

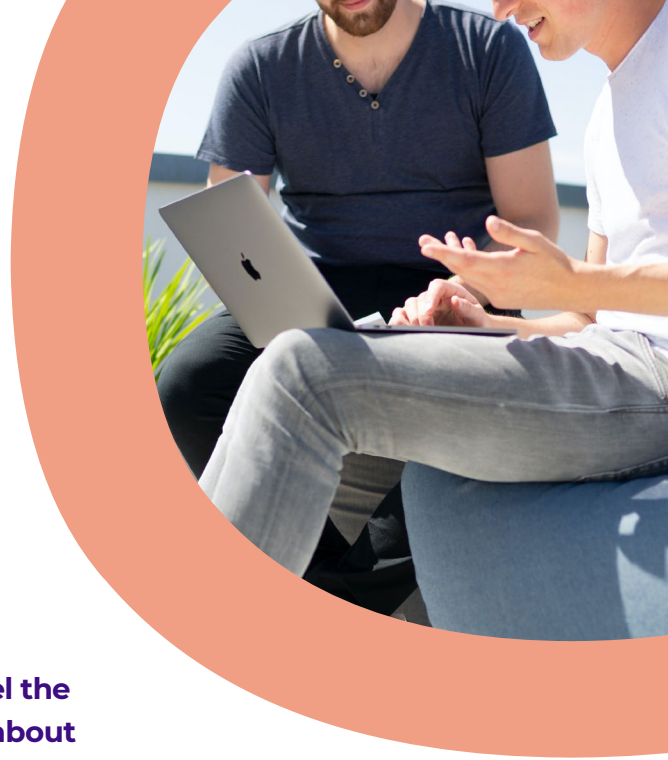
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# How to recruit and retain talent through the use of technology as part of an employee choice program



**The benefits of offering employee choice and empowering your people with Apple technology**



# What is employee choice and why is it beneficial?

**Put simply, employee choice programs offer personnel the option to work on a device of their preference. It's all about empowering team members to select Mac, ensuring they have technology that will enable them to do their best work.**

**This eBook will help HR leaders to discover the benefits of adopting an employee choice program, empowering staff by including the choice of Apple devices while also enabling your organisation to recruit and retain top talent.**

## The role of employee choice

As remote and hybrid working have become increasingly common, technology is now more heavily relied upon than ever before, to ensure people can complete their work effectively and efficiently.

Personal technology and the devices your people use are increasingly seen as a high-value and intrinsic part of their workplace experience.

## Knowing its impact on your Employee Value Proposition

When it comes to your Employee Value Proposition (EVP), it's fair to say that employees expect a lot more from their employer. So, you need to find innovative ways of differentiating your business from competitors. This means establishing new methods of incentivising your workforce and ensuring that your business is recognised as a desirable workplace.

By giving your employees - including new joiners - the choice of cutting-edge technology, you demonstrate that you're invested in them. This in turn will help you to attract skilled employees and retain those you already have.

## The value of true employee choice

Implementing an employee choice program in your workplace shows your employees that you trust them to make the best choices, value their input and want them to have the devices that make them feel good about the work that they do. It demonstrates to existing employees that they continue to be important members of the team and that you see employee satisfaction as critical.

It will also help your organisation prove that it recognises the value of technology and invests in this aspect of your business to make it the best it can be. In doing so, you can help attract the best candidates and widen your appeal as a prospective employer. By investing in tech and device choice, you maximise your talent pool, and enable your business to more easily achieve its growth plans.

Offering real employee choice, and allowing your employees the ability to work with Apple devices, is not just beneficial for employees, but also for your organisation.

Here's a quick breakdown of **5 reasons why you should invest in a true employee choice program that offers the freedom to work with Apple technology.**



## Offering an employee choice program can help you recruit and retain talent

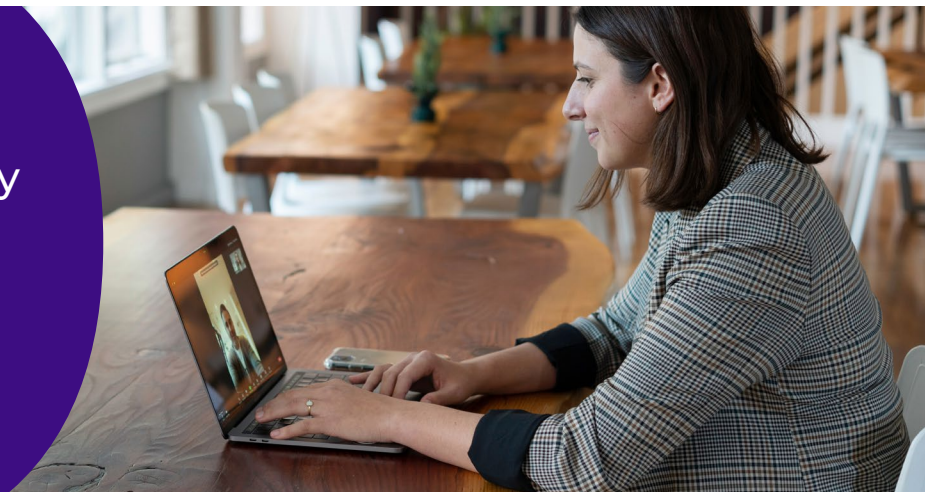
A study of over 2,000 higher education students across five different countries found that more than 70% would prefer to have Mac.<sup>1</sup> 83% of those who currently own a Mac would want to choose Mac in the workplace.

These survey results indicate both the importance of offering real device choice and the demand for Mac at work, especially amongst soon-to-be graduates who are due to enter employment. Simply providing the opportunity to work with technology that is familiar guarantees an instant connection with this cohort of new talent entering the market - matching their aspirations with what you can deliver as a new employer.

For prospective employees, the choice of tech and the chance to work on Mac is a valuable perk, which could be a crucial differentiator when candidates receive multiple job offers. Device choice is increasingly becoming just as important as other, more traditional employee benefits candidates are looking for.

In an ultra-competitive job market, it's also worth reminding yourself that other progressive organisations may already be offering employee choice across technology. Introducing it into your own business helps you 'level up' and could represent a useful countermeasure to ensure that you retain your best people, as well as making you more attractive to the brightest new talent. In this sense, offering true employee choice has the power to be an influential part of both your recruitment and retention strategy as an ambitious, growing business.

**83%** of those who currently own a Mac **would want to choose Mac in the workplace.**<sup>1</sup>



<sup>1</sup> Statistic taken from [Techspot news article](#)



## Tech is a cost-effective way to add value for employees

A budget for devices already exists within your business. The IT team will refresh them every few years as part of the natural life cycle of how devices are deployed and operated in your business, meaning the investment in technology will be made regardless. As such, it makes sense to evaluate the opportunities of introducing real device choice and unlocking additional gains that might otherwise have been overlooked. Offering the choice of Mac and other Apple devices could add significant value for employees without having to incur additional expenditure on new staff benefits, such as incremental annual leave.

When it comes to introducing Mac as part of your employee choice strategy the economic justification is just as hard to ignore as the gains on employee experience. Look closer at Total Cost of Ownership (TCO), which means factoring in the overall cost of the technology, including the anticipated frequency of replacement, plus lifetime running costs and Apple presents a powerful business case.

A recent study by Forrester Consulting emphatically concluded that switching to Mac offers better value. In fact, investing in Mac could save your business nearly \$850 per device over the course of three years.<sup>2</sup>

Why? Mac typically has a longer device life cycle, encounters fewer issues and holds much higher residual value, providing valuable equity for when your tech does eventually need to be refreshed.

**Mac offers better value.**  
In fact, investing in Mac could save your business nearly **\$850 per device** over the course of three years.<sup>2</sup>



<sup>2</sup> Statistic taken from [Jamf news article](#)

## Enhancing the end user experience: employee satisfaction is paramount

There are lots of reasons to introduce genuine employee choice within your business, including the freedom it gives your people, the sense of empowerment and the culture of ownership that personal preference inspires.

Employee satisfaction is a key indicator of a successful workplace. The Jamf Employee Choice Survey found that more than 7 in 10 employees chose Mac when given the option to decide which device they'd like to work on.<sup>2</sup> Furthermore, when your people can choose Mac, they're 17% less likely to leave your business.<sup>2</sup> If you struggle to retain staff, then initiatives that help you keep the talent you have are critical and also help save on ongoing recruitment costs to replace outgoing personnel.

Introducing Mac into the workplace also provides other opportunities to elevate the employee experience. Organisations that implement employee choice are increasingly setting them up as Corporate Owned Personally Enabled (COPE) devices. The beauty of this is that employees can log in as corporate users during the day, but are also afforded the opportunity to access the device for personal use outside of work. This is regarded as a great incentive for employees, as they can use a Mac device in their own time at no cost to them whilst still maintaining corporate security standards and protecting your organisation's sensitive data.

More than **7 in 10** employees chose Mac when given the option to decide which device they'd like to work on.<sup>2</sup>



<sup>2</sup> Statistic taken from [Jamf news article](#)



## Having happier staff will improve productivity

It is likely that some of your employees will already have their own Apple devices. This familiarity allows for a frictionless IT experience for many of them, which naturally results in enhanced workplace productivity.

When your people already feel confident using the devices they are given there is less need for training and they can be operational and productive in a fraction of the time. Enhanced collaboration features across Apple devices like Freeform - an app for creative brainstorming - also facilitates faster, more collaborative working between employees who choose Mac.

The impact on productivity is clear for employees who get to choose Apple. A recent IBM study found that employees were 22% more likely to excel in their performance reviews when using Mac.<sup>3</sup> Furthermore, separate research has discovered that 97% of Mac users feel their devices increase their productivity, while 79% believed they couldn't do their jobs as well without the device.<sup>4</sup>

Importantly, enabling your people to choose Apple as the device they work with extends the experience they are already used to in the workplace. Mac loves to run Office, Dropbox, and all the other apps your employees need to do their job.

Even better, staff who get to work with Mac register half the number of support requests.<sup>5</sup> This means less interruptions to productivity and less time logging IT queries. Your IT personnel will also be grateful for the time they can reclaim to invest in more critical tasks, as only 5% of IT queries raised for Macs require in-person IT support.<sup>5</sup>

Apple devices can also be deployed for new team members straight out of the box, using zero-touch deployment techniques. This means devices can be set up while they are literally still inside the box and are ready to go from the moment the user powers up. As more businesses adopt hybrid and remote working practices, this provides a frictionless, high-quality technology experience for new staff. Beyond getting them productive in the shortest possible time, your people also have the pleasure of unboxing their new device themselves.

<sup>3</sup> Statistic taken from [Jamf news article](#) <sup>4</sup> Statistic taken from [Jamf news article](#) <sup>5</sup> Statistic taken from [Scalefusion news article](#)

## Greater data protection keeps sensitive employee information safe

As a HR leader, you handle a lot of sensitive information for employees on a regular basis. From digital copies of identification documents to payroll details, it is vital that you (and your employees) know that this information is in safe hands, especially as more of this data is accessed outside the safety of your company network.

As your business shines the light on cyber risk, human error - the product of poor judgement and user awareness - could compromise your business. HR teams need to look at how the human risk of security can be minimised and the technology you put in the hands of your users has a big part to play in this.

Mac raises the bar on the defensive measures at your disposal thanks to built-in security features like data encryption and anti-virus protection that come included as standard. Together this helps alleviate the security burden on the user and plays an important role in the prevention of security events and data breaches. This both protects your people and helps to save money in the long run.

Mac's **built-in security measures** are available as standard and help to **elevate your defences** and **reduce risk**.





# How to approach others within your organisation about device choice

If you are ready to champion employee choice and pursue the prospect of empowering your people with Apple technology, then you will need to talk to your peers and other stakeholders about advancing this strategy. Here are some tips on how to approach this, as you build your business case.

Who	They will ask you	You should tell them
<b>CEO</b>	<b>Can adopting employee choice promote growth and increase revenue?</b>	<ul style="list-style-type: none"><li>• Adopting employee choice will help us 'level up' to larger organisations by offering employees the option to choose a Mac as their work device. This is seen as a perk within the workforce, so embracing true employee choice means we can add value for existing and prospective team members across the company, accelerating the acquisition and protection of talent.</li><li>• Personnel who get to choose their device feel empowered and are happier in their work. Happier staff are more productive, which will support revenue growth and profitability.</li></ul>
<b>CFO</b>	<b>What are the costs involved in offering employee choice?</b>	<ul style="list-style-type: none"><li>• By offering true employee choice with Apple devices, we can reduce long-term IT costs.</li><li>• Total Cost of Ownership is less with Mac, thanks to built-in software and operating systems, which typically need to be purchased separately.</li><li>• Fewer IT support requests are also associated with Macs, which means less money is spent on repairs.</li><li>• Mac retains residual value. So when we refresh devices, the business can offset some of the cost for obtaining new technology against the value of the outgoing Macs.</li><li>• Apple also offer different finance plans for UK businesses to help spread the cost.</li></ul>
<b>CIO</b>	<b>How will adopting employee choice impact our IT strategy and operations?</b>	<ul style="list-style-type: none"><li>• By implementing employee choice, you can minimise operating costs, as Macs are exceptionally reliable and have built-in software and security, resulting in fewer IT support calls.</li><li>• Mac is less resource intensive to support – a single helpdesk engineer is capable of supporting hundreds of users single-handedly. This means precious IT personnel can be deployed onto more valuable tasks.</li><li>• On average, only 5% of IT support tickets opened on Apple devices require in-person support.<sup>5</sup></li><li>• Mac runs all the software that our people currently use and can be managed with the tools your team are already using on a regular basis. This makes them easy and convenient to administer.</li></ul>

<sup>5</sup> Statistic taken from [Scalefusion news article](#)

# Key takeaways for introducing employee device choice



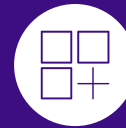
## Invest in your people

Modern employees have high expectations from their employers. Opting for genuine device choice, with the freedom to choose Apple technology, is a progressive way of differentiating your business in a competitive employment market, while demonstrating to potential and existing employees that you're willing to invest in them.



## Boost productivity

Empowering choice will boost workplace productivity. Users who have the freedom to use Mac believe that they are more productive and feel they couldn't do their jobs as well without one.<sup>4</sup>



## Level up your EVP

Your business is already investing in technology to give to your people, so offering real employee choice is a cost-effective way to add value to their experience and 'level up' your Employee Value Proposition to match that offered by larger businesses, as you seek to recruit top talent.



## Attract new talent

Embracing employee choice can also help you to retain talent - Mac users are 17% less likely to leave your company.<sup>2</sup>



## Reduce operating costs

Finally, with a lower TCO, supporting Mac adoption makes good economic sense. Your business could be saving almost \$850 per device by enabling your people to choose them.<sup>2</sup>

<sup>2</sup> Statistic taken from [Jamf news article](#) <sup>4</sup> Statistic taken from [Jamf news article](#)

If you decide that you'd like your business to benefit from an employee choice program, Econocom can help with explaining the business case and rolling this out.

# Why Econocom?

As a long-standing Apple Authorised Reseller, we're perfectly placed to deliver industry-leading Apple solutions to meet your needs.

Whether you're deploying Apple for the first time, or adding to an existing estate, we combine knowledge and expertise from across our business to make the purchase, deployment, management and security of your technology estate as seamless as possible.

Available with innovative and flexible financing options, we offer a comprehensive range of services that cover the entire lifecycle of your Apple devices – everything from pre-deployment readiness to integration support, maintenance, and end-of-life recycling.

**For more information, contact us at [sales.uk@econocom.com](mailto:sales.uk@econocom.com).**