The Office of the Future

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A Community of Support

Reddit is a supportive community for both niche and mainstream tech concerns, giving ITDMs an anonymous forum for advice and career growth, or a place to vent.

All are welcome. From newcomers (r/LearnProgramming) and experts (r/LeetCode), to professionals (r/IT) and hobbists (r/PCBuild).

As tech evolves, so too does Reddit, as new communities rise to meet the latest technology challenges and questions.

Source: Jan. 1 2020 - Dec. 31 2020 vs Jan. 1 2021 - Dec. 31 2021 Reddit Internal 2022
Why Reddit?

Reddit **excels as research resource** at each stage of the B2B tech purchasing process.

**Problem Identification**
44% of Reddit ITDMs noted problem identification as a responsibility in their decision-making process. Redditors frequently come to the platform seeking solutions.

**Does this fit?**
Redditors are researching brands/products to see if they meet the criteria for approval (e.g., price, compatibility, etc.).

53% of ITDMs that used Reddit in their decision-making process, researched B2B tech products.

**Community Support**
Post-purchase communities like r/Salesforce, r/Oracle, and r/Adobe provide post-sale support and advice to ITDMs.

**Awareness**

**Exploration**

**Research**

**Advocation**

**Loyalty Building**

**What solutions can help?**
Broad communities such as r/BigData & r/Devops provide recommendations on brands within the B2B tech market that address enterprise issues.

**The Short List**
When redditors are finalizing the list of suppliers that will be presented to the team they look for and provide feedback.

In the last 3 months, there was a +39% increase in mentions of “providing feedback.”

The Office of the Future is a Hot Topic

The anonymity of Reddit allows ITDMs to poll the community for insight, then use that insight to be the expert in their company.

Of ITDMs have visited Reddit in the last month

ITDM posts were about the Office of the Future

Increase in “Office of the Future” posts since 2020

SOURCE: GWI, USA, 2021, Reddit Internal Data
Hybrid is the new normal

The stats are undeniable. The new normal in work means at least some kind of work from home (for those of us fortunate enough to have a job that allows it).

With all the issues caused by the pandemic, the changing nature of work from home wasn’t one of them. Less than a third of respondents felt it was a difficult transition.

Hybrid is clearly the future, but the question for executives is what that really entails.

63% Believe this is our new normal
66% Want some kind of wfh post-COVID
28% Report wfh being a difficult transition

“Without the ability to oversee employees and get a feel for the on-the-job psyche, managers feel like they’ve lost one of their senses.”

Liz Fosslien, Humu
Common issues; varied POVs

Redditors agree on the three biggest questions regarding the Office of the Future.

However, a deeper dive into their conversations shows a tension between what workers want and what ITDMs are solving for.

How these issues resolve themselves will ultimately dictate how the Office of the Future looks, feels, and operates.
Workers believe offices need to lure them back, but don’t trust “hybrid work” claims.

85% of Redditors
Don’t mind the lack of social interactions with colleagues

77% of Redditors
Worked from home outside of a home office

Office culture isn’t enough. They’re asking: how does being in office help me do my job better?

SOURCE: Reddit Internal Data, GWI (USA, Q4 2021)
Purpose | ITDMs

ITDMs are stuck between investing in infrastructure that exceeds wfh setups and predicting actual usage.

1 in 6 ITDM convos
On Reddit mention on-premise hardware or infrastructure

92% of ITDMs
Plan to invest in tech to support a hybrid workforce

The reality is that hybrid is expensive, and only the boldest companies will have the budget to do it right.

+49%
Of US ITDMs use Reddit to discover emerging products and/or solutions

Top Requests
1. Multiple, high quality monitors
2. Adjustable desks
3. Good lighting

SOURCE: Reddit Internal Data, GWI (USA, Q4 2021)
Brand Impact & Actions
What this means for your business

High switching costs and uncertain adoption favor established brands
Salesforce is a long-established operations brand for business. Slack, though younger, firmed up its place in WFH culture before and in the early stages of 2020s cultural shifts.

ITDMs seek safety in proven partners.

Distributed workforces need centralized connections
One team, one dream. Salesforce dashboards represent the scoreboard of key metrics driving company success. Slack holds its place as the digital watercolor in WFH hybrid office culture.

Workers seek visibility for the impact of the work and celebration of their wins.

Legacy = Trust
Leverage your Reddit Ads creative to remind or educate the market on the enduring foundation. Salesforce brands have provided during periods of change both gradual, long-term and suddenly striking. Your contribution is resilience.
Pollution | Workers

Commuting is now officially linked with climate change, with WFH being the beneficiary.

43% of Redditors want brands to be more transparent about sustainability practices

46% of Redditors are trying to make lifestyle choices that help the environment

It’s beginning to feel like wfh isn’t just more convenient or effective, but morally superior to office work.

SOURCE: Reddit Internal Data, GWI (USA, Q4 2021)
Pollution | ITDMs

As Millennial and GenZ ITDMs ascend, the environmental impact of tech is entering the conversation.

+31% more likely
For Reddit ITDMs to say helping the environment is important to them

1 in 3 WFH posts
On Reddit mention environmental impact

The move to DaaS is shifting climate impact to the cloud. Environmental criticism is beginning to follow.

+47%
ITDMs that visit Reddit are far more likely to be responsible for company strategy than the internet average

Hybrid work is the least environmentally friendly option

—Redditor
Brand Impact & Actions

What this means for your business

Salesforce put a clear stake in the ground with #TeamEarth

The Super Bowl ad and subsequent #TeamEarth campaign and microsite raised awareness around Salesforce's brand & corporate commitment to building a sustainable future.

ITDMs have likely heard the call-to-arms, what is the call-to-action?

Most businesses don’t know how to measure carbon impact

Most businesses know how to track revenue and customer growth, many with the help of Salesforce tools. Measurement of emissions and carbon footprint are less understood.

How can Salesforce help businesses dashboard sustainability metrics?

The Carbon KPI

Net Zero is a pledge that requires a love for both the environment and for data. Subreddits like r/ZeroWaste and r/DataIsBeautiful provide excellent examples of ways to measure our carbon footprints. How might Salesforce inspire the businesses of the future to track these metrics as core success KPIs?
Pressure | Workers

Asynchronous work and manager scrutiny creates performance anxiety, especially for new & minority workers.

1 out of 3
Redditors struggled to “switch off” or “separate work and home life” during wfh.

77% of Managers
Would implement “severe consequences” on those who refuse to return to the office

There’s the perception that managers won’t fully accept wfh employees, so wfh’ers work even more to compensate.

SOURCE: Reddit Internal Data, GWI (USA, Q4 2021); Fortune
Pressure | ITDMs

ITDM Millennials are facing pressure to keep up with the pace of tech with threats from above and below.

42% YoY Growth
Of r/ITCareerQuestions

43% of views
For r/ITCareerQuestions is from Millennials

There’s the tension between becoming an SME or a jack-of-all trades— with a hungry younger generation waiting in the wings…

SOURCE: Reddit Internal Data, GWI (USA, Q4 2021)
Brand Impact & Actions
What this means for your business

In asynchronous work, Salesforce tracks the results that matter
However and whenever the job gets done, the impact of that work is measured in Salesforce. Objectives and Key Results are a steady gauge in an otherwise shifting business.

How does Salesforce empower results-oriented work culture through change?

Slack is the ground where new asynchronous habits are borne
Slack kept offices connected through the drop into WFH culture in 2020. The sudden change has businesses still adapting to the right rituals to support healthy asynchronous work culture.

How can existing & new Slack tools enable effective asynch?

The Moments That Matter
What can the Salesforce and Slack brands contribute to the big wins and milestones that bring offices together regardless of how separated teams may be by place and time? How might brand storytelling highlight these moments for business and the role Salesforce brands play in powering them?