B2M SOLUTIONS
ANALYTICS. INSIGHT. RESULTS.

1st annual STATE OF ENTERPRISE MOBILITY

survey and report

September 2018

Executive Summary

From delivery drivers and field engineers to retail and hospitality staff, today's mobile workers are under constant pressure to achieve business service-level agreements (SLAs) and meet customer expectations.

Today, many of these workers have powerful mobile technology in their hands to make their jobs easier. Mobile solutions, often used to replace paper-based processes and other time-consuming procedures, can make drastic improvements to effectiveness, efficiency and accuracy.

However, as mobile workers have become more reliant on their device for everything from directions for a delivery drop to scanning a barcode on a utility meter, our survey has found that it's not unusual for a user to become stressed or anxious if their mobile device fails in some way and impacts their ability to do their job. In fact, stress and anxiety can play such a role that workers have required time off sick in order to recover.

The 'gig economy', characterised by short-term contracts or freelance work rather than permanent jobs, has amplified the situation as mobile workers are often assessed or paid based on performance metrics.

The outcome is that mobile device failure can result in mobile workers experiencing stress or anxiety to such a degree that it may not only impact their performance and health, but even their ability to pay their bills.

To gain more understanding of the impact that device failure can have, B2M surveyed mobile workers from the UK and US who stated that the mobile device they used at work was critical for them to complete their tasks, and that device reliability was paramount.

The results were alarming, with over 40% of respondents stating that they have experienced stress or anxiety as a result of mobile device issues.

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Over 16% said that this had resulted in them taking time off work.

Over 16% of all survey respondents had taken time off work because of issues caused by their mobile device, while a further 29% of all respondents said they could not afford to take time off work, or were afraid they would be fired if they did, despite the stress or anxiety they felt, demonstrating the tough demands on mobile workers today.

Additionally, a quarter of respondents only rated their device at three out of five for reliability, despite it being critical for them to complete their job. That's a worrying amount of the mobile workforce that feels they can't be relied on because they can't rely on their mobile device.

Employers also have a duty to look after their employees' health and are accountable. And it's in their interest to ensure the devices used by their mobile workers are fit for purpose.

The results provide a stark warning to businesses that could be unaware as to why worker productivity – and more importantly, worker health – may be suffering, if they do not employ any device monitoring.

The cost of sick leave taken as a result of stress or anxiety caused by device reliability issues to the US and UK economies would be at least $10.2bn per year*.

As this report will show, businesses that are placing more responsibility onto their mobile workers need to take steps to ensure that the devices they use can be depended on.

But real-time mobile device analytics solutions can make this a simple process. In fact, the latest solutions can increase visibility over developing device issues to the point where many problems can be identified and solved before they can negatively affect the user. That's absolutely crucial for businesses that value their employees' health and recognise that their well-being is vital to productivity, customer satisfaction and their bottom line.

Gary Lee, Chief Revenue Officer, B2M

1. Mobile Workers Health at Risk

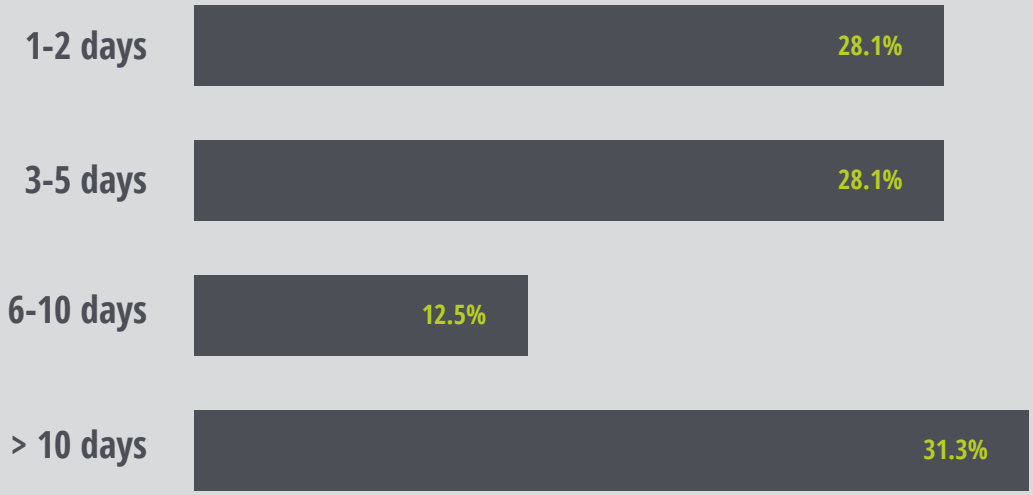
No profession is immune from the occasional stressful day or moment of anxiety. But mobile workers are acutely susceptible to prolonged experiences of these health risks, and it's often because of the very devices that are supposed to make their lives easier.

B2M's survey found that 17% of UK and 15% of US respondents had taken time off because of the stress or anxiety from not being able to do their job as a result of mobile device problems.

Of those who had taken time off, 31.3% said they had taken 10 or more days sick leave.

The pressure of the gig economy, which often appeals to younger workers due to its casual nature, was apparent as respondents in the 18-34 age bracket made up 55% of those taking more than 10 days off in the UK, and 78% in the US.

Average time taken off work by respondents who confirmed they took at least one day off due to stress or anxiety from not being able to do their job as a result of mobile device problems:



Cost to Business

The impact to businesses for this time away from work is to increase the Total Cost of Ownership of mobility, or what we call the True Cost of Ownership™, by as much as **14% per year**. And this doesn't include the resulting potential impact of this time off such as having to pay overtime to the remaining workers to pick up the excess work, financial penalties for missing SLAs, brand reputation damage, insurance claims or in extreme cases the cost of out of court settlements for workers who are unable to return to work.

2. Mobile Workers have Little Confidence in their Devices

A quarter of users only rated their device as three out of five or less for reliability, despite the device being critical to them to complete their job. Almost 5% stated their device is so unreliable it lets them down every single day.

The figures fluctuated across different industries, showing the challenges that some businesses face in ensuring the devices used by their employees are fully operational and productivity and effectiveness is not hindered by device failure.

The UK results showed that utilities and telecommunications engineers suffered with particularly unreliable devices, with healthcare and hospitality workers also unhappy with their mobile devices.

In the US, transportation, logistics and warehouse staff were most likely to rate their device as unreliable.

The inability of these key line of business workers to complete their jobs often has a knock-on effect for many others, especially when it comes to infrastructure or healthcare.

Mobile devices that should be boosting their productivity are letting users down, preventing skilled mobile workers from doing their jobs and, in some cases, leading to an increase in time taken off sick.

25% rated their mobile device 3 out of 5 or less for reliability

3. What are the Most Common Device Issues Experienced?

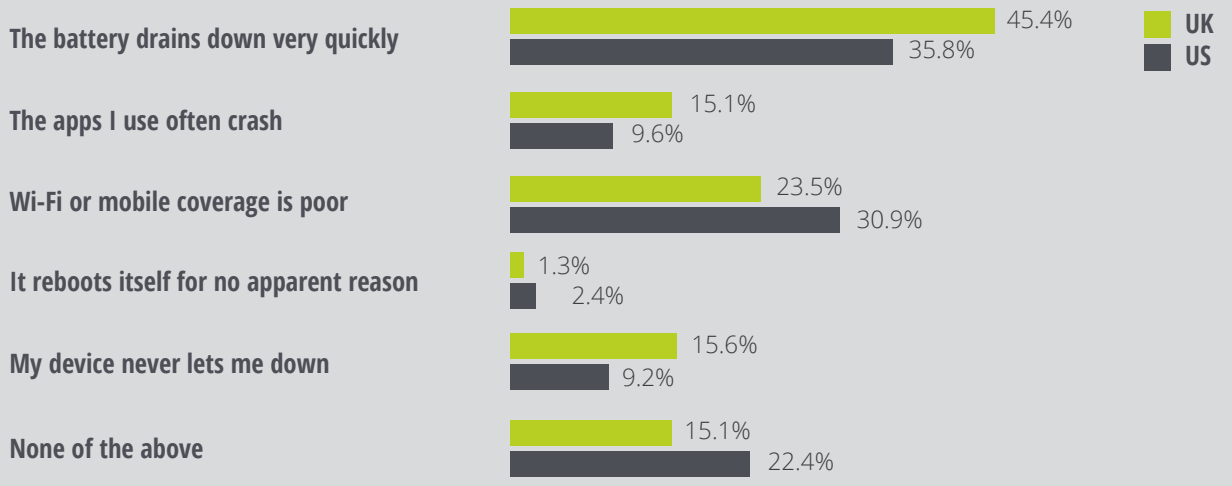
When it comes to specific issues experienced with a mobile device, battery issues proved to be the biggest killer of productivity with over 40% of all respondents citing it as the most common device problem. In the UK figures reached as high as 45%.

Other problems encountered included

- Wi-Fi/Coverage issues (24% UK and 31% US)
- Apps often crashing (15% UK and 10% US).

In fact, only 16% of UK and 9% of US respondents said their device never lets them down.

If your device lets you down, what is the most common cause?



4. Customer Expectation adds Extra Pressure

Many businesses place their faith in mobile employees and the devices they use during a vital part of their service – at the point of contact with the customer.

Of course, customers are aware of the benefits of mobile technology and have a certain expectation of speed, efficiency and accuracy when dealing with mobile workers. When this expectation isn't met due to problems with the device, it is often the mobile worker on the doorstep who bears the brunt of complaints.

B2M's survey found that one in five mobile workers has already experienced angry or rude customers as a result of them having device issues. A further 25% think it's only a matter of time until they receive the same treatment.

Despite this, almost a quarter of those surveyed (27% UK and 21% US) said they would not raise problems to management as they thought their employer would not do anything about it.

The results show that only half of those under stress or anxiety are taking time off, so many mobile workers are trying to cope with device failure and angry customers, but not telling their supervisors about it.

Businesses need to gain better visibility over these issues if they don't want their brand to suffer because of poor customer satisfaction or disillusioned staff who do not feel valued.

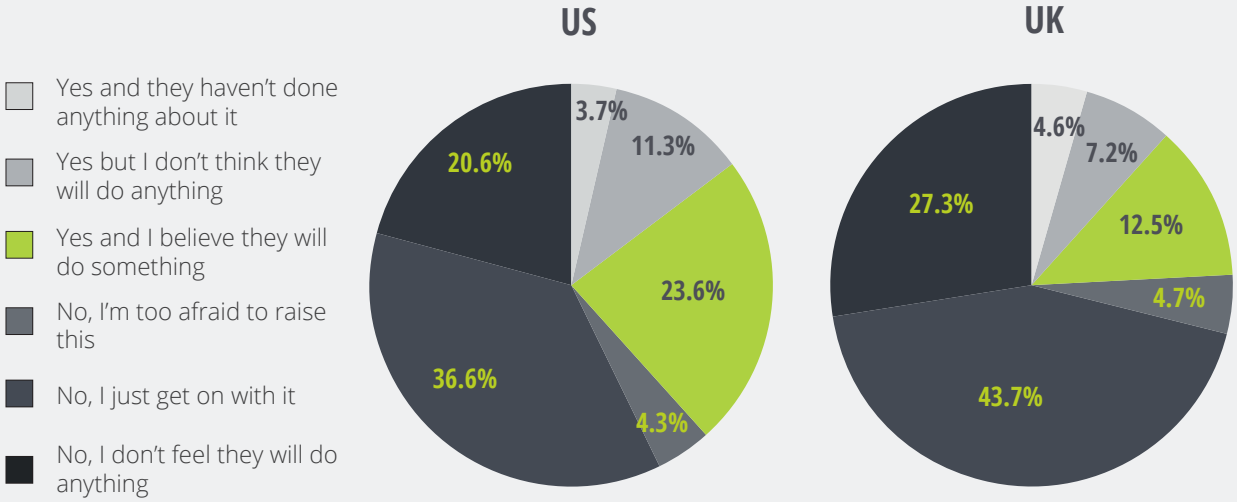
With the right real time device monitoring in place, it would not fall on mobile workers to report issues themselves, typically when it is too late, as it is now possible to identify and troubleshoot device issues before they impact on the mobile worker's ability to do their job.

5. Companies aren't Listening

Worryingly, 27% of UK mobile workers, compared to 21% in the US, do not raise issues as they feel their employer will not do anything about it.

That's a huge issue when so many are either taking time off sick or working with devices that they know will hinder them from providing a good service.

If you feel stressed or anxious when your device lets you down have you raised it to your employer or client?



Conclusion

Mobile workers are carrying more weight for their employers than ever before. Digital transformation has led to more processes making their way into the hands of mobile workers, who often need to use several applications and features of a mobile device to provide a flawless service to meet today's customer expectations.

But the results of our survey paint a disturbing picture, with a significant number of mobile workers in both the UK and US reporting that they cannot rely on the mobile device that is critical for them to complete their tasks.

For many, working with an unreliable device leads to stress and anxiety, which in turns leads to time taken off.

Even worse is that these problems often go unaddressed. In the UK, 44% of those surveyed said that although they feel stressed or anxious because of faults with their device, they just get on with it. US figures were not far behind, with 37% reporting they continue work despite device issues.

Worryingly, 27% of UK mobile workers, compared to 21% in the US, do not raise issues as they feel their employer will not do anything about it.

That's a huge issue when so many are either taking time off sick or working with devices that they know will hinder them from providing a good service.

But the fact is that mobile device problems can be identified and addressed before they can create an issue for a mobile worker.

Most problems that arise with mobile devices are a combination of apps, batteries, charging, wireless networks and user behaviour. But because there are often unique circumstances in play, it can be hard to diagnose and troubleshoot.

Device analytics can help. By capturing detailed data from devices and analysing that data using machine learning and AI, patterns can be rapidly identified, and exceptions and anomalies become clear.

Additionally, this data can be made visual so that managers can get a better understanding of how devices are functioning. They can also create personalised views based on the processes used in their organisation, and even set up alerts based on their own parameters.

The devices used by mobile workers can make a huge difference in terms of productivity and efficiency, but businesses must be vigilant and ensure that poor reliability is quickly addressed. As our survey shows, if reliability is not prioritised – or even worse, ignored – employee health, brand reputation and SLA penalties may be at risk.

Taking proactive steps based on mobile device analytics can help to solve this issue by improving visibility and reliability of mobile devices in the field. A reliable device will not only improve worker well-being but enables them to enjoy the benefits of mobile technology, and that's a great thing for any business.

About the Research

In June 2018 B2M surveyed 200 mobile workers, 100 from each of the UK and US, who stated that a mobile device was critical to them to perform their tasks. Respondents confirmed they used either a consumer device, such as Apple, Samsung and HTC, or a rugged device such as Panasonic, Zebra, Honeywell or Intermec.

Mobile workers surveyed included utilities, telecommunications and cable engineers, healthcare and social workers, logistics and warehouse staff, hospitality and retail staff. The survey did not include any office-based workers or those in a sales role.

* UK figures based on ONS UK Labour Market August 2018 (32.39 million people in work) and Deloitte Mobile Readiness survey (40% of UK workers use mobile device) to find that there are 12,596,000 UK mobile workers. The average day's pay for a mobile worker in the sectors mentioned above is £95. If 16% of UK mobile workers (2,072,960) take six days off work per year due to stress or anxiety, the cost would be at least £1.18bn ($1.53bn) (2,072,960 x 6 x £95).

US figures based on US Bureau of Labor statistics and applying the same statistic as used above for 40% of US workers using mobile devices.The average day's pay for a mobile worker in the sectors mentioned above is $145. If 16% of US mobile workers (9,981,760) take six days off work per year due to stress or anxiety, the cost would be at least $8.68bn (9,981,760 x 6 x $145).

About B2M

B2M Solutions™ is a global software company dramatically improving how enterprise mobility is operated and managed.

The company's flagship product, Elemez™, provides real-time actionable analytics and operational intelligence for enterprise mobile devices and applications. Unlike traditional enterprise mobile software management tools, Elemez proactively identifies, isolates and predicts issues to help enterprises prevent and avoid problems, improve enterprise mobility's performance and lower the True Cost of Ownership™ of mobility.

mprodigy® is B2M's mobile enterprise management platform (MDM/EMM) and offers a proven, cost-effective management layer for line-of-business enterprise mobility.

Founded in 2002, B2M is a privately held company based in Abingdon, UK, with North American operations in Atlanta, Ga., U.S.A.

For additional information, visit www.b2msolutions.com.

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Contact us today to find out how B2M's mobile performance optimisation solutions can help you to eliminate device-related health and well-being issues with your workforce.

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