



# Beyond Great: Next in BCG's Future



BOSTON  
CONSULTING  
GROUP

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# Agenda

DIGITAL MARKETING  
MATURITY

THE FUTURE OF WORK

SUSTAINABILITY & ESG



# The Fast Track to Digital Marketing Maturity

## Exhibit 1: When we Partner with Clients on Digital, Technology, and Data in 5 Years

**\$350 million**

A telecom company can increase revenue by \$350 million in one year.

**\$38 million**

An insurance company can create value of \$38 million.

**28%**

A food-beverage company can boost revenue by 28%.

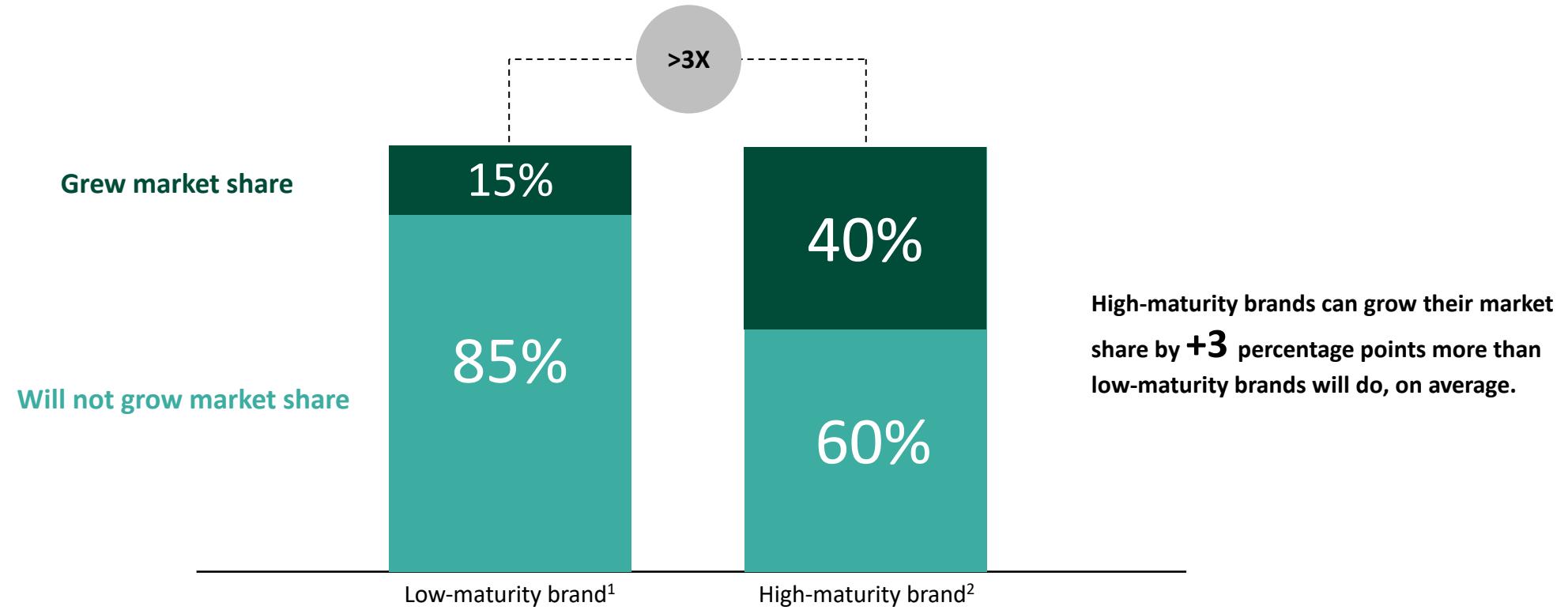
**208%**

A global retailer enhanced customer engagement by 208%.

**26%**

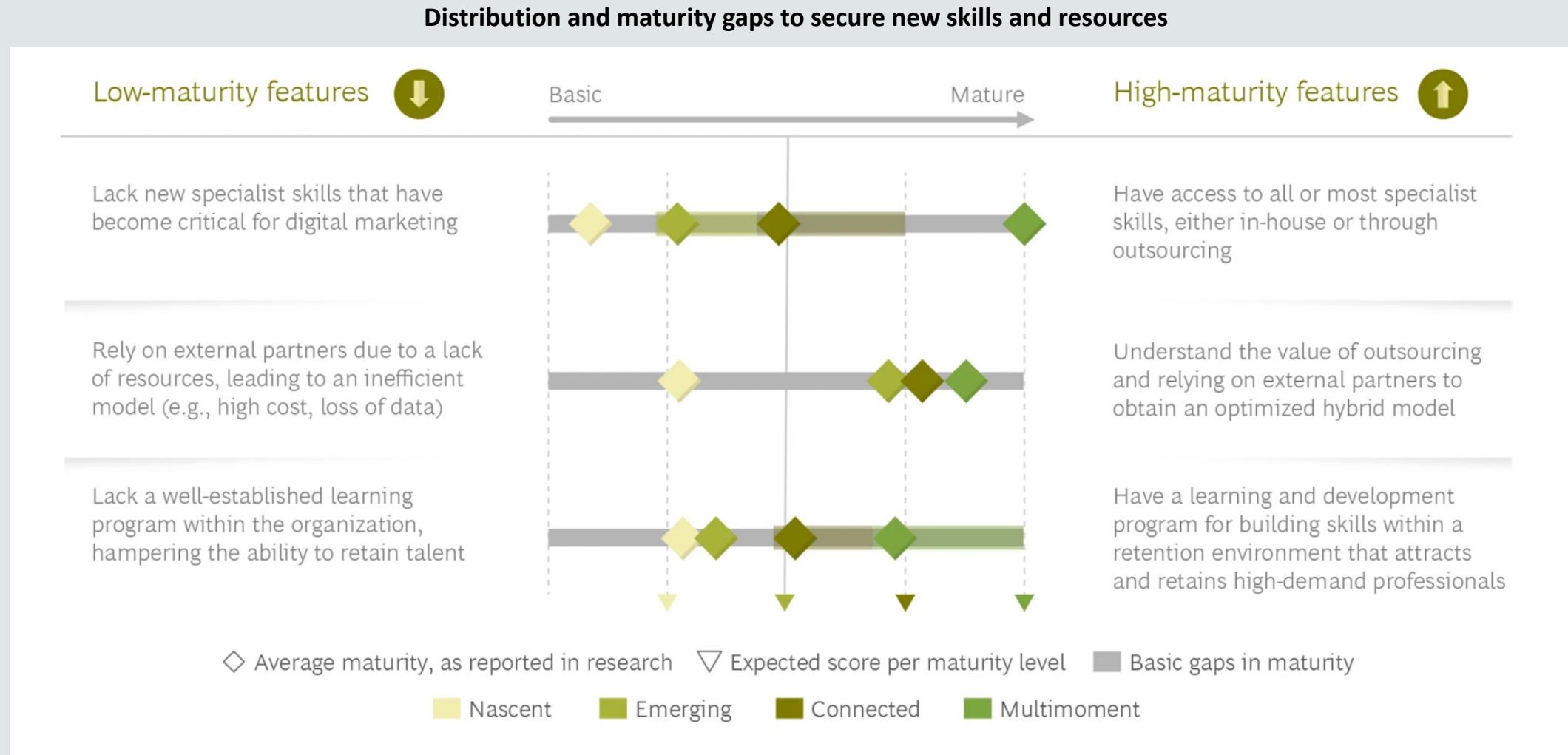
A financial services company can reduce costs by 26%.

## Exhibit 2: Companies with High Digital Maturity Are More Than Twice as Likely to Grow Market



Our latest research, conducted in 2021, found areas of significant improvement: **13%** more companies had moved into the top two digital marketing levels, and the multi-moment category registered a big jump from **2%** to **9%**.

## Exhibit 3 : How BCG will help top brands can secure new skills and resources



A photograph showing a person from the side, wearing a virtual reality headset. They are looking at a large-scale projection of their own face, which is displayed on a wall or screen in front of them. The projection is slightly blurred, suggesting motion or depth. The overall scene has a greenish tint.

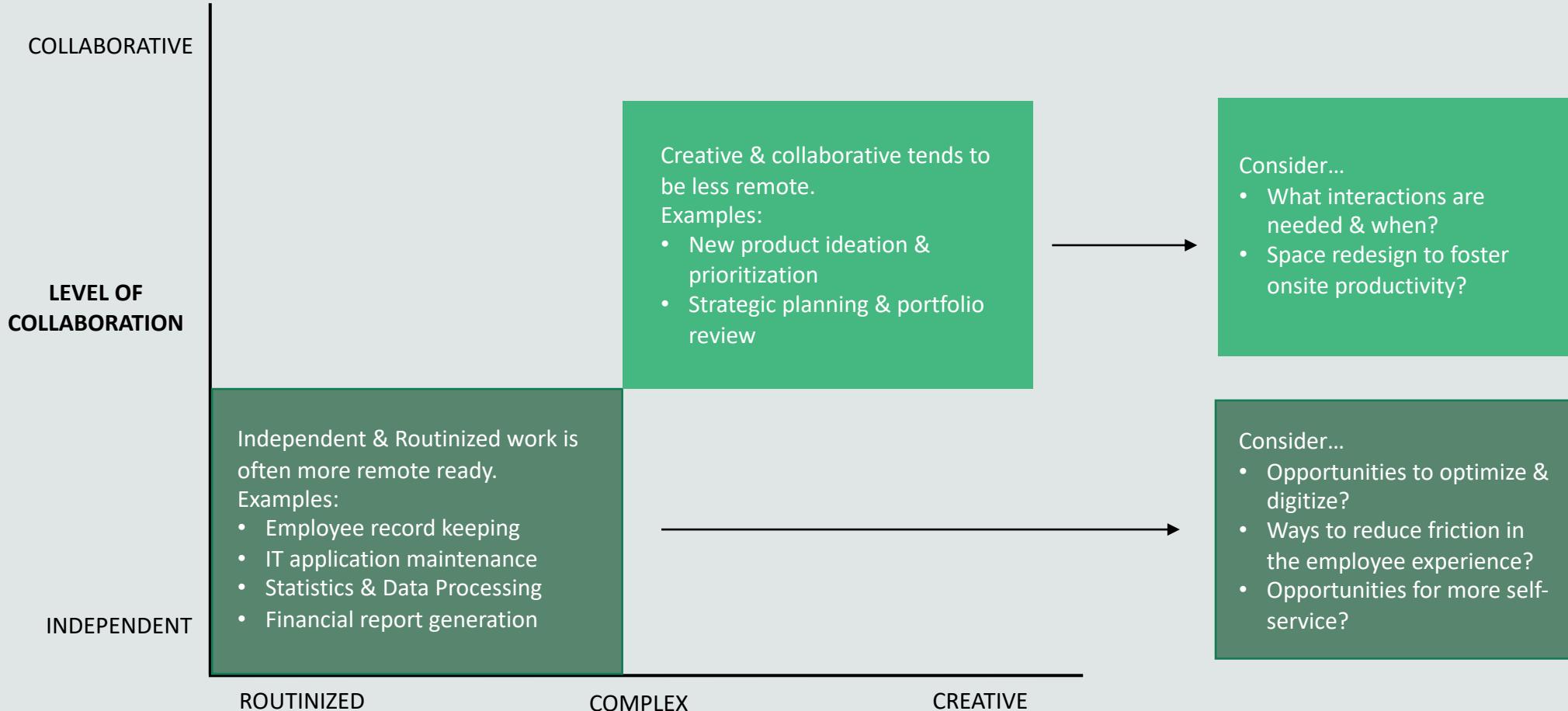
# The Future of Work

## Exhibit 1: A Wide Range of Potential Work Models

| Fully onsite                             |                                      | Partially remote                            |  | Primarily remote  |  |   |   |  |
|--|--------------------------------------|---|--|---|--|---|---|--|
| Use this model if seeking to maximize... | Access to the worksite               | Team collaboration and employee choice      |  | Occasional collaboration with options to preserve employee choice and manage cyclical space needs |  |   |   |  |
| Custom options                           | <b>Always onsite</b><br>Fully onsite | <b>A/B</b><br>Onsite for rotating A/B teams | <b>Anchor and flex</b><br>Onsite “anchor” days with team; choice of onsite vs. offsite for “flex” days | <b>Fixed in and out</b><br>Some fixed days onsite; others must be offsite                         | <b>Periodic</b><br>Majority remote, but onsite once per month or quarter | <b>Seasonal</b><br>Onsite vs. offsite depending on season | <b>Fully fluid</b><br>Working location left to employee | <b>Never onsite</b><br>No option for onsite work |

Companies will be experimenting with a wide range of potential work models. Deciding which ones are best for a particular organization entails understanding the nature of the work being done, the teams involved, and the preferences of individuals.

## Exhibit 2: Assess the Remote Readiness of Activities, Then Seek to Optimize them



## Exhibit 3: Working Models can Create Real Benefits



Increase in productivity for employees with optimized remote models



Reduction in turnover



Reduction in absenteeism



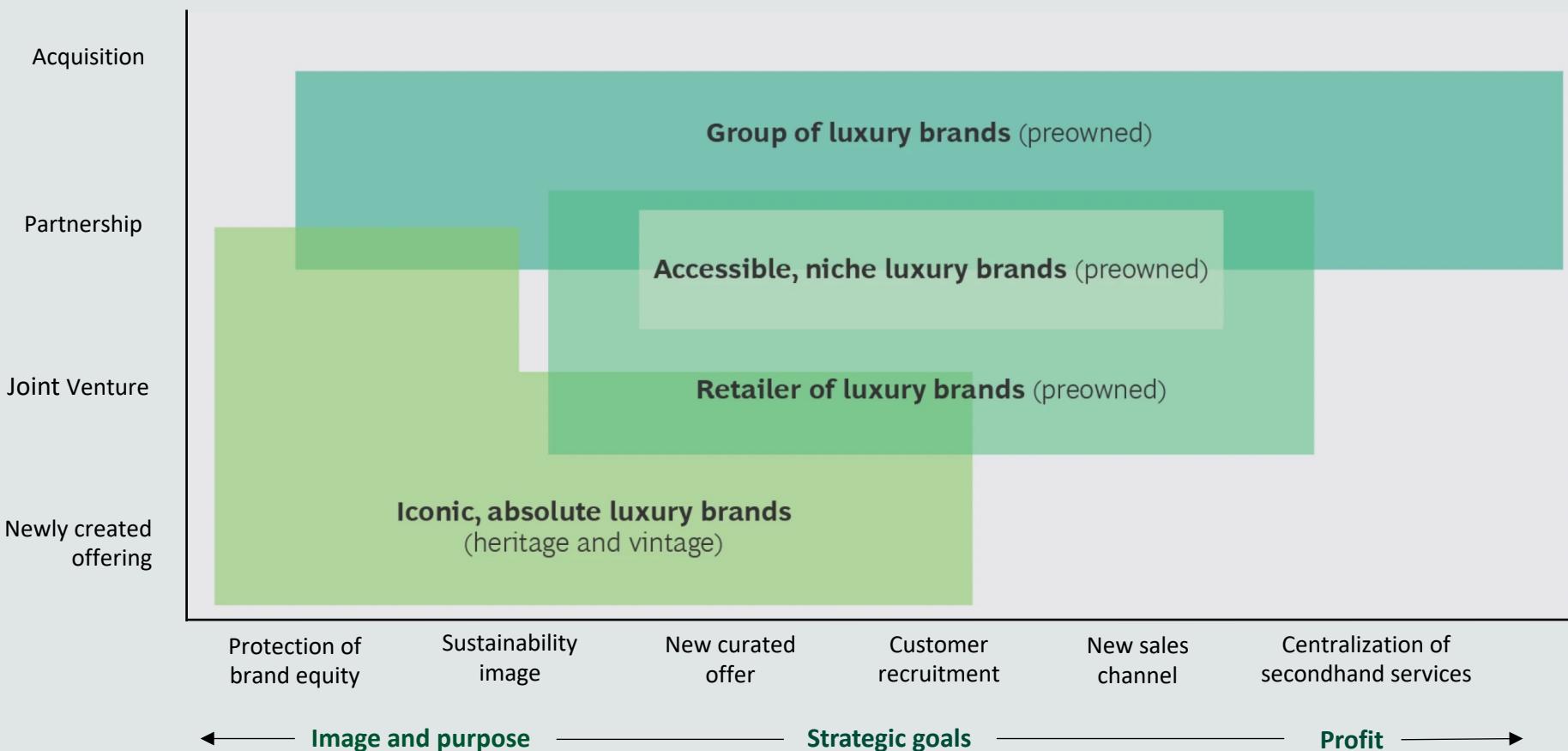
Potential cost reduction in real estate and resource usage



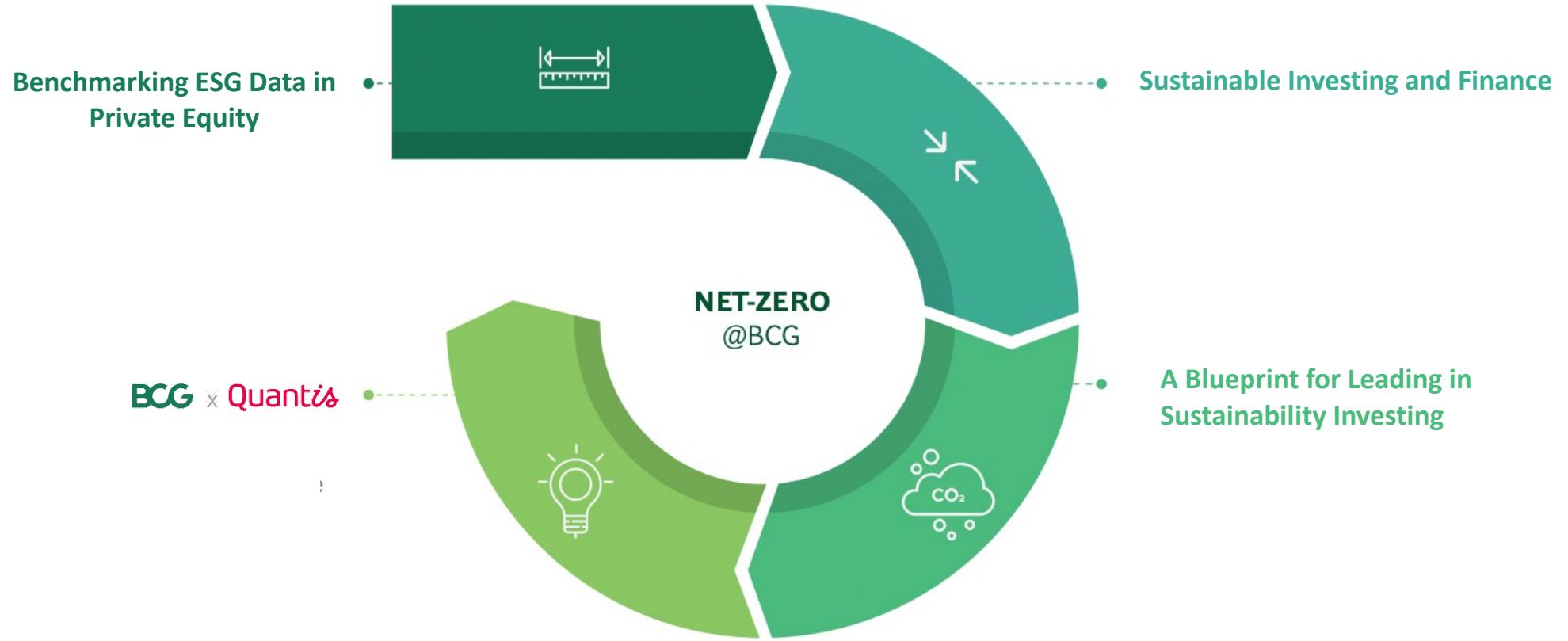
# Sustainability & ESG

# Exhibit 1: Tailoring Sustainability Models to Luxury Retail's Strategic Goals

## Business Model



## Exhibit 2: NET-ZERO @BCG



Although corporate social responsibility (CSR) has always been important for businesses, it has now become a key factor in driving purchases. BCG has understood and started reflecting on that now.



BCG : Beyond Great  
in Transformation, Growth & Value

**THANK YOU**