

# The New Workplace

A balancing act for retail businesses



Okta talked to hundreds of office workers in the retail sector to explore how working dynamics have evolved during the pandemic, people's aspirations for the future, and how secure they feel in their new workplace – wherever that may be for them.

## From survival to sustainability

As retailers look to reset after the pandemic, the focus has switched from short-term survival to long-term sustainability. Office-based workers who were hurriedly sent home are acclimatising to their new-found freedom, with many reluctant to return to the office full time. Businesses have benefitted from enhanced productivity and staff retention in a sector that traditionally experiences high turnover.

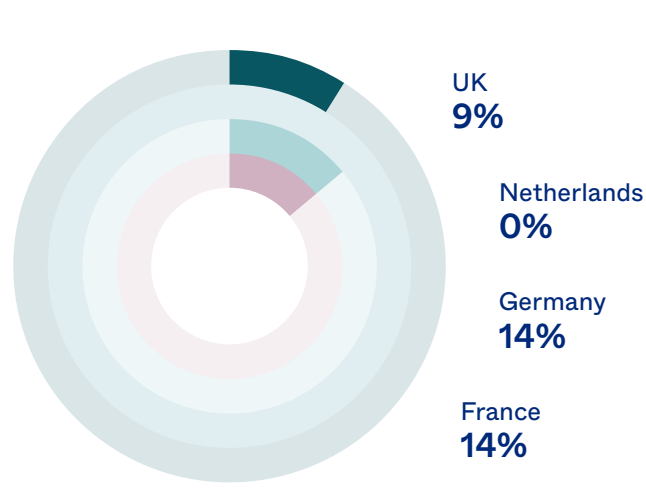
It's no surprise that retailers who've thrived in the past year are those that deliver a strong online experience for both customers and employees. Fast onboarding and offboarding, easy remote access to apps and robust security have allowed progressive retailers not just to recover quickly, but prepare for growth.

**32%** of UK retail office workers expect their employer to offer at least some flexible working when restrictions ease

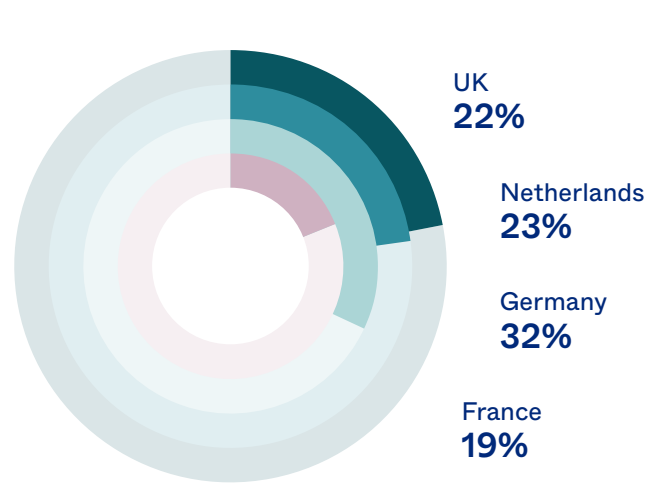


## In an ideal world, where do people want to work?

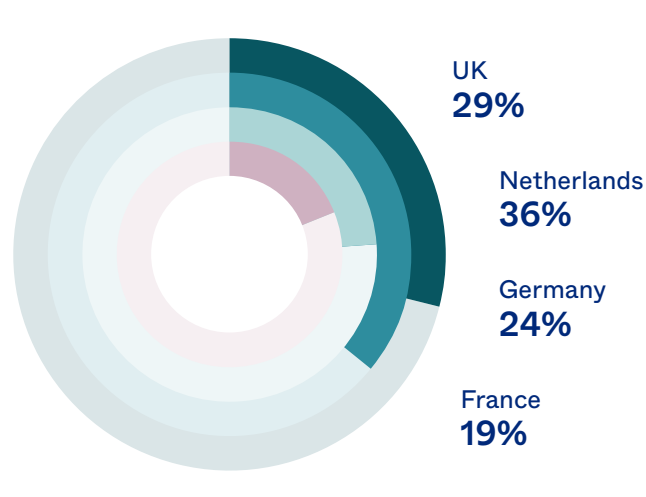
Would prefer to be fully remote



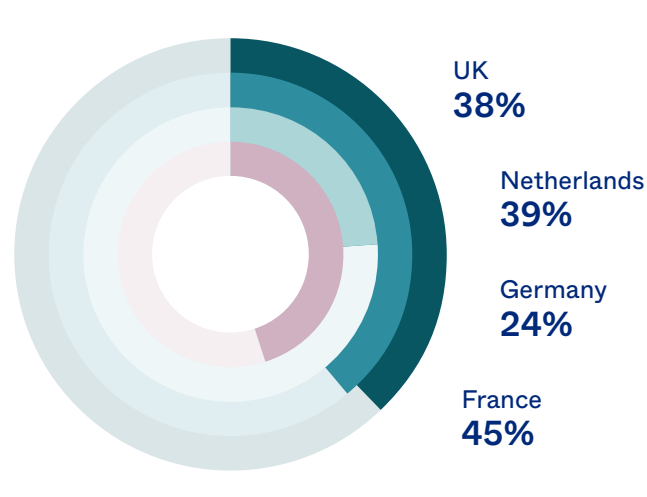
Would prefer to be fully in the office



Would prefer a mix of office and remote working

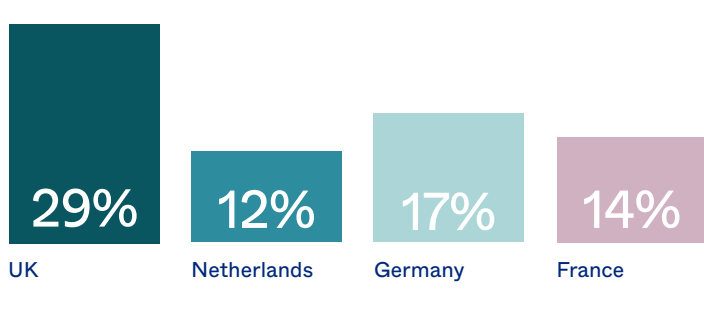


Unable to do my job away from the office

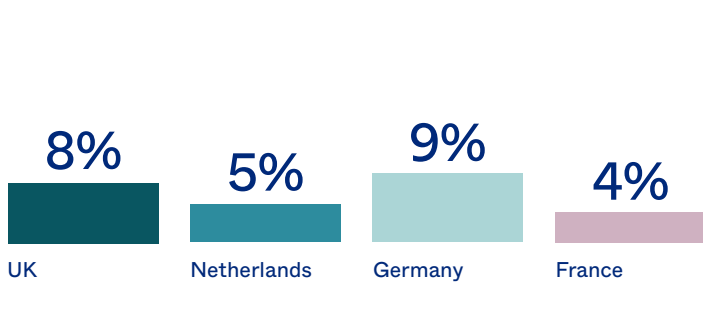


## For some, working anywhere means moving anywhere...

Would move within the country they currently live



Would move abroad

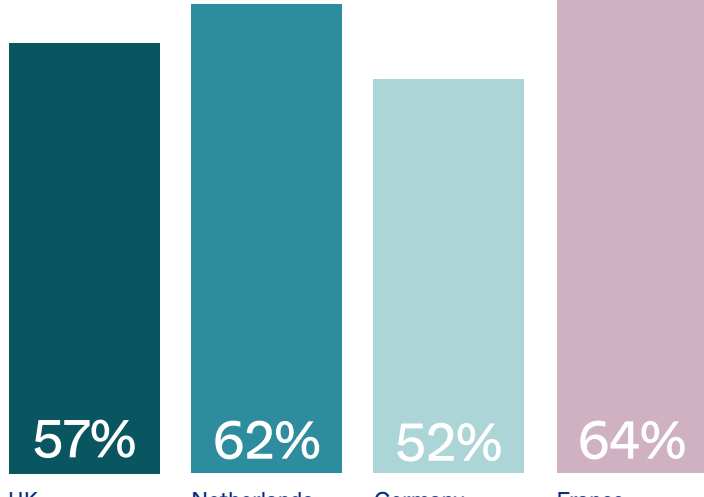


...and working anytime they choose

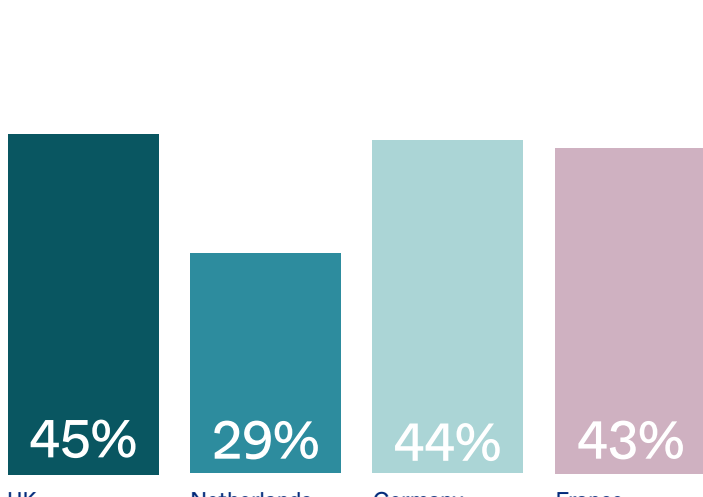
**56%** of UK retail office workers would like to work asynchronous hours



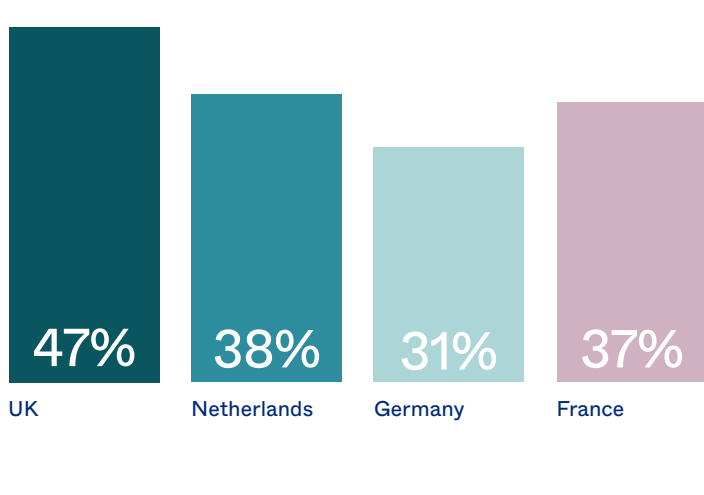
I could fit work around my personal life



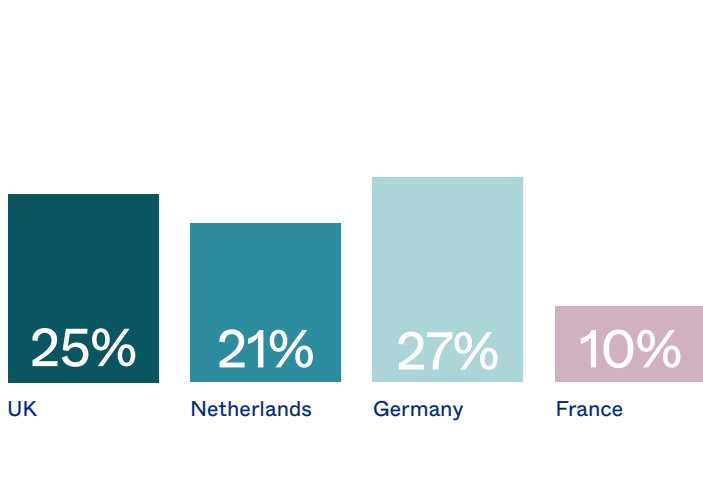
I could spend more time with my family



I'm more productive outside traditional hours

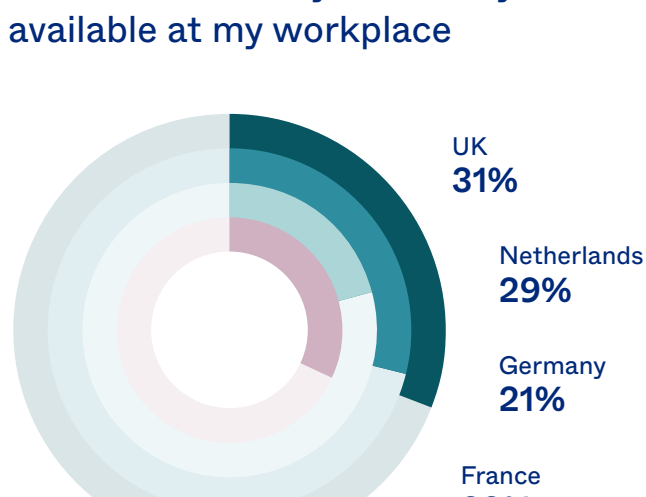


I don't feel pressure to instantly respond to colleagues

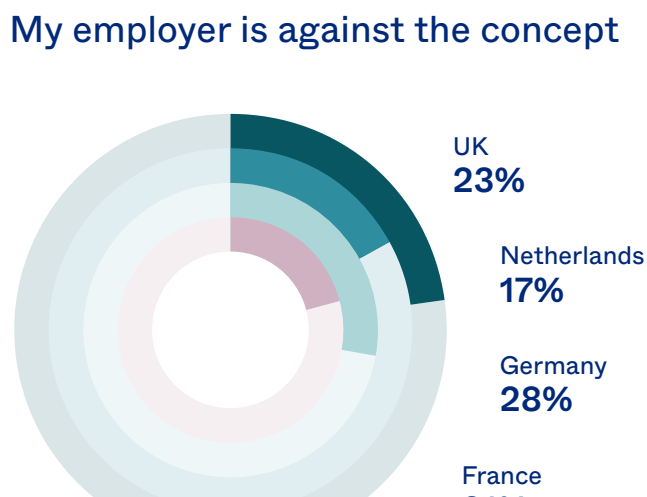


## What's stopping retail office workers from working anywhere?

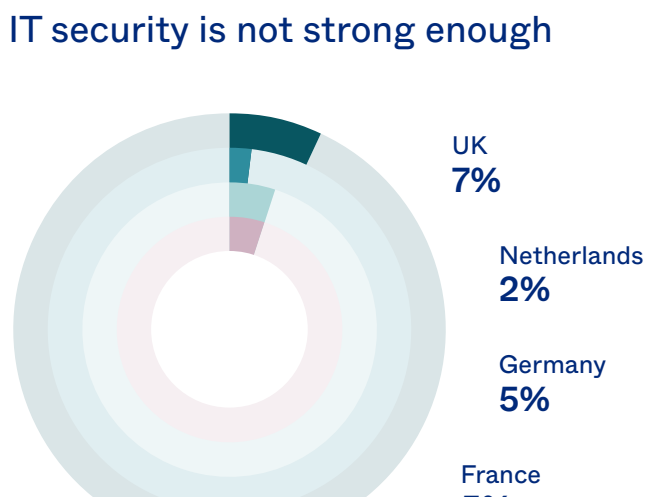
I need access to systems only available at my workplace



My employer is against the concept



IT security is not strong enough



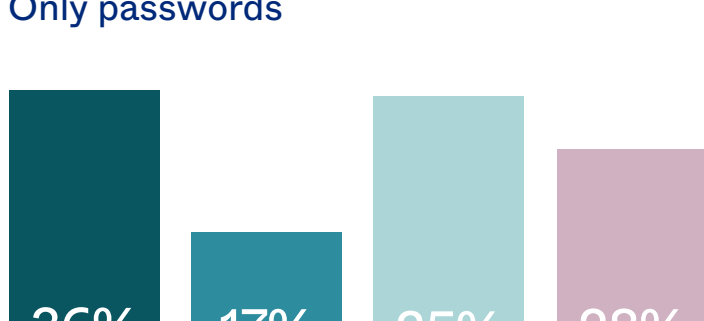
**1 in 5**

European companies say security restrictions on accessing essential resources are the main obstacle for productivity

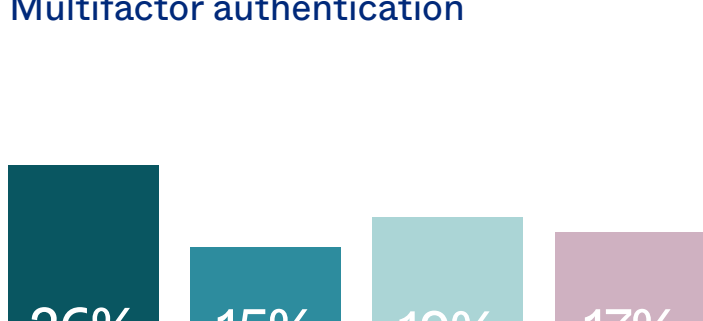


## What's keeping remote retail workers safe?

Only passwords



Multifactor authentication



Biometric authentication



VPN



## Pret a Manger drives innovation and efficiency across 573 global shops



Café chain Pret a Manger chose Okta to accelerate automation and reduce IT overhead. The company used Universal Directory to store user data in a single repository, Lifecycle Management to automate application provisioning for business users, and Single Sign On to give staff access to tools and apps through one portal, with MFA for a user-friendly layer of additional security.

[Read the full story](#)

## Secure trust at work with Okta

Establish trust at work, wherever your people are, with Okta's workforce identity solutions. Safeguard remote access to your apps and automate onboarding and offboarding to deliver swift access for the right employees at the right time.

[Download the full research report](#)