Sleepworking

How Employee Disengagement Is Hurting Your Business

A DOMO RESEARCH REPORT

Sleep•work•ing

verb. When employees are not delivering their highest potential impact due to a lack of available data and tech tools.

Employers are unconsciously creating a sleepworking epidemic by keeping their people in the dark when it comes to company data, insights and decision making.

How do companies "wake up" their most valuable asset? Domo conducted research among U.S. adults in the United States, United Kingdom, Australia and New Zealand to find out exactly what desk workers and non-desk workers alike want from their employers to feel more engaged and be able to contribute more to their work and the business. The answer: Data and the tech tools to use that data.

This report explores how workers feel about the tech they currently have, what they wish they had, and how with the right data and tools, employers can energize employees and end sleepworking to multiply the business impact of each of their valued employees.

Sweet Data Dreams

With access to data – and the right tech to leverage that data – workers say they'll feel happier and more engaged at work. Often, that data already exists within a company, but employers who aren't using it are holding everyone (and the business) back.

The Deskless Feel Techless

Over half (58%) of workers say their need for technology has increased in the last five years, but their access to tech tools isn't keeping up. This is especially true for those who primarily work away from a desk (non-desk workers). Almost twice as many desk workers (46%) than non-desk workers (24%) say that they have more access to software than others in their company.

3 in 5 workers say they could get more work done and do better work with better tech tools.

Workers said that if they were empowered with the proper software to help them with time intensive tasks, they could save almost an hour and a half on average of extra time daily. And desk workers say they could save two hours on average a day. That time adds up:

$6.5B

The amount that businesses across the U.S. could recoup each week in valuable work time with the proper tech.[1]

[1] *To calculate these numbers, we multiplied by using the federal minimum that Labor Standards Act and the average time respondents report proper software could help with their most time intensive tasks by (that the average American worker spends 1.5 hours per week on) and the number of employees in the U.S. workforce (as reported in the U.S. Bureau of Labor Statistics, August 2022). It has been expanded to a value for all businesses in the U.S.*

Information Hibernation

For both employers and employees, when information and insights are not shared broadly a disservice is created to the business. The survey found that employees wish they had more access to higher-level data at their organizations that could help inform their strategic ideas at work.

SLUMBERING ON STRATEGY

31% **Workers who feel uninformed about their company's overall strategy.**

45% **Workers who wish they had access to more data, whether external or internal to help inform their strategic ideas.**

Non-desk workers are at a disadvantage due to a lack of access and insight. Compared to their desk-working counterparts, deskless workers share strategic ideas less often. More than a quarter (28%) of non-desk workers feel held back at work because of inferior tech tools and information.

The Economic Wake-Up Call

Not only is listening to employees a smart business move, sharing strategic insights from the top-down can keep people happy and reduce turnover where the cost of recruiting, on-boarding, training employees is a serious investment.

SLEEP WORKING

What Workers Dream Of

Workers prefer an employer that's transparent with data, and those employees with easy access to tech tools plan on staying at their company a long time.

62% of workers say access to tech to help them do their job would make them happier at work.

70% **of employees who say they have the perfect amount of tech tools plan on staying at their company for a long time.**

Tech Adoption Nightmares

Old tools and outdated tech contribute to high employee turnover and dissatisfaction.

Just 43% of workers say that their company adopts new technology consistently – and only 13% get new technology as soon as it's out.

"We are usually behind the times and the software is always breaking and needing updates."

24% **of workers report high turnover in the past 12 months.**

That number skyrockets to 71% **where workers feel they need more tech tools.**

"It's outdated and it's geared towards management – it does not help me with my job."

When asked what the worst part about the technology at their company is, respondents said:

> ***It doesn't always have exactly what we need, and, therefore, we have to improvise.***

> ***I would say it is that we are always behind what other more innovative companies are doing to make their teams more productive. The updates are slow to arrive.***

Putting Worries to Bed

Overall, workers believe tech tools can help their company. In fact, more than a third of workers say that better apps could help their organization adapt to change more quickly.

58% **of workers say access to tech tools makes their company better able to weather the economic downturn.**

Waking Up

Ending the sleepworking epidemic comes down to providing access to tech tools and data so employees can make more strategic decisions that drive better business outcomes.

Smart business leaders know that making data available to everyone is the key to waking sleepworkers from their slumber. And, by making it easier for your employees to multiply their impact, everyone becomes more engaged and energized for the success of your business.

METHODOLOGY

Domo conducted this research using an online survey prepared by Method Research and distributed by Cint among n=1,001 adults (age 18+) employed full-time in the United States (n=2,001), United Kingdom (n=500) and Australia/New Zealand (n=500). The sample included a mix of desk workers and non-desk workers as well as a mix of management roles. Respondents were split equally on gender with a spread of age groups, geographies, and race groups represented. Data was collected from August 2 to August 19, 2022.