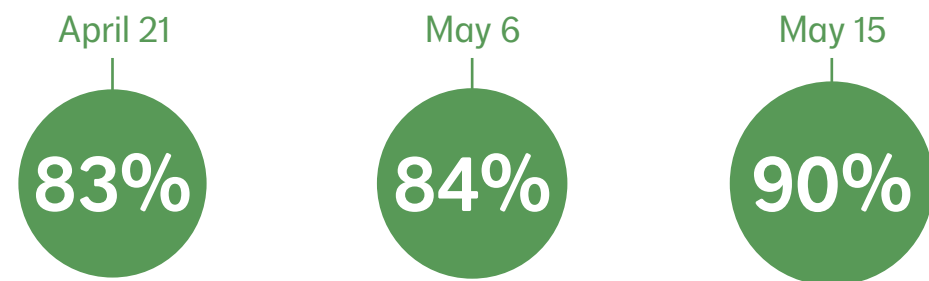


Working from home offers promising opportunities in the New Normal

Many Dutch people work at home because of the corona measures. With Crunchr Preference, a tool that provides insight into the preferences of employees, we asked nearly 2000 home workers from 75 organizations about their experiences. What can we learn from them and how can we prepare for the New Normal?

Satisfaction with working from home increases over time



Which support is most desired?



For all respondents:

1. Collaboration tools **59%***
2. Flexible working hours **56%**
3. Social interaction **50%**

* % of all respondents who consider a measure "important"



Big differences between needs of each home worker



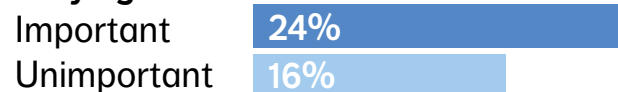
About **40%** of respondents consider "company updates" important when working from home, while almost a third does not consider this important. "Staying fit" is important to a quarter of the respondents; **16%** consider this unimportant.

Remarkable differences

Company updates



Staying Fit

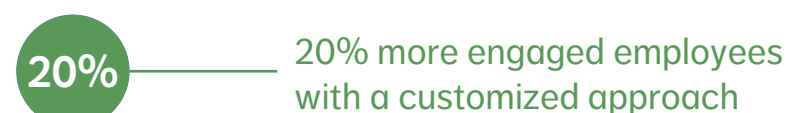


Focus



One-size-fits-all approach does not work

Artificial intelligence helps with putting together the right support package. For example, the Crunchr Preference algorithm accurately determines which package of measures best suits the employee population of an employer. The result:



Customization is essential

Each group of employees has specific wishes. The following measures are most important for millennials, home workers with children, and those aged 55+:



Millennials

Social interaction **56%***
Focus **50%**



Home workers with children

Flexible working hours **61%**
Manager updates **50%**



55+ employees

Collaboration tools **59%**
Ergonomic workplace **51%**

