

SPACES

More than half of the time, Connected Executives are working from home, traveling or teleworking, When in the office, they prefer a private assigned space but are highly mobile.



51%

Travel



Office



Home



Other



TYPE OF WORK

They place high value on in-person interactions, which means frequent travel. Devices should be portable and connect to smartphones.





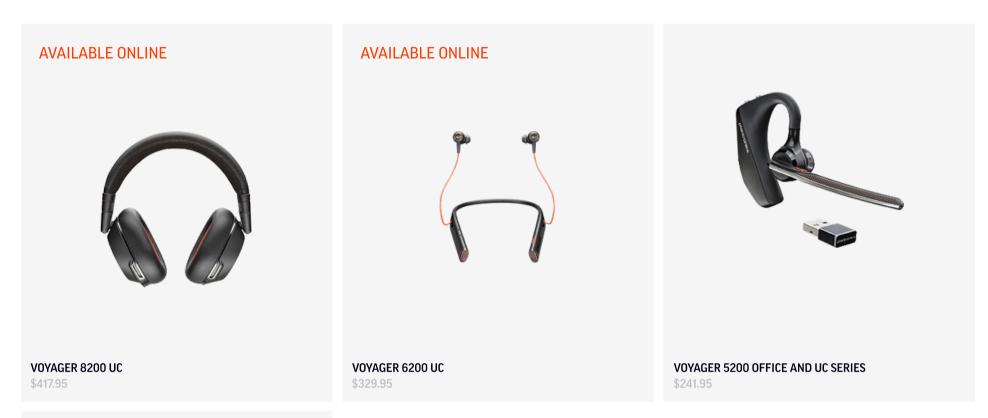
32% report daily video usage

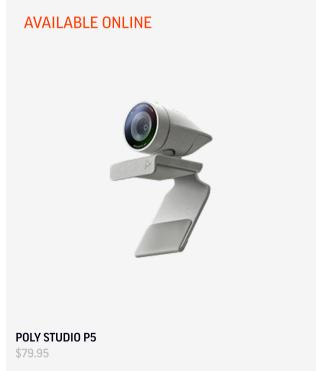
62% use a headset



devicesCalls disrupted by unstable network connections

made purchases) during COVIDHighest amount of smartphone use across all personas





*As pain points and connectivity needs may be similar, there is some crossover in product recommendations between personas.





BLOG



THE WORKPLACE EXPERIENCE POST COVID-19

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