

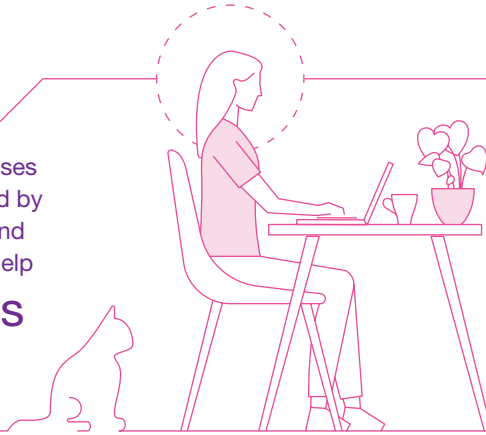
What will the new world of work demand of brokers and business?

Putting people first

Empathy

In difficult economic times, businesses and consumers alike will be deterred by a 'hard sell'. Thought leadership and educational communications can help

build relationships based on trust.



Mental well-being

24%

of UK adults reported feeling lonely during lockdown, rising to

▲44%

of adults under 25.

Reassurance

9 million UK employees

have been furloughed, and a recession is on the way. Being honest with colleagues, clients and customers can help reduce stress and anxiety in difficult circumstances.

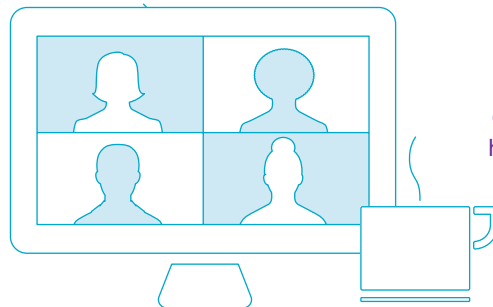
Reaching out to check up on people, and understanding **support services** available to help them, has never been more important.

Evolution with technology

Change up to the cloud

Workflow tools and effective video conferencing are becoming essential for business. A cloud-based infrastructure can support these systems for teams spread out across

remote locations.



Digital meet-ups

90%

of UK broadband lines can support home working, so with more people working from home, connecting to clients physically will be much less common.

Using video collaboration tools

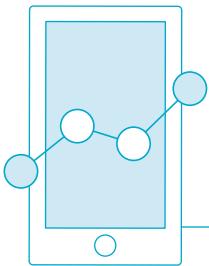
for 'coffee break' chats helps strengthen contact relationships virtually.

Online perception

Post-pandemic business will bring different digital demands, while online retail's market share has risen by

▲73%

in just three months.



Is your website better-suited to **shifting trends** in how people buy, and how differently they might view your company?

The changing face of business

New kinds of cover

Shifts away from physical and towards virtual means businesses'

day-to-day operations are changing forever.

Insurance needs to adapt to cover clients with less real estate and a more distributed workforce.

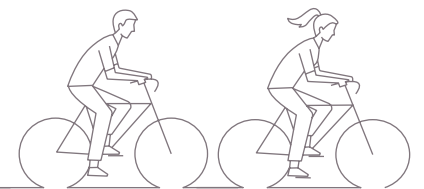


More flexibility

No longer will many businesses need to be shackled to the nine-to-five -

72%

of decision-makers say their businesses can now support staff working remotely.



Enabling more flexible working patterns will aid employee satisfaction and retention, but needs careful management of work-life balance.

Staying open-minded

A fast-changing world means new opportunities will emerge. Adapting existing operations and offerings to take advantage of the changes can

generate growth for businesses

and brokers alike.



Expert insight to help you navigate the journey ahead