's not so eco-friendly?

Premise-based phone hardware. Its shorter lifespan when compared to cloud-based communications solutions equals more hazardous e-waste.⁵

Multi-device Platforms

They're used to using

5 screens on average.⁶

Integration

After all, today's average attention span is only

8.25 seconds.⁷

Did you know?

Contextual intelligence tools can improve productivity and save time. For instance, users can view recent emails, chats, and Salesforce data about a client while videoconferencing with their colleague, all within the same app.

Speaking of Video Conferencing...

74% actually prefer face-to-face communication as their communication method of choice.⁸

For remote and mobile workforces, videoconferencing can be the next best thing.

Millennials

Born: 1977 – 1995

Percentage of US Labor Force: **34%**⁹

Millennials are the **largest** generation now working¹⁰

Digital Demands:

Modern Technology

Almost **95%** of Millennials surveyed say this is one of the most important aspects of a workplace.¹¹

Did you know?

By 2020, gartner estimates a corporate 'no-cloud' policy will be as rare as a 'no-internet' policy is today.¹²

Remote-Work Friendly Tools

41% of Millennials prefer to communicate electronically at work than face to face or by phone.¹³

Multi-device platforms

Millennials use

3 screens on average, compared to Gen Z's 5.¹⁴



Generation X

Born: 1965 – 1976

Percentage of US Labor Force: **34%**¹⁵

Also prefers multi-device availability. After all,

52% of Gen Xers own a tablet, more than anyone else.¹⁶

Baby Boomers

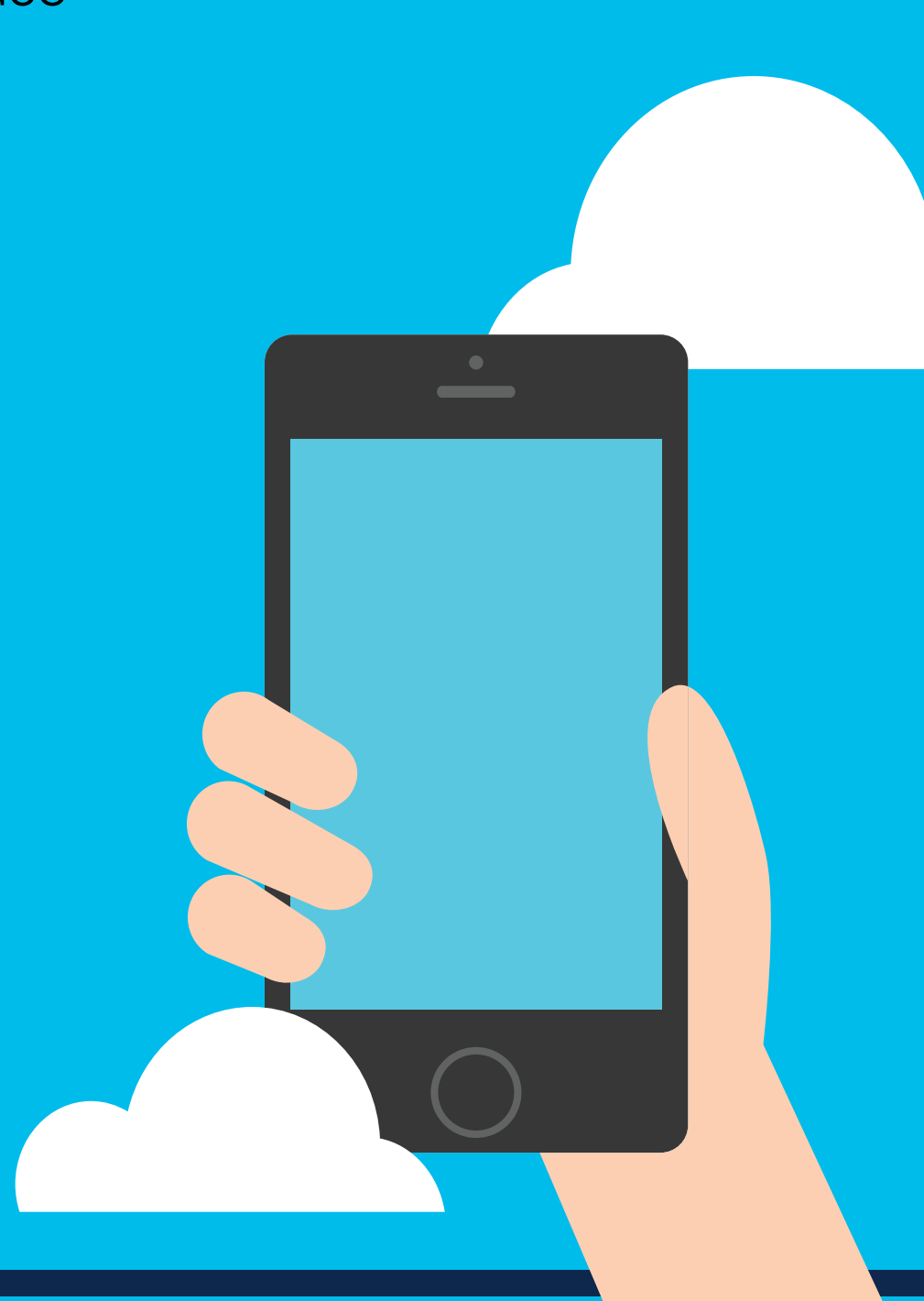
Born: 1946 – 1964

Percentage of US Labor Force: **29%**¹⁷

Baby Boomers enjoy mobility. In fact,

82% of boomers and above equate their mobile device with freedom.¹⁸

Cloud communications solutions provide the tools you need to provide your employees with the workplace flexibility they all crave.



Sources

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