

COMMERCE

Digital transformations key for post-COVID workforce: BCG

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Digital transformations are happening in the workplace. Image credit: Knight Frank

By LUXURY DAILY NEWS SERVICE

Digital transformations in the workplace could be moving more rapidly, according to a new survey from Boston Consulting Group.

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The vast majority of managers and employees believe a digital transformation, including support for remote work, client relationships, internal processes and marketing, will help their organizations adjust more easily to a post-pandemic climate. BCG's findings come from a survey of 5,250 managers and employees in France, Germany, the United Kingdom, the United States and China who work in various industries.

Investing in digital

About 80 percent of managers and employees are willing to participate in a digital transformation, though 89 percent of managers feel involved compared to 65 percent of employees. Managers are also more likely to support how their employer is handling the transition.

Thirty percent of employees also believe their company's transition to digital is moving too slowly. Only 12 percent believe the digital transformation is happening too quickly.

Both managers and employees believe that remote work, including remote meetings with partners or clients, is the area that needs the most digital investment.

Some luxury brands may be ahead of the curve and have been investing in digital transformations for some time.

Luxury conglomerate LVMH appointed Ian Rogers as chief digital officer in 2015 ([see story](#)) and luxury group Kering named Gregory Boutt as chief client and digital officer in 2017 ([see story](#)).

More recently, Britain's Bentley Motors is looking to future-proof its workforce for the 21st century with the planned intake of trainees who are fluent in key automotive roles but with primary skills rooted in digital and technology expertise ([see story](#)).

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