

## WHAT ARE THE CHALLENGES OF THE DIGITALISATION OF COMPANIES FOR MANAGERS AND EMPLOYEES?

### DIGITALISATION HAS ACCELERATED SINCE 2020

+8 ▲

**78%**

of employees are familiar with the concept of digitalisation

+4 ▲

**55%**

of employees feel that their company is "ahead" in terms of digitalisation

#### Are companies' activities impacted by it?

**Yes**

- 79% of managers
- 71% of employees
- 98% of managers of mid-cap and large enterprises (>250 employees)

+13\* ▲

**81%**

of company managers have already set up a digitalisation plan

→ 100% of companies (>250 employees)

#### Sectors that are more familiar with digitalisation:



+1 ▲  
**80%**  
Industry



+9 ▲  
**82%**  
Services



+4 ▲  
**84%**  
Construction



+10 ▲  
**77%**  
Retail

→ Retail is partly catching up with the other sectors

### DIGITAL AS A TOOL FOR ADAPTATION AND PERFORMANCE IN 2021

#### Benefits

**n°1**  
for company managers (78%)

Meet customers' expectations more effectively

**n°2**  
for employees (67%)

#### Leverages

Managers say that digital uses are a leverage for business to:

- optimise customer relations **45%**
- improve communication **27%**
- manage production chains and logistics more effectively **24%**

Employees agree that digital uses are a leverage for individual and collective performance to:

- **68%** increase autonomy
- **65%** improve working conditions
- **64%** encourage collaboration

#### Expectations

What needs to be done to promote digitalisation in companies, according to managers:

**81%**

adapt to employees needs

**79%**

adapt to the company's needs

**54%**

share the vision and challenges of digitalisation

-15 ▼ compared to 2020: the challenges now seem to be integrated and shared by employees

**77%**

train users

→ **95%** of companies (>250 employees)

#### Focus on data



**72%**

of company managers understand exactly what can be achieved through the use of data



**28%**

say that they have already launched such projects in their company

→ **45%** of companies with >250 employees

### NEED TO SUPPORT ENVIRONMENTAL TRANSITION FOR THE FUTURE THROUGH DIGITAL USES

**50%**

**58%**

of managers and employees think that digital uses have a positive impact on the environment

**1 manager out of 2**

believes that new technologies have enabled them to reduce their company's environmental footprint

**68%**

of employees feel that digital uses make the company more responsible

#### The impacts of digitalisation on environmental and sustainable transition



**Transparency**

in terms of strategy and governance

**52%**

of managers and employees



**Evolution**

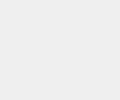
of products and services to become more responsible and sustainable

**46%**

of managers

**54%**

of employees



**Increase**

in local jobs and the use of local suppliers

**27%**

of managers

**46%**

of employees

**75%** of managers in industry see digital solutions as an opportunity to reduce energy consumption

#### CSR strategies & digital solutions

"Green practices" remain at the centre of companies' CSR strategy

**32%**

waste management

**49%**

saving of resources

Managers need support to combine digital and environmental transition

Raising awareness and training employees are powerful levers to develop a collective consciousness of responsible digital uses and encourage new behaviours

→ **86%**

of managers

→ **77%**

of employees