



# HYBRID WORK TREND & INSIGHTS INDONESIA 2023



A NEW NORMAL . . . . .	1
HYBRID WORK IS HERE TO STAY. . . . .	3
HYBRID WORK RELIES ON TECHNOLOGIES TO OVERCOME CHALLENGES AND INEFFICIENCIES. . . . .	5
EMPLOYEES REQUIRE THE RIGHT TOOLS. . . . .	6
BUILDING YOUR SMART WORKPLACE TODAY . . . . .	8
POWERING PRODUCTIVITY: LOGITECH'S CUTTING EDGE TECHNOLOGY. . . . .	10

# A NEW NORMAL

---

## BACKGROUND

The notable increase in the adoption of hybrid work models in Indonesia indicates a fundamental change in the nation's professional landscape. A combination of remote and in-person work has emerged as a key trend as firms continue to navigate the post-pandemic age.

Logitech conducted an online survey between March 16 and 27, 2023 with 500 white-collar employees in Indonesia to gain an understanding of their preferences, perceptions, challenges, and behaviors as they navigate the hybrid work environment.

This survey also explores the developing hybrid work trends and provides useful insights into the changing work dynamics and preferences of the Indonesian workforce.

Hybrid work has gained widespread attention in mainstream Indonesian media. There have been some discussions about the potential for hybrid work to become a permanent working system.

Government institutions in Indonesia, including the central government, have begun exploring the implementation of hybrid work. In the future, the government may consider new regulations to support professionals in Jakarta with regards to hybrid work.

In this report, we present insights from the survey including:

- The transformative shift from a fully in-office setup to the emergence of a hybrid work environment.
- The benefits and challenges experienced by workers in this hybrid work landscape.
- The pivotal role of technology in facilitating and fostering a successful hybrid work culture.
- How businesses should respond and adapt to the growing trend of hybrid work to thrive in this evolving landscape.





# KEY FINDINGS

## 1. HYBRID WORK IS HERE TO STAY

As things have slowly returned to normal and people have returned to the office, the idea of the workspace is becoming more fluid and flexible. More and more companies are stepping away from rigid working practices, and hybrid work is now commonplace in most workplaces.

The survey results indicated a 26% decrease in the number of employees working fully in the office compared to before the pandemic, and a 27% increase in the number of employees adopting the hybrid work approach after the pandemic.

The majority 62% of workers surveyed preferred the hybrid work model. Only 16% preferred to work fully in-office, and 21% preferred to work fully remote.

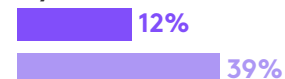


## SHIFTS IN WORK ARRANGEMENT BEFORE AND AFTER PANDEMIC

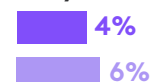
### Fully-in-office



### Hybrid Work

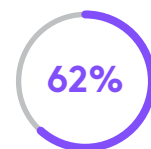


### Fully Remote

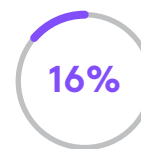


● : Before Pandemic    ● : After Pandemic

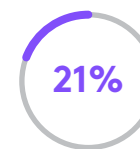
## WORK ARRANGEMENT PREFERENCES AFTER THE PANDEMIC



Hybrid Work



Fully in Office



Fully Remote

The predominant reasons driving employees preference for hybrid or remote work arrangements can be summarized into three factors:

- Cost savings through reduced travel expenses : **77%**
- Diminished stress arising from peak-hour commuting : **70%**
- The benefits of a more flexible schedule : **66%**

Additionally, other noteworthy incentives include improvements in work-life balance and mental well-being, the opportunity for increased family and personal time, and getting more work done.



Conversely, the preference for working in the office can be attributed to several leading reasons. Firstly, many individuals perceive an environment of increased engagement and productivity within the office setting. Secondly, certain jobs necessitate a physical presence in the office due to the nature of their responsibilities. Lastly, some people opt for office work to escape the potential distractions present when working from home.

Additional factors contributing to this preference include the ability to establish a clear boundary between working and personal time, the lack of proper working equipment and space at home, and the absence of a dedicated workspace.

## 2. HYBRID WORK RELIES ON TECHNOLOGIES TO OVERCOME CHALLENGES AND INEFFICIENCIES

Effective hybrid work requires a strategic approach to technology and focus on employee experience. In a modern work environment, professional tools are essential for facilitating communication and collaboration while minimizing unnecessary challenges or inefficiencies. The rising trend of hybrid work has led to notable increase in the occurrence of hybrid meetings.

39% of respondents reported spending 10-20 hours per week attending meetings, both online and offline. Additionally, 36% of respondents stated that half of their meetings are hybrid. Also the data shows that many hybrid workers are struggling to optimize collaboration and productivity due to a lack of proper equipment and support.

In the survey, a number of key frustrations emerged. We found that 81% of respondents struggled with unstable networks, which can lead to dropped calls, communication delays, and workflow disruptions. Additionally, 55% of respondents highlighted that subpar audio quality hampered their ability to actively engage in conversations, leading to heightened distraction.

Similarly, 41% of respondents indicated that inadequate video quality resulted in reduced interest and engagement. Furthermore, a significant 38% of respondents revealed the lack of proper equipment hinders their productivity.

Key Disruptors	Agree	Type of Issue
Internet Connection Issue	81%	Equipment
Poor Audio Quality (Background Noise and Unclear Voice)	55%	Equipment
Missing In-Person Interaction	45%	Interpersonal / Communication
Poor Video Quality	41%	Equipment
Easily Distracted at Home	41%	Equipment
Inadequate Tools	38%	Equipment
Lack of Participant Attentiveness	35%	Interpersonal / Communication
Speaker Repetition due to Unclear Audio	35%	Equipment
Participant's Unclear Audio / Visual Experience	30%	Equipment
Difficulty in Gauging Participant's Responses	26%	Equipment
Limited Ability to Actively Contribute to Discussions	18%	Equipment

### 3. EMPLOYEES REQUIRE THE RIGHT TOOLS

As the workplace continues to shift and hybrid work becomes the new normal, technology plays a huge role in facilitating collaboration. When equipped with the appropriate tools and technology, hybrid work can be exceptionally productive, seamless, and time-efficient.

#### MOST USED TOOLS FOR HYBRID MEETINGS



82 %

Headset/Earbuds



74%

Built-in  
Laptop Camera



48%

Monitor

Headsets, built-in laptop cameras, and monitors have emerged as the key equipment used by employees during remote meetings. However, in order to improve meeting efficiency and overall quality, it is crucial to use tools that excel in specific purposes.



#### DEMAND FOR EXTERNAL TOOLS



31 %

Microphone



28%

Webcam



21%

Speaker

As a result, more professionals are requesting for external microphones (31%), webcams (28%), and speakers (21%). This is because these tools can help to fulfill changing needs and upgrade the remote meeting experience. As the frequency of online meetings increases, so does the need for these technologies.





Employees who engage in more hybrid meetings express their desire for the company to provide them with tools to facilitate meeting participation. To improve communication and productivity, hybrid workers want to be equipped with these top three tools:



**86 %**  
Internet Allowance



**55%**  
Headset



**47%**  
External Webcam

Similarly when they are in the office, they want to be able to connect with their remote counterparts seamlessly. This is where modern in-office video conferencing setup is crucial. Here are the top three tools that employees would like their office to be equipped with:



**86 %**  
Video  
Conferencing  
Tools



**63%**  
Digital Whiteboard



**43%**  
Meeting Room  
Booking System



# BUILDING YOUR SMART WORKPLACE TODAY

---

The post-pandemic workforce is increasingly embracing hybrid work. Organizations that can successfully adapt to this new way of work will be those that are able to understand and meet the evolving needs of their employees.

Nevertheless, every journey begins with a step in the right direction. Here are 3 simple steps to building your smart workplace:

## 1. ADAPT

Adopting a hybrid work paradigm that balances employees' needs and organizational goals is essential for hybrid work to succeed. For employees, hybrid work arrangements gives them flexibility and the ability to optimize their time. For example, the time saved from daily commutes can be spent on productive work and also improves well-being.

For the organization, adopting a hybrid work approach has the potential for equal, if not greater, productivity than a fully office-based setup.

The flexibility of hybrid work allows employees to seamlessly move between different workspaces, including their home offices, shared desks in the office, and meeting rooms. Because when employees feel better, they tend to perform and work more efficiently.



## 2. EQUIP

In a hybrid work arrangement, employees often encounter significant challenges, especially during hybrid meetings. Poor internet connection, subpar video quality, and inadequate audio clarity can hamper the efficiency of the meetings.

To address these obstacles head-on, invest in your employees success by investing in tools that help them enjoy a seamless work experience regardless of their work location. Ensure meeting rooms and discussion spaces are video-enabled so in-office employees can connect with team members from any location. In addition, remote employees should also be equipped with essential meeting solutions and equipment such as headset and external webcams.



## 3. SIMPLIFY

To ensure inclusive and effective hybrid meetings, companies have to provide teams with the right tools but also prioritize user-friendly technologies. Simple tech encourages greater user adoption and participation, ensuring hybrid meetings are effective.

For example, choose video conferencing options with simple features such as one-touch join, smooth content sharing, automatic camera framing, optimum audio, and customized lighting sets.



# POWERING PRODUCTIVITY: LOGITECH'S CUTTING EDGE TECHNOLOGY

## FOR OFFICES :



### Logitech Rally Bar Huddle: Elevate Small Meeting Spaces

AI video intelligence and superior sound capture for clear communication. Effortless setup, easy management, and Tap IP integration ensure seamless video meetings.



### Logitech Rally Bar: The Ultimate All-in-One Video Bar

Experience cinematic, fluid video with optical zoom and AI Viewfinder. Crystal-clear audio with AI Sound Optimization, auto-levelling voices, noise suppression, and a pickup range of up to 23 ft (7m).



### Logitech Sight: The Intelligent Tabletop Companion Camera

Precise framing of all participants. Crystal-clear communication with 4K cameras and 7 beamforming mics. Seamlessly adaptive intelligence captures nonverbal cues.



### Logitech Tap IP: Video Conferencing Ultimate Control Center

One touch join, seamless content sharing and sleek profile. Effortlessly integrate into any room for the perfect meeting setup.



### Logitech Scribe: Whiteboard Camera for Video Conferencing Rooms

Seamlessly share whiteboard content in popular meeting platforms. Capture ideas with unmatched clarity using Scribe's advanced AI and custom lens.

## FOR EMPLOYEES :



### Brio 4K: Capturing Professional Grade Video in Stunning Detail

Impeccable visuals and vibrant colors : This 4K HDR webcam adjusts effortlessly for professional-looking video calls and recordings in any lighting condition.



### Brio 505: Capturing Professional Grade Video in Stunning Detail

Effortless video meetings from anywhere with Brio 505 : seamless integration, crystal-clear image quality, optimal lighting, advanced noise filtering, and Show Mode.



### Logitech MX Keys Combo for Business Gen 2: Designed for Precision, Speed, and Comfort

The solid keyboard design offers stability and quiet typing, while the high mouse ensures exceptional tracking accuracy for increased productivity. Plus, enjoy long battery life, with the mouse lasting up to 70 days on a full charge and the keyboard lasting up to 10 days or 5 months without backlighting.



### Logitech MK370 Combo for Business: The Perfect Wireless Combo to Get Everyone Working Securely

This wireless keyboard and mouse duo is designed to make work more comfortable. The keyboard is spill-resistant and has 8 shortcut keys. The mouse is silent and comfortable for both left- and right-handed users. Both devices use Logi Bolt technology for secure and reliable wireless connectivity.



### Logitech Zone Vibe Wireless Headset: The Perfect Blend of Comfort and Performance

Comfortable wear at 185 g. Clear communication with noise cancelling mic and flip-to-mute feature. Immersive sound with 40mm speaker drivers.





logitech®

To see how we can help your organization optimize for hybrid work, visit <https://www.logitech.com/business>