

Don't Get Lost in Space,
Get Focused on Employee Experience

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Which working model is the future for enterprise businesses?

Every business leader is looking for an answer. Based on the rash of recent return to office (RTO) mandates, it would appear the answer for some is in-person work.

According to McKinsey, the number of employees who worked mostly in person (4+ days in the office per week) **doubled over the past year from 34% to 68%**, while the number of remote workers **tumbled from 44% to 17%**.

This seismic change is transforming the modern workforce, but it is not being done without purpose. In fact, leaders are quick to point out five core factors as drivers for this change.

- 1 Collaboration
- 2 Connectivity
- 3 Innovation
- 4 Mentorship
- 5 Skill development

Every business should strive to optimize these five factors, but is the working model really the key to change? It may not be as consequential as we think.



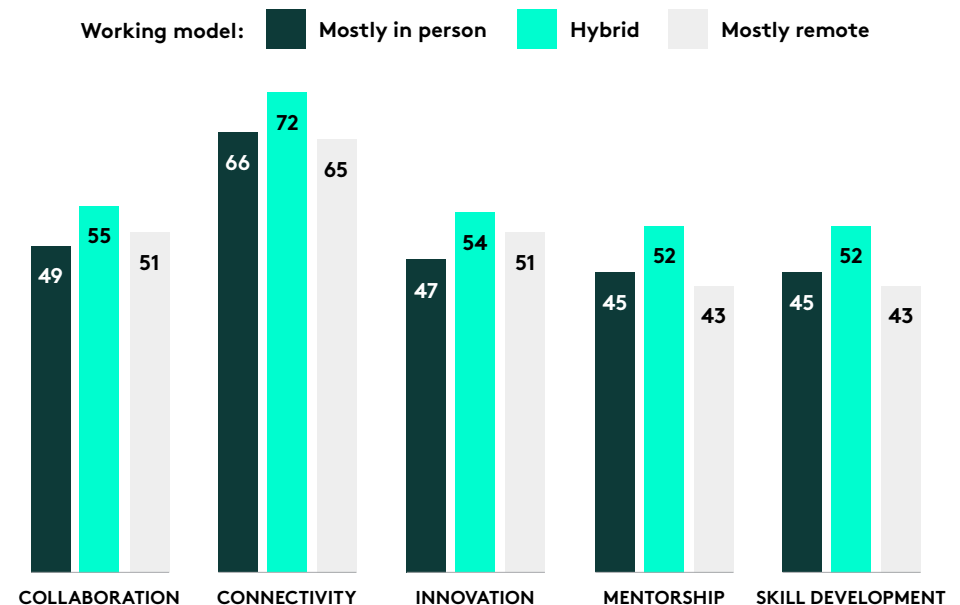
Does the workspace location really matter?

As more and more companies return to the office, the expectation is that employees will become more productive, efficient, and engaged. And while that may well prove true for some organizations, most will likely discover that the working model makes no discernible difference in key performance metrics.

In fact, when it comes to the five factors mentioned earlier, there is an immaterial difference between remote and in-person employee ratings of company maturity. The same holds true for the level of effort being made by employees and the feeling of burnout.

All of this is to say...maybe the working model is less of a difference-maker than we make it out to be. **So instead of worrying about where employees work, we should focus on how they get their work done.**

Employees' ratings of their organizations' maturity in 5 practices, by working model, %



Source: McKinsey Talent Trends analysis of companies in the US, Oct 2024. Employee-only sample sizes for hybrid, n = 1,213; mostly in person, n = 5,748; and mostly remote, n = 1,465

Employee experience is the great equalizer.

At the end of the day, employees need to perform at the highest level, regardless of location. While talent and skill set are essential to performance, it is the employee experience that ultimately determines how effectively an employee can apply them. So, what exactly is the employee experience?

Employee experience refers to the cumulative interactions employees have with a company. It encompasses everything from relationships with their manager, to work accomplishments, to the technology they need to do their job successfully.

It should come as no surprise then that the effort and investment an organization allocates to the employee experience can pay them back in spades. According to **research by Gallup**, companies that rank in the top quartile for employee engagement report **14% greater productivity** and nearly **23% greater profitability** compared to those in the bottom quartile.



But the value of a superior employee experience goes beyond the bottom line. It also helps to establish trust in senior leadership. In particular, employees identified two key actions leaders can take to build trust, per [Qualtrics research](#).

1. Implement processes that allow employees to be as productive as possible
2. Continuously improve how work gets done

You may be thinking, this sounds a lot like *digital transformation*. And you would be correct. But too often, digital transformation becomes all about the technology and processes rather than the ways employees experience them. If we are to get the most from our employees, the experience needs to be an equal consideration.

"We need to empower our associates with technology that they can use comfortably and productively 100% of the time without having to rely on IT, whether they're working from home or at the office."

– JERRY JOHNSON, DIRECTOR OF INFRASTRUCTURE SERVICES, [NEIMAN MARCUS GROUP](#)



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How you can elevate the employee experience regardless of location.

Collaboration and connectivity are often at the center of the working model debate...and for good reason. When teams work well together, they are more innovative, efficient, and generally happier. But if work location is not the differentiator we thought it was, how can you enhance the way your teams collaborate? A good place to start is your workplace technology.

One of the inevitabilities of a typical workday is meetings. Whether an employee has a single meeting or back-to-back meetings throughout the day, these are the opportunities they have to collaborate with teammates and clients. So it's imperative that they have the technology and devices to optimize those meeting experiences.

Unfortunately, employees don't feel as though their workplace needs are being met. According to a [Gallup survey](#), **38% of employees strongly agree** that they have the necessary materials and equipment to perform their work effectively. It's time to make these meetings count.

So, where do you begin?

Several factors contribute to selecting a video conferencing solution, and the most important aspects may vary depending on the individual or organization. However, at a baseline, there are three common needs that a solution must fill.

- 1 **It must be easy to use.**
- 2 **It must be easy to manage on the backend.**
- 3 **It must deliver a quality audio and visual experience.**

Whether you're catering to remote, in-office, or hybrid employees, the criteria remains the same. The solutions you implement, however, should align to the needs of both the employee and the space.



Personal Workspace Solutions



For remote employees, virtual meetings are their best (and often only) opportunities to collaborate with their teammates, so they need to make every moment count. Your ability to optimize the way they look, sound, and hear will go a long way towards ensuring these moments matter.

By outfitting remote employees with both webcams and headsets, meetings immediately become more collaborative. Webcams enable employees to show up clearly on camera regardless of location, adding a more personal element to each interaction. And headsets enable them to hear and speak more clearly by eliminating outside noise from pets, kids, or coffee shop patrons.

Logitech offers several personal workspace solutions that equip employees with the devices they need to enhance every meeting throughout their day, from wherever they decide to set up shop. Not only are the devices easy for employees to use, but they are also easy to manage on your end, ensuring they always have access to the latest and greatest software.

Team Workspace Solutions

When it comes to in-office meeting solutions, there are several factors to consider beyond the remote alternatives. Not only do you have multiple rooms to equip—often of different shapes, sizes, and acoustics—but varying numbers of meeting participants to involve. This adds a new layer of complexity to the equation and requires considerable customization to ensure an optimal audio and visual experience.

Logitech offers a variety of solutions that cater to any number of room types, from the traditional conference room to small huddle spaces to open-area brainstorming spots. Each solution accounts for variables such as room size and meeting capacity to ensure everyone can be seen and heard clearly, and features devices designed to make joining meetings and sharing content easy for anyone.





When employees can skip the “technical difficulties” that so often plague meetings and dive right into meaningful collaboration, meetings carry more value. The walls that define their workspaces no longer define their collaborative abilities.

If you really want to impact the way people work, focus on the *what*, not the *where*. Arm employees with the solutions to thrive in any and every environment. Because at the end of the day, collaboration is fueled by energy and enthusiasm. And when you prioritize the employee experience, your employees will bring that every day.

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