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# What's 2014 got in store?

Our predictions for the year ahead

## The year of workforce mobility



**60%**

increase in mobile data usage<sup>1</sup>

**3-fold**

increase in mobile digital workforce by 2018<sup>2</sup>

**37 million**



work hours per year could be saved with 4G<sup>3</sup>

**75%**

of IT organisations are planning mobile applications<sup>4</sup>

**4/5**

organisations plan to invest in social technology to foster collaboration and to listen to customers<sup>9</sup>

## Creating the social enterprise

**86%**



higher customer ratings for organisations with happier employees<sup>5</sup>

**25%**



possible increase in worker productivity thanks to social technology<sup>6</sup>

**79%**

of millennial employees said social activities make them feel loyal<sup>7</sup>

**80%**

of customer satisfaction and loyalty determined by the customer-employee relationship<sup>8</sup>

**£4.5 billion**

possible boost to the economy by 2016 thanks to mobile shopping<sup>10</sup>



**85%**

are willing to spend more to ensure a superior customer experience<sup>11</sup>

**83%**



go online before they go in store<sup>12</sup>

**£12 billion**

could be lost to digital retailers by not meeting customers' expectations<sup>13</sup>

## Remodelling the customer experience

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Source  
<sup>1</sup>O2 UK; <sup>2</sup>Gartner's Top 10 Technology trends for 2014; <sup>3</sup>4G Britain; <sup>4</sup>CEB Business Barometer January 2013; <sup>5</sup><http://tweedweber.blogspot.co.uk/2013/09/happy-employees-happy-customers.html>;  
<sup>6</sup>The McKinsey Global Institute; <sup>7</sup><http://www.linkedin.com/today/post/article/20130520135352-23014705-great-customer-experiences-come-from-great-employee-experiences>; <sup>8</sup><http://www.executivetravelmagazine.com/articles/why-happy-employees-determine-your-success>; <sup>9</sup>IBM; <sup>10</sup>4G Britain; <sup>11</sup><http://www.speakersoffice.com/uploads/5%20Ways%20to%20Make%20Your%20Employees%20AND%20Customers%20Happy.pdf>; <sup>12</sup>IBM 2012 retail survey; <sup>13</sup>O2 Research

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