

Hybrid workforces could be the answer to Australia's job market concerns

Redefining the workforce by blending talent and technology will create new jobs and add value to the economy says new report

Tuesday 2 July, Sydney, Australia. Digitalisation and automation are fundamentally changing the way people work; and workforces that blend technology and talent could be the answer to Australia's job market concerns says a new report by Verint, CX technology experts.

The Verint report, CX State of Play in Australia, carried out in partnership with Opinium Research LLC, found that the uptake of technology in the workforce is on the rise, with 66 per cent of Australian workers willing to try new technology to be more effective.

The report comes at a time when the Australian job market continues to face pressure with a softening economy replacing the current underemployment situation with spare capacity into one that sees rising unemployment. Data recently released by ANZ Job Ad Series shows the number of job advertisements had plunged by 8.4 per cent in May, indicating continued weaker employment growth ahead.

According to Verint's Vice President, Australia and New Zealand, Michael Stelzer, an immediate opportunity for Australia's struggling economy lies in the hybrid workforce which is a mix of the right-fit technology and talent, which in turn will create economic value through new jobs.

He says, "Our research explores the fundamental shifts taking place in technological change in workplaces. This is accompanied by toughening economic conditions such as underemployment and talent shortages which in turn is creating urgency for businesses to protect their lifeline - their customers.

"Business leaders must think differently about how they service their customers, and what technologies and talent is required to deliver products and services more effectively in the new world. Those who prioritise customer experience and invest in a workforce that has the right mix of processes, people and technologies (AI, chatbots, self-service) that service their customers accordingly will truly succeed. The hybrid workforce will see new skills and jobs created to work in with, and around new technologies and this will drive future job growth."

The report also found that there is a more positive outlook among workers when it comes to automation freeing up people to do more interesting and fulfilling work. Of the survey respondents, 53 per cent agreed that technology is making work more flexible, and 60 per cent said technology provides more information, knowledge and support to work more effectively.

"Businesses who engage in dialogue with their people about the use of technology now while ensuring their employees feel valued for their contributions will ultimately succeed. Progressive businesses will start redefining their workforce requirements and in doing so create new, value-add roles that will benefit the future state of Australia's economy," concluded Michael. ~ ENDS

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Contacts

Michelle Terry
0422912262
mailto: michelle@manningandco.com.au