

SURVEY

The Impact of Device Choice

ON THE **Employee Experience**





INTRODUCTION

When it comes to attracting and retaining top talent in the enterprise, the landscape is more competitive than ever. And with the highest global talent shortage in 10 years, it's no wonder that the next major priority for enterprise organizations is creating the ultimate employee experience¹. In order to remain competitive in the workforce, the employee experience is no longer an added benefit, but tablestakes for a thriving enterprise business.

When it comes to delivering the best employee experience, where should organizations start? What should they evaluate? What should they prioritize?

Jamf surveyed 580 enterprise organizations worldwide, and uncovered a strong correlation between organizations who give their employees a choice in work technology and the following benefits: employee retention, productivity, creativity and job satisfaction

The results may surprise you.

¹. https://www.manpowergroup.com/wps/wcm/connect/389b7a9d-cfe2-4b22-bd61-f0febc709cd6/2016_TSS_Global_Infographic+-+Final.pdf?MOD=AJPERES

EXECUTIVE SUMMARY

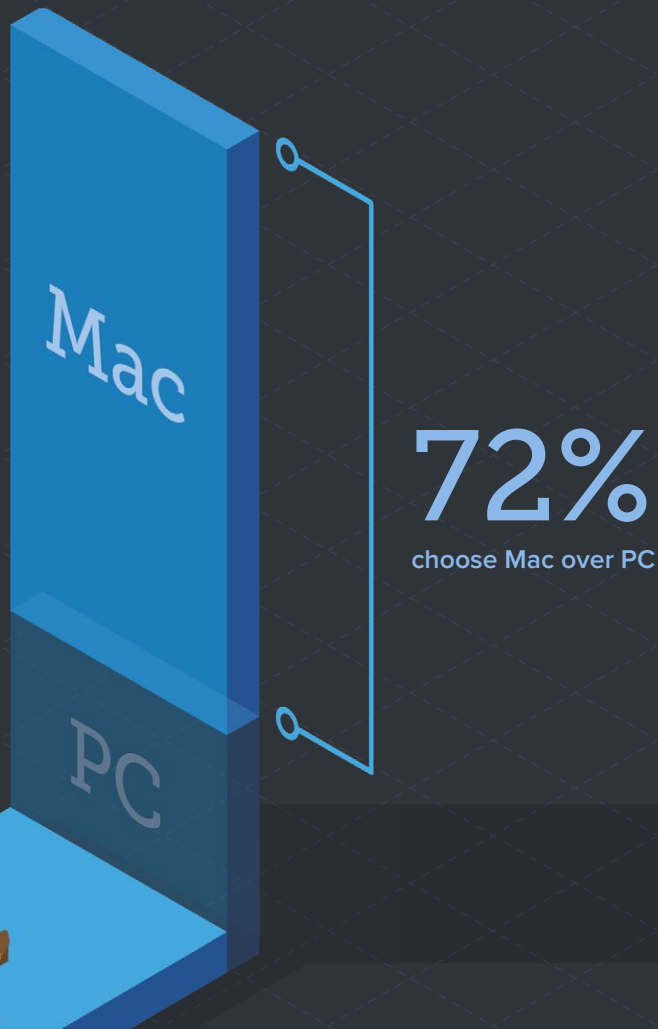
An overwhelming number of enterprise workers said the ability to choose the type of device they use at work matters. And when they have the ability to choose, they have a strong brand preference, which translates into numerous benefits for the employer and employee.

More organizations than ever are offering technology options to employees in the form of a choice program. A choice program is when an organization gives its employees the option to choose among brands of computer hardware and/or mobile devices for work. A device choice program can include employer-owned devices, employee owned devices (i.e., bring your own device or BYOD) or both.



Computer Trends in the Enterprise

More than half of enterprise organizations (52%) now offer their employees the ability to choose what type of computer they use at work. When organizations give employees the ability to choose their technology, they consistently choose Apple. Of organizations with choice, **72%** choose Mac and **28%** choose PC.

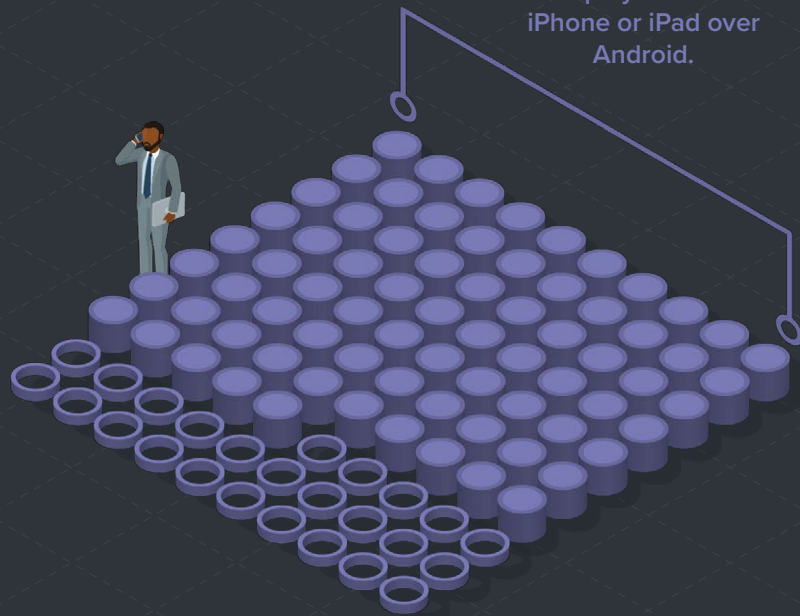


Mobile Device Trends in the Enterprise

Similar to the computer trends, nearly half (**49%**) of organizations allow employees to choose their mobile device.

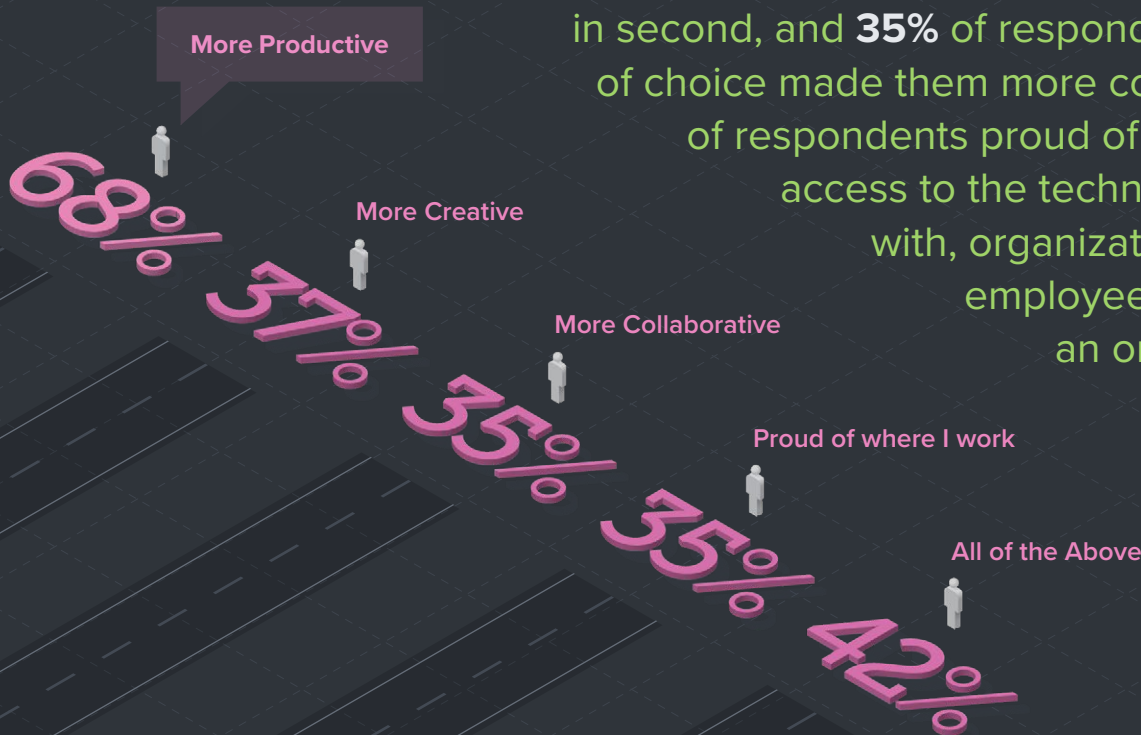
Of organizations with a mobile device choice program, **75%** of respondents indicated they choose to use iPhone or iPad, while only **25%** choose Android. Less than a percent choose to use Blackberry for their work device.

75%
of employees choose
iPhone or iPad over
Android.



The Impact of technology on the employee experience

When it comes to productivity, technology choice is king. While enterprise employees stated a variety of benefits to working on their preferred device, **68%** stated that technology choice made them **more productive**. Improved creativity (**37%**) came in second, and **35%** of respondents felt that using their device of choice made them more collaborative, and also **35%** of respondents proud of where they work. By having access to the technology they are most familiar with, organizations are able to change the way employees both work and perceive an organization.



Device Ownership: The End for BYOD?

BYOD has been a buzzworthy term, but less than **25%** of employees surveyed in 2018 want to bring their own device. As companies contemplate issuing devices directly to employees or leasing them as a service, consider the following: **74%** of enterprise employees would prefer a company-issued device over a personally-owned device.

Why? Because more than half of employees want to keep their business and personal life separate.

Prefer a company-issued device at work

I like to keep my business and personal life separate

55%



I don't want to be responsible for a device I use for work purposes

19%



Prefer to bring their own device to work

I want my work and personal life to be integrated

8%



I want to carry as few devices as possible.

15%

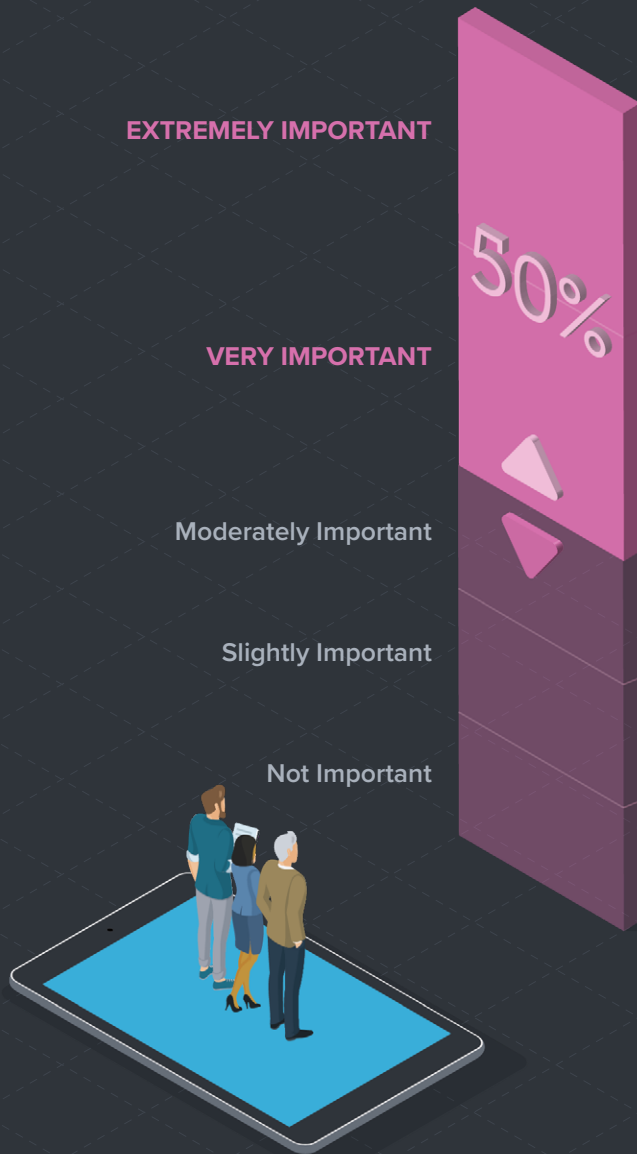


3% of respondents indicated no preference

SURVEY

The Importance of Technology Choice in Large Enterprise Organizations

For enterprise organizations with more than 500 employees, the desire for technology choice is even stronger. Eighty-six percent of employees in organizations of this size indicated that the ability to work on their device of choice is important to them, with **50%** stating **choice is very to extremely important.**

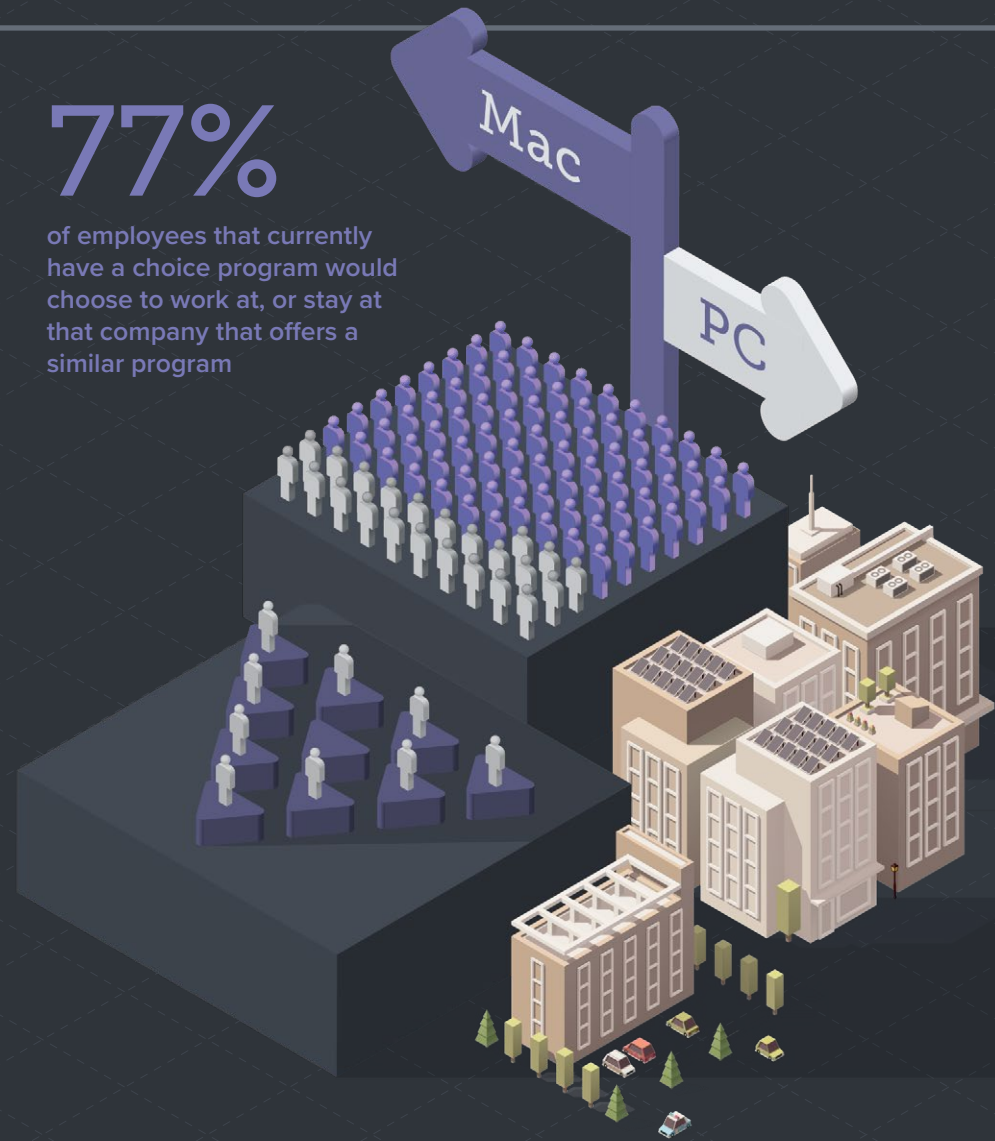


Device Choice and Retention

Device choice has a significant impact on the likelihood an employee will choose to work at a company or stay at a company. We found that **77%** of employees that currently have a choice program in their organization would choose to work at a company, or choose to stay at that company that offers a similar program. In fact, **90%** of employees surveyed that currently have a choice program in their organization see the value of it and believe it should become a standard for all businesses.

77%

of employees that currently have a choice program would choose to work at, or stay at that company that offers a similar program



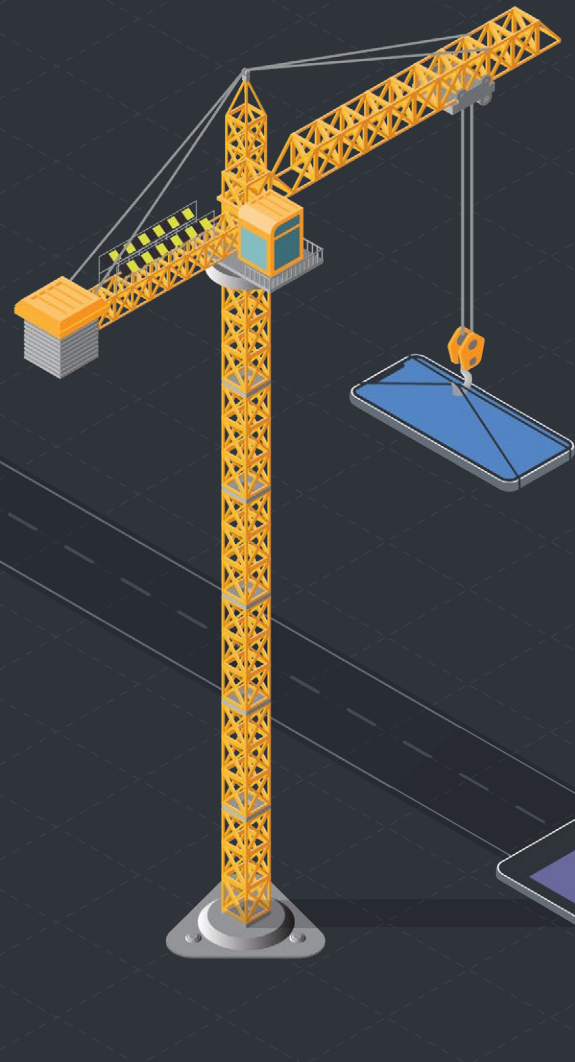
90%

of employees believe choice programs should become the standard for all businesses

CONCLUSION

In order to attract and retain top talent, organizations need to evaluate what employees value most and what will motivate them to do their best work. Although there are a variety of motivators and drivers for why an employee chooses a workplace, giving an employee the ability to work on their device of choice correlates directly with their quality of work, perception of the company and ultimately why they stay.

When users have the ability to use the devices they want within the workplace, they are more productive, creative and collaborative. Additionally, employees feel more valued by their employer when given a device choice.



Six Steps to Implementing an Employee Choice Program

Here are six basic steps to start a technology choice program at your organization:



1

Start with a pilot

Identify one department or group to choose their work computer or mobile device. This allows you to test the roll out and determine what software and support gaps might exist.



2

Determine demand

Work with your HR team to see how often the question of technology choice comes up in interviews. Or, execute an internal survey asking what operating system or hardware employees would choose if given the option. This will help you determine the scope of your future project.



3

Skip an application readiness assessment

Not all software is created equal on every device and platform, but there are often alternatives to existing tools that keep employees productive. Check out the Apple App Store to see what software solutions are on the market. Look for cloud-based solutions that run in a browser to replace outdated desktop software.



4

Think through the whole experience

Put yourself in your users' shoes. From requesting a new device, receiving notifications and getting support for new software or operating systems, what will the end user experience? Consider building out a portal where users can select and order their new device. Look to examples of support pages you like and emulate their look and feel. Apple's own [support pages](#) are a great place to start. Empower your users to learn from each other by setting up an online forum or hosting lunch and learn sessions to discuss unique features of macOS. Apple also provides a wealth of resources, from [macOS starter guides](#) to assistance with your internal portal. Small steps to enhance the user experience will go a long way for your overall success.



5

Provide flexibility

When you are ready to roll out your program to the masses, start on the right foot by being open. Go in knowing that not all employees will choose the same device or be satisfied with their initial decision. Consider offering a return window; IBM offered a 60-day return policy for their choice program. This will give employees the freedom to confidently make, test and stick with their device decision.



6

Measure the impact

Whether it is a question on an annual employee engagement survey or a quick satisfaction survey after an employee gets their new device, gauge how your users are feeling about their new device and the process implemented to make device choice a reality.



Jamf Pro for Apple Management

Is your organization interested in learning more about how you can enhance the employee experience with a device choice program? Contact Jamf today. We support the most employee choice programs in the enterprise, including the largest enterprise employee choice program for IBM. With Jamf, you can securely deploy Apple devices at scale without disrupting the day to day business or your users.

Whether you're implementing iPhone, iPad, Mac or Apple TV in your environment, Jamf ensures your technology choice program will be a success.

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