Mastering Modern Hybrid Work

A guide to future-proofing your organization

dstny

make · hybrid · work

Hybrid work is no longer a trend, it's the new reality of how modern businesses operate. What began as a necessity during the pandemic has evolved into a powerful strategy for driving productivity, flexibility, and employee satisfaction.

But successfully navigating the hybrid landscape **requires more than just offering a few remote days**. It takes the right mindset, the right tools, and above all, a clear framework.

At Dstny, we've worked closely with companies of all sizes across Europe to help them master the modern workplace. This guide outlines the five essential pillars of successful hybrid work, and how you can build a future-ready business by aligning people, processes, and technology.

Let's dive in.

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What is hybrid work?

Hybrid work, as **defined by Eurofound**, is a combination of working both at the employer's premises and at other locations, made possible by modern information and communication technologies.

But it's **more than a logistical shift**. Hybrid work is about rethinking how we collaborate, communicate, and deliver value. Organizations embracing flexible work models are discovering greater agility, improved employee well-being, and elevated customer experiences. When people are empowered to work where they thrive, businesses thrive with them.

Why is a hybrid work model so important?

The numbers tell a compelling story. According to **Quixy**, 83% of employees globally prefer a hybrid work model, and 37% would consider changing jobs if remote work wasn't an option. That's not just a preference, it's a business risk. Employee turnover is expensive, disruptive, and avoidable.

It's no surprise that more companies are adapting. And it's paying off. Research from **Accenture** found that 63% of high-growth firms are embracing the "Productivity Anywhere" model, integrating flexibility with performance.

McKinsey's recent data reinforces the point:
58% of employees feel more productive working hybrid.
54% say it improves workplace inclusion and diversity.
45% report higher employee engagement.
36% have seen improved customer satisfaction.

Governments are also taking note. The **EU's Work-Life Balance Directive** encourages flexible work as a means of supporting employee well-being. Meanwhile, the Right to Request Flexible Working offers a legal framework that empowers employees to seek arrangements that fit their lives.

In short: hybrid work is no longer a nice-to-have, it's a must-have for attracting talent, staying competitive, and meeting evolving expectations.

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Benefits and challenges of hybrid work

Hybrid work brings many benefits, but also a unique set of challenges. Understanding both is key to designing a model that works.

According to a study done by Gallup,
Hybrid Employees selected the following top benefits and challenges:

✓ **Top Benefits**
- Improved work-life balance – **76%**
- More efficient use of time – **64%**
- Reduced burnout – **61%**
- Freedom to choose where to work – **57%**
- Higher productivity – **52%**

✗ **Top Challenges**
- Limited access to resources/tools – **31%**
- Feeling disconnected from company culture – **28%**
- Weaker team collaboration – **24%**
- Reduced cross-team communication – **18%**
- Difficulty coordinating schedules – **17%**

Despite some challenges, most companies report successful transitions. According to a **PwC** survey of 133 executives, 83% said the move to remote work has been a success. Employees are also reaping the rewards. **Owl Labs** found that skipping the daily commute saves remote workers an average of 72 minutes per day, the equivalent of six extra hours per week.

However, the model isn't without pitfalls. **The Economist** found that 28% of employees working remotely feel directionless, while **Backlinko** notes that 21% struggle with staying home too much, and 15% report loneliness as a major issue.
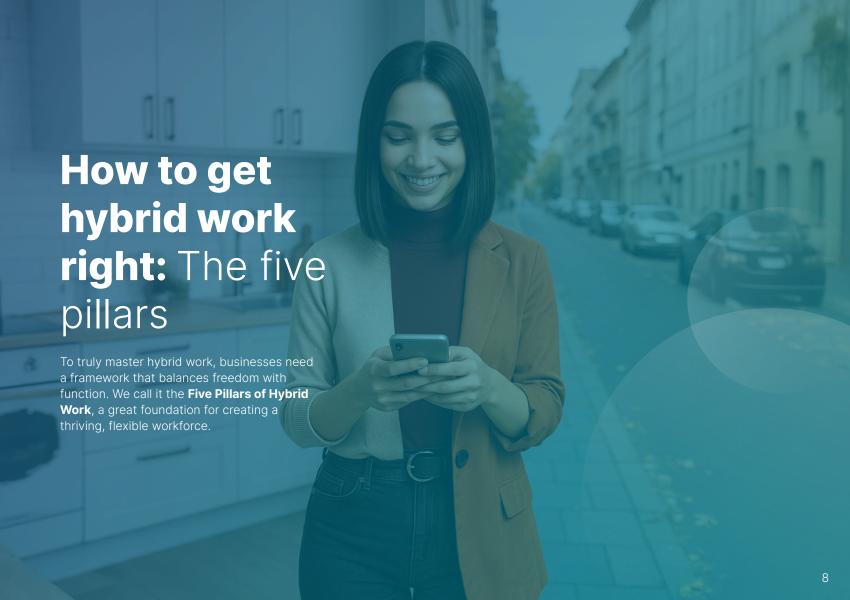
These insights highlight the need for intentional design. Not just hybrid policies, but a holistic approach grounded in structure, support, strategy, and communication tools.

"

Success in a hybrid work environment requires employers to move beyond viewing remote or hybrid environments as a temporary or short-term strategy and to treat it as an opportunity.

"

George Penn

Managing Vice President

Gartner.

How to get hybrid work right: The five pillars

To truly master hybrid work, businesses need a framework that balances freedom with function. We call it the **Five Pillars of Hybrid Work**, a great foundation for creating a thriving, flexible workforce.

1.

Employee Experience

Trust in leadership is a powerful performance driver, yet it's lacking in many organizations. According to **Accenture**, only 29% of employees believe their leaders prioritize their best interests. Hybrid Work presents an opportunity to rebuild that trust. But it's not about mandating office days, it's about fostering meaningful engagement.

Gallup's research shows that meaningful feedback drives four times more engagement than simply getting the office schedule "right." This suggests that companies need to focus less on where people work, and more on how they experience their work.

While remote work has undoubtedly increased productivity, it has also blurred the boundaries between work and personal life, not always in a healthy way. Data from **Microsoft** reveals that employees are interrupted approximately 275 times during a standard eight-hour shift, with distractions like emails, chat pings, and unscheduled meetings. To protect focus time and avoid cognitive overload, leaders must intentionally design hybrid schedules. That means using AI to automate repetitive tasks, setting clear boundaries for communication, and establishing core hours that promote deep, uninterrupted work.

4x

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275

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2.

Customer Experience

Great customer experience starts internally, with empowered, connected teams.

Technology plays a big role, but only when aligned with employee needs. A global **NTT Data** survey found that organizations with strong alignment between Employee Experience (EX) and Customer Experience (CX) strategies are 5x more likely to deliver top-tier customer satisfaction scores.

When employees feel supported, customers feel it too. **McKinsey** found that after adopting hybrid models, 36% of organizations reported a measurable increase in customer satisfaction.

To deliver standout CX, businesses must give employees the tools to collaborate seamlessly, respond faster, and stay productive, no matter where they are.

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5x
more likely to deliver great customer satisfaction scores with strong alignment between EX and CX.

3.
Integrations

New tools are great, but only if they work together and are implemented in the right way. **Quixy** reports that 1 in 5 employees feel their companies don't do enough to support adoption of new hybrid tools. That's a missed opportunity.

A recent **Lucid Software** study among UK firms found that just 38% have implemented collaboration tools aimed at hybrid work, and only 29% offer training on how to use them. Alarmingly, 20% of employees are already considering leaving because of inadequate hybrid tool policies. This highlights how essential it is not just to purchase systems, but to integrate them thoughtfully and support adoption through training and change management.

Aim for plug-and-play integrations with open APIs. No-code or low-code setups ensure that your systems talk to each other, enabling smooth onboarding and eliminating data silos. Integrated systems aren't just more efficient, they empower smarter, faster collaboration.

20%

employees feel their companies don't do enough to support adoption of new hybrid tools.

68%

of UK firms have not implemented collaboration tools aimed at hybrid work.

20%

of employees are already considering leaving because of inadequate hybrid tool policies.

4.

Mobility

Hybrid work is not hybrid if it's only half-mobile. True mobility means enabling people to work from anywhere, securely, efficiently, and without compromise. That requires tools that are cloud-first, mobile-native, and fully integrated into your workflow.

But companies often fall short. According to **Osterman Research**, 97% of enterprise cloud apps are unsanctioned, meaning employees are turning to shadow IT to fill gaps in functionality.

And mobility is critical, 75% of the global workforce are mobile today, and 62% of workers regularly switch between multiple devices to get their jobs done according to **Gitnox**. But without clearly defined communication policies and secure device management, mobile work can backfire: 53% of employees struggle with disconnecting after hours. To unlock the full potential of mobility, organizations must prioritize secure, mobile-first tools while protecting employee well-being through boundary-setting.

97%

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75%

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62%

of workers regularly switch between multiple devices to get their jobs done.

5.
AI and Automation

Hybrid work is just one part of the digital transformation journey, and AI is quickly becoming its cornerstone. According to **MIT Sloan**, 87% of global organizations believe AI will give them a competitive edge. **Hostinger** reports that 42% of companies are already exploring AI adoption in the near future.

Automation tools can handle routine tasks like taking meeting notes, call routing, or reporting, freeing employees to focus on what really matters: problem-solving, creativity, and human connection.

Data from **Microsoft** also suggests that AI could be a powerful ally in reclaiming our time. But, as they warn, technology alone won't fix the problem. Microsoft suggests that companies should apply the 80/20 rule, prioritizing the 20% of work that delivers 80% of the value, and automating the rest. They also emphasize the importance of redesigning workflows around AI agents, rather than simply overlaying them onto broken systems.

Future-ready companies don't just adopt AI. They build a culture that supports automation and continuous improvement.

87%
of global organizations believe AI will give them a competitive edge.

42%
of companies are already exploring AI adoption in the near future.

Dstny can help
you master hybrid work

At Dstny, we understand what it takes to succeed in a hybrid world. We offer cloud-based, mobile-first communication solutions that empower teams to work better, from anywhere.

Our tools support seamless collaboration, intuitive integrations, and customer experiences that stand out. Whether you're just starting your hybrid journey or looking to optimize your existing setup, we're here to help.

Want to learn more? Contact your local Dstny office today.

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