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COMMUNICATIONS

Building a Better BRITAIN

Why Reliable Connectivity is Key

Hybrid working is believed to be the future by two thirds of employees and 65% of businesses who believe home working will be more frequent once normality has resumed.

However, recent research has identified a problem for businesses wanting to explore hybrid working as **52% of employees** report problems with their connection at home. In fact, **more than three quarters of businesses** reported that staff were not able to be productive at home without fast, reliable broadband.

So how important is reliable connectivity to a hybrid working pattern?

What are the problems?



52% of employees said that broadband cutting out had stopped them working effectively



50% of employees reported that their broadband at home was too slow



43% of homeworkers feel frustrated by their home broadband's unreliability

What are businesses doing to fix it?



75% of businesses have already invested in products to help staff work from home...

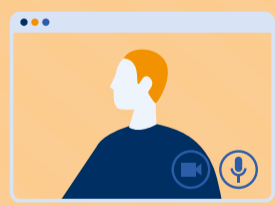


...with **70% of these** planning additional investment in the coming year



Almost 80% of businesses would be prepared to pay for business grade connectivity to employees' homes.

What would a connectivity upgrade do for your business?



Enhanced video calling



Greater productivity



Better upload speeds



Connectivity confidence

More than 65% of businesses would find these benefits useful.

Eradicate your employee's frustrations and ensure your business can collaborate, communicate and connect no matter what the future of work looks like.

Call us now on **03301 623 420** or take a look at **our full fibre page** to see what connectivity solutions are available to you.

*Data taken from Quadrangle and TalkTalk Business who asked 739 business decision makers and 2,530 employees.