Workplace Communication and Collaboration (WCC): Enabling Employee Engagement and Belongingness with Metaverse Adoption

March 2023: Complimentary Abstract / Table of Contents

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Introduction

The past couple of years have brought about significant disruptions to how work is conducted. This has necessitated the rapid adoption of themes such as hybrid work arrangements, immersive collaboration, and employee wellbeing.

However, while the employees welcomed the shift to flexible work, it has led to employee disengagement and detachment with the organizations, which are now functioning on a different scale. As a result, there is severe employee burnout, dwindling organizational citizenship behavior, and increasing voluntary turnover.

Enterprises must therefore inculcate norms and culture to increase a sense of commitment to the team and belongingness to the organization, particularly as employees prefer distributed work with anytime, anywhere, and any device access to natural communication and seamless collaboration. These evolving employee demands and needs have led to the adoption of technologies such as cloud-based WCC services, Intranet 2.0, and more significantly metaverse-based immersive communication and collaboration. To meet the rising expectations, the onus now lies with the enterprises to evaluate business outcomes, identify potential challenges, select appropriate partners, and create an employee-engaging workplace.

This report includes the following topics related to metaverse adoption in the digital workplace:

- The impact on employee engagement and belongingness that metaverse can potentially address
- Key use cases for the practical adoption of metaverse in the workplace
- Key challenges for the adoption of metaverse in the workplace
- IT service provider's offerings and the journey of enterprises in the metaverse
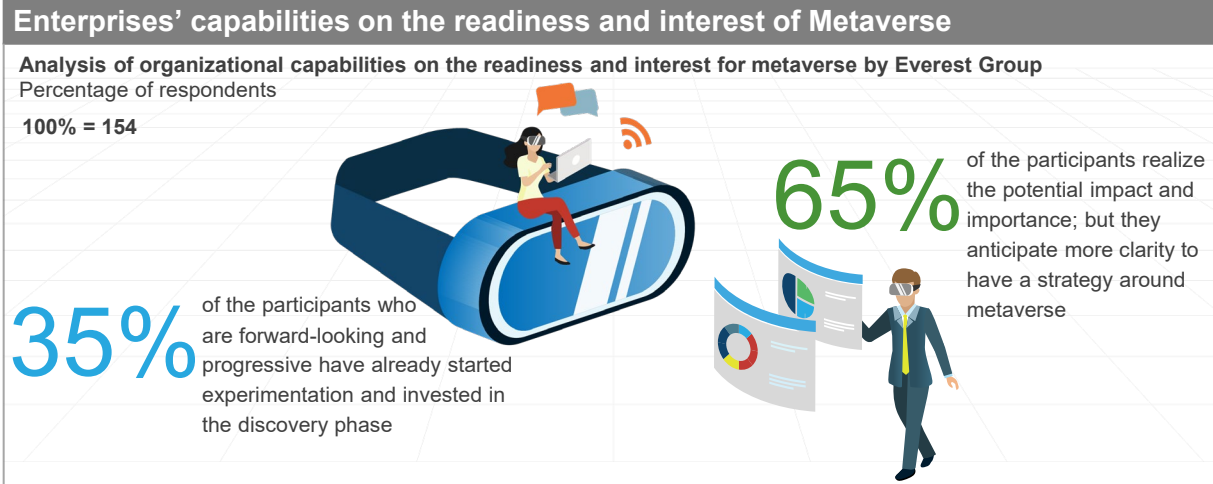
Scope of this report

Geography
Global

Industry
Across industries

Services
WCC services

This study offers insights into the workplace communication and collaboration services market along with a featured section on the transformative impact metaverse adoption can have on workplace; below are four charts to illustrate the depth of the report

Enterprises' capabilities on the readiness and interest of Metaverse

Analysis of organizational capabilities on the readiness and interest for metaverse by Everest Group
Percentage of respondents

100% = 154

65% of the participants realize the potential impact and importance; but they anticipate more clarity to have a strategy around metaverse

35% of the participants who are forward-looking and progressive have already started experimentation and invested in the discovery phase

Key components of the impact on the workplace and enterprises

Belongingness
Enables employees to feel connected to the company and colleagues, and adopt its culture, making them feel a form of kinship, which leads to greater engagement and a higher motivation to work

Learning
Creates an immersive and interactive environment for employees, which makes the learning process easy and enables employees to retain the learning better

Innovation
Provides an interactive platform for experimentation and prototyping, which allows for the quick refinement of new products and processes

Productivity
Along with increased engagement, it enables employees to collaborate seamlessly and provide better quality of work

Various use cases across the four components that enterprises can consider

Legend: Low | Medium | High

Description	Business value to enterprises	Key success factors	Decision parameters	
Collaboration among employees through digital twins and product simulations	Digital twins can be leveraged for enhancing experience and productivity for distributed teams and employees who work remotely	Since product details / digital twins can have a significant business impact, to foray into the space, enterprises require strong executive buy-in	Expected adoption	Medium
			Benefit realization	Medium
			Investments needed	High

Journey of enterprises for adoption and leveraging of the metaverse

	Equip	Evolve	Excel
Vision	A small-scale version of the desired metaverse experience for employees	Embed the metaverse into daily business operations across the organization	Enable enterprises to generate business value
Ecosystem	Leverage providers who offer turnkey solutions for the metaverse and go with the technology that aligns with the business objectives	Evaluate options of customized in-house solutions or optimize after analyzing the cost-benefit of services and technology offered by various providers	Leverage AI and ML solution partners to improve real-time monitoring and analytics
Talent	Train and upskill the existing employees to enable employees to work in virtual environments	Leverage internal resources for technical support such as troubleshooting, playing the role of moderators in virtual lounges, and implementing security measures	Reward resources for innovative ideas and for proactively suggesting ways of improving the immersive experience in the workplace
Governance	Develop a plan to prioritize the fundamentals of cost for implementation and monitoring the adoption of KPIs	Focus on enhancing the metaverse implementation and assess employee experience and engagement	Evaluate the real business value delivered by using metaverse in the enterprise and evolve the vision

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Digital Workplace

Reports title	Release date
Codifying Sustainable Workplaces: Journey to a Better Future	December 2022
Workplace Communication and Collaboration (WCC) Services PEAK Matrix® Assessment 2023	December 2022
Workplace Communication and Collaboration (WCC) Services – Provider Compendium 2023	January 2023
Workplace Communication and Collaboration (WCC): Enabling Employee Engagement and Belongingness with Metaverse Adoption	**March 2023**
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Moving from SLAs to XLAs: Market Report	Q2 2023
Digital Workplace Services PEAK Matrix® Assessment 2023 – North America	Q2 2023
Digital Workplace Services PEAK Matrix® Assessment 2023 – Europe	Q2 2023
Digital Workplace Services Provider Compendium 2023 – North America	Q3 2023
Digital Workplace Services Provider Compendium 2023 – Europe	Q3 2023
Exploring the Business Case for Workplace Transformation	Q3 2023
Cognitive Service Desk Specialist PEAK Matrix® Assessment 2023	Q4 2023
Cognitive Service Desk Specialist Provider Compendium 2023	Q4 2023

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