

Flexible Workstyle Options Realize Higher Customer Retention Rates

SMBs that offer employees greater workstyle flexibility are seeing **significant benefits** that can positively impact the bottom line.

*Based on a survey of more than 300 SMB owners and senior leaders



Flexibility or Bust

Not only does workplace flexibility affect customer retention, but the importance of a remote/hybrid work option being offered within an organization was also found to be a critical factor in employee retention.

ACCORDING TO THE STUDY, SMB BUSINESS LEADERS REPORTED THESE MAIN REASONS FOR LEAVING THEIR POSITIONS OVER THE PAST 6 TO 12 MONTHS:

41%
troublesome communication

45%
lack of flexibility of fully remote or hybrid environment options

40%
low advancement potential

The Satisfaction Surge

Since the fully remote/hybrid work revolution, productivity has increased for a majority of respondents as well as life satisfaction—which is potentially related to greater work-life balance, more family time, stress reduction, increased productivity, and savings of time and money.

79%

of respondents at companies offering remote and hybrid reported **higher customer retention increases**

62% remote only | 57% hybrid only

85%

of respondents claimed their **life satisfaction** has increased

64%

reported an increase in customer retention since **re-configuring their work environment**



This report reinforces much of what we already know; remote and hybrid work aren't some passing pandemic-era fads — they're modern workplace architecture and should be in the conversation for any SMB.

Access the full survey results at
go.intermedia.com/hybrid-survey

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