



2/10/2024

# REPORT

**Remote Revolution: Where Are You Logging In?**



# AUDIENCE

## Demographics

United Kingdom, Age 25 to 60, Full Time Employed

## Advanced Screening

Which of the following categories best describes your organization's primary industry?

**Qualified:** Accounting, Advertising, Banking/Financial, Communications/Information, Consulting, Human Resources, Information Technology/IT, Marketing, Market Research, Public Relations, Sales

**Unqualified:** Agriculture/Fishing, Architecture, Automotive, Aviation, Bio-Tech, Brokerage, Carpentry/Electrical installations, Chemicals/Plastics/Rubber, Computer Hardware, Computer Reseller (software/hardware), Computer Software, Construction, Consumer Electronics, Consumer Packaged Goods, Education, Energy/Utilities/Oil and Gas, Engineering, Environmental Services, Fashion/Apparel, Food/Beverage, Government/Public Sector, Healthcare, Hospitality/Tourism, Insurance, Internet, Legal/Law, Manufacturing, Media/Entertainment, Military, Non Profit/Social services, Personal Services, Pharmaceuticals, Printing Publishing, Real Estate/Property, Retail/Wholesale trade, Security, Shipping/Distribution, Telecommunications, Transportation, Other, I don't work

## Custom Screening

What would best describe your work pattern?

**Qualified:** I work mostly from home and go to the office 1-2 days a week, I work 100% remote but my company does have an office, I work 100% remote and my company does not have an office

**Unqualified:** I am in the office 5 days a week, I work most of the week in the office with 1-2 days a week at home



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## OBJECTIVE

To delve into the intricacies of remote working experiences among UK employees, dissecting the psychological, logistical, and professional elements that mold their work preferences, overall well-being, and efficiency. The goal is to extract nuanced perspectives on the individual and organizational impacts of remote work, including its influence on career progression, interpersonal dynamics, and alignment with corporate values and culture.

## BURNING QUESTION

What specific aspects of remote working have the greatest impact on your job satisfaction and productivity?



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## CHAT GUIDE

1. What industry do you work in and how does it adapt to remote work?
2. Can you describe your current remote work environment?
3. How often do you visit the office, if at all?
4. Do you always work from home or do you take advantage of the flexibility (do you work from coffee shops or abroad?)  
Probe on why
5. What tools or platforms do you and your team use for remote work?
6. How do you maintain work-life balance when working from home?
7. What challenges have you faced while working remotely?
8. How do you think remote working has affected your career progression?  
Probe on why they think that
9. What do you enjoy most about working remotely?
10. What do you find least satisfying about working remotely?
11. How has working remotely impacted your productivity?
12. Imagine your ideal remote work scenario. What does it look like?
13. If your employer suddenly stopped remote working and you had to go to the office 5 days a week, would that make you consider looking for new employment?
14. What changes could your company make to improve remote working?
15. What changes could your company make to entice you back into the office more frequently?
16. How do you see remote work evolving in your industry?
17. To conclude, what's one word that sums up your remote work experience?



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## AI SUMMARY

The specific aspects of remote working that have the greatest impact on job satisfaction and productivity among UK employees in various industries, such as Sales, IT, Consulting, Banking/Financial, and Advertising, are multifaceted. The elimination of daily commutes is frequently cited as a significant factor in reducing stress and improving mental health, leading to increased productivity. The flexibility to manage one's schedule, including the ability to work from various locations such as home, coffee shops, or even abroad, is highly valued for the balance it provides between personal and professional life. However, this flexibility is sometimes constrained by company policies or practicalities such as childcare responsibilities.

Remote work tools like Microsoft Teams, Zoom, Outlook, and industry-specific software are essential for maintaining communication and collaboration, although challenges such as coordinating with team members and dealing with technological issues like internet connectivity can hinder productivity. The physical work environment at home, including a quiet space with natural light, comfortable furniture, and a setup that mimics an office environment, is crucial for focus and efficiency.

The lack of face-to-face interaction can lead to feelings of isolation and concerns about career progression, as visibility to management is perceived to be reduced. Some employees express a desire for more regular performance reviews and feedback to mitigate this. The potential for career advancement while working remotely is recognized, provided that regular communication is maintained.

The consensus is that remote work is here to stay, with predictions of its continued growth and evolution towards even more flexibility, such as the possibility of a four-day workweek. Employees are willing to consider new employment if forced to return to a full-time office schedule, indicating the high value placed on the benefits of remote work. Perks such as gym memberships or assistance with childcare could entice some back to the office, but for many, the advantages of remote work, including the freedom to set their own schedules and the savings on commuting, far outweigh the benefits of an office environment. The overall sentiment towards remote work is positive, with terms like "awesome," "refreshing," "useful," "flexible," and "enjoyable" used to describe the experience.





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## KEY INSIGHTS

### Enjoyment of Remote Work Flexibility and Autonomy

- Remote workers appreciate the absence of a daily commute, which saves time and money.
- The freedom to create a personalized work environment and schedule is highly valued by remote workers.
- Working remotely provides the opportunity to manage personal life and work more effectively.
- Remote work offers a sense of autonomy and control over one's work and personal life balance.

### Quotes:

"I do enjoy the fact I don't have to commute everyday which can be hassle and also saves me money"

Age 31, Male

"The freedom is what I enjoy the most, it's totally liberating and motivating. I can create my own work environment and use my own tools. "

Age 32, Female

"I get paid to work at home. I can get more done round the house before and after and most importantly it saves time. So my time away from work is nice. "

Age 35, Male

"The freedom to feel and be like my own boss and feeling as though I am a lot more in charge of my own destiny. It's also beneficial to be able to hop on over to the shop or meet with a friend or family member half way through the day. I can spend time with my partner or child that I wouldn't otherwise be able to. I'd miss out on hundreds and thousands of hours with them over a life time. All for the sake of pleasing people who won't care to miss me. It's so valuable being able to have more of my own time. No commute times, if I feel unwell I can work in my pyjamas and so on. "

Age 38, Male





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## KEY INSIGHTS

### Creating the Ideal Remote Work Environment: Key Elements

- A quiet and private space is crucial for concentration and effective communication, as echoed by participants who value a home office setup that allows them to hear customers clearly and work without distractions.
- Natural lighting and a comfortable chair are frequently mentioned, indicating the importance of a workspace that promotes well-being and productivity.

### Quotes:

"I would say the biggest challenges have been both the noise from neighbours on occasion and the knocking of postal delivery personnel. Then family members knocking and not even respecting the fact that I'm working. So some family members will expect me to drop everything for them if they visit without notice. I address it all by making sure the room I'm in is away from the main road, sound proof or dampen some aspects of the room and also reiterate to the family members that my work is still valid even if at home. "

Age 38, Male

"I work from a desk setup in my home "

Age 38, Female

"I have made sure I have a comfy chair and the right size desk"

Age 32, Female

"I'm in my personal study, with my own tech tools. The door is closed to avoid distractions and I have an endless stream of coffee. "

Age 32, Female





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## KEY INSIGHTS

### Flexibility in Remote Work Locations: Home, Coffee Shops, and Beyond

- While most participants prefer the convenience of working from home, some appreciate the change of scenery and productivity boost from working in coffee shops or other public spaces.
- The ability to work from various locations, including abroad, is seen as a significant advantage, although some are restricted by company policy or personal responsibilities such as childcare.

### Quotes:

"Working from any location worldwide, where I get to set my own hours."

Age 35, Male

"I can work from my garden or living room depending on the day"

Age 36, Female

"Mostly I work from home because it's convenient but if the weather is good I might then go out and spend some time in a coffee shop. "

Age 32, Female

"Usually from home, but there's been numerous occasions where I will be working abroad, even somewhere else in the UK, never shops though."

Age 38, Male







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## KEY INSIGHTS

### Essential Tools and Platforms for Effective Remote Work

- Commonly used tools include Microsoft Teams, Outlook, Zoom, and Google Workspace, which facilitate communication and collaboration among remote teams.
- Participants also value the simplicity and reliability of their home internet connections and the use of specialized software for their industry-specific tasks.

### Quotes:

"We use Google work and a system called one view that allows us to work remotely "  
Age 31, Male

"Teams, zoom and Outlook "  
Age 38, Female

"I always work from home"  
Age 35, Male

"I work in consulting and we've adapted to remote work by using more collaboration applications "  
Age 31, Male





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## KEY INSIGHTS

### Strategies for Maintaining Work-Life Balance in a Remote Setting

- Taking regular breaks, including walks and exercise, is a strategy used by many to separate work from personal life and maintain mental health.
- Setting boundaries by having a dedicated workspace and unplugging from work devices after hours helps employees avoid burnout and maintain a healthy balance.

### Quotes:

"I always take my lunch break and go out for a walk"

Age 32, Female

"The main thing is I unplug at the end of the work day, when I was in the office full time I used to check emails in the evenings at home but now I completely shut off until the next day"

Age 31, Male

"I always take a break and try and get out in the fresh air "

Age 38, Female

"I struggle to make time to take regular lunch breaks and stick to a normal schedule."

Age 35, Male





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## KEY INSIGHTS

### Impact of Remote Work on Career Progression: Employee Perspectives

- Some employees feel that remote work limits career progression due to reduced visibility and direct engagement with managers and colleagues.
- Others believe that maintaining regular communication and demonstrating productivity can lead to career advancement, regardless of physical presence in the office.

### Quotes:

"The biggest factor that worries those that are working remotely about progression is due to not being thought of. Yet communication plays such a crucial part and if you utilise it you can find you're in mind for progression just as much as being in the office. "

Age 38, Male

"It has not affected it in my opinion, I was promoted while working remotely "

Age 35, Male

"I'm actually the Director, so I'd say pretty well actually. A lot of people seem to think working from home means you're unseen and not heard or respected or thought of with career progression. Yet that couldn't be further from the truth if you keep in regular communication. "

Age 38, Male

"People in the office can see how hard and long you work, but at home others have to trust that you're putting in a similar effort "

Age 31, Male





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## KEY INSIGHTS

### Least Satisfying Elements of Remote Work: Areas for Improvement

- The lack of social interaction and the potential for loneliness are cited as downsides of remote work, indicating a need for companies to facilitate better virtual social engagement.
- Some employees miss the spontaneity of face-to-face problem-solving and the informal social aspects of office life, such as after-work drinks.

### Quotes:

"I think the lack of socialising that comes with working remotely is the biggest drawback, because mixing with colleagues can be a good morale boost in the office "

Age 31, Male

"Sometimes I get bored and lonely as I'm working by myself sometimes going to an office is good because you get to see your coworkers "

Age 31, Male

"Being alone, nobody to chat with "

Age 33, Female

"If I do get a problem. I would much prefer to do this in person which can sometimes be a pain but with teams these days. It tends to be easy "

Age 35, Male



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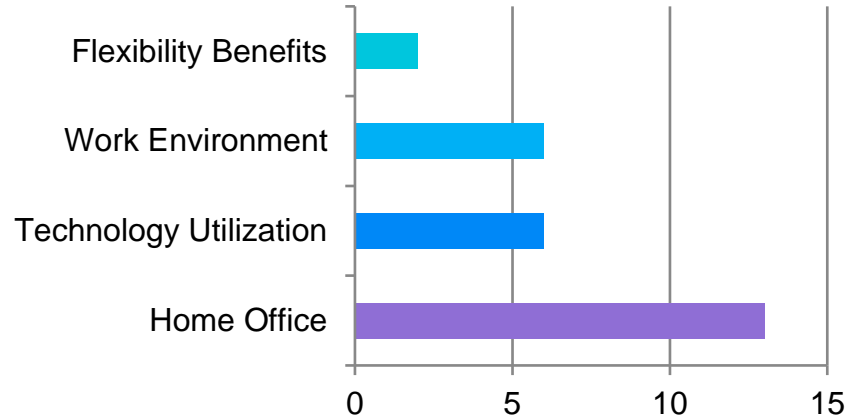
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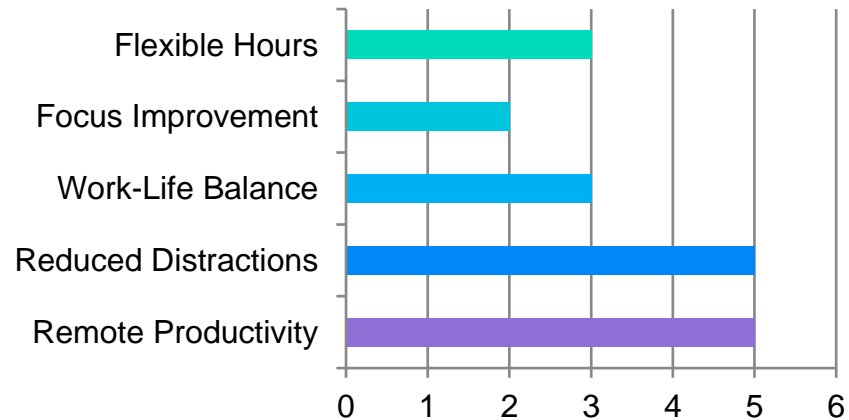
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## TOPICS

Can you describe your current remote work environment?



How has working remotely impacted your productivity?



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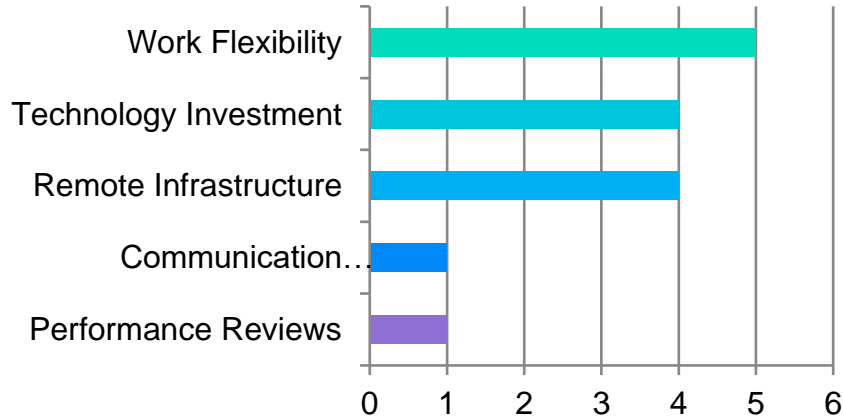
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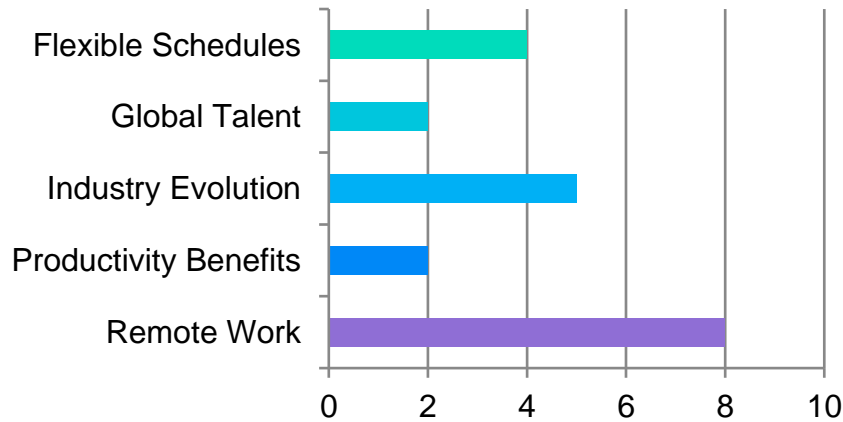
What would best describe your work pattern?

## TOPICS

What changes could your company make to improve remote working?



How do you see remote work evolving in your industry?



# PERSONAS

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## The Independent Sales Specialist

### Description:

- A 31-year-old single male from West Midlands working in sales, mostly from home with weekly office visits.
- Prefers a quiet home environment for clear customer communication, uses Google Work and One View for remote tasks.
- Enjoys the lack of commute and the cost savings it provides, but feels career progression may be hindered due to less face-to-face time with management.

### Insights:

- The convenience of a home setup with necessary equipment is crucial for productivity in sales roles.
- Regular performance reviews via video link could enhance remote work experience and career progression opportunities.
- The absence of a daily commute is a significant factor in job satisfaction for remote workers.



## The IT Flex-Worker

### Description:

- A 32-year-old married female with children, working in IT, balancing remote work from a home study and occasional coffee shop visits.
- Utilizes Microsoft 365, Google, Slack, and Zoom for collaboration, and maintains work-life balance by working at quiet times with minimal distractions.
- Values the freedom and flexibility of remote work, citing reduced burnout and improved workload management, but misses the social aspect of an office.

### Insights:

- Having a dedicated and well-equipped home office space is key to successful remote work in IT.
- Remote work can lead to career success when coupled with effective communication and self-management strategies.
- The social isolation of remote work can be a drawback, indicating a need for companies to foster virtual team-building and social interactions.



## The Consulting Director

### Description:

- A 31-year-old single male from London, working in consulting, enjoys the flexibility of working from various locations including abroad.
- Faces challenges in coordinating with team members remotely but appreciates the time saved from commuting and the ability to focus on work.
- As a director, he values regular communication for career progression and enjoys the freedom of managing his own time.

### Insights:

- Remote work in consulting requires effective use of collaboration tools like Outlook and Microsoft Teams to stay connected with colleagues.
- Leadership roles can thrive in a remote setting with proactive communication, challenging the notion that remote work limits career advancement.
- The ability to work from anywhere is a highly valued aspect of remote work, especially for those in leadership positions.





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REPORT**

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