

# Lighting the way forward for SMEs with Interact Pro

New global research reveals connected tech could hold the key to attracting employees and customers for SMEs

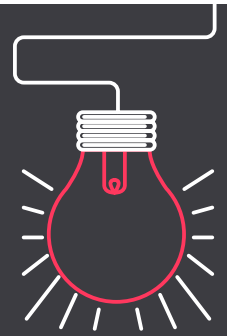
Talent is a leading concern for SMEs

54%

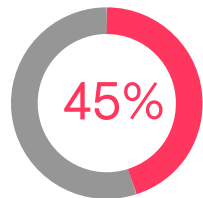
struggle to recruit talent

40%

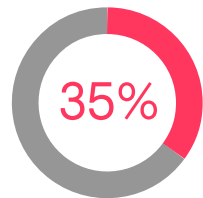
have issues retaining employees



Employee retention is an important issue for SMEs both in the US and UK



of SMEs in the US struggle to retain talent



compared to 35% in the UK

61%

of employees believe that smart lighting would give customers a more favorable opinion of a business

The value of connected tech in the workplace is recognized by a growing number of SMEs

17%

SMEs already use connected technology

29%

SMEs are interested in doing so in the future



54%

of SMEs think having smart lighting in the workplace would have a positive impact on employee well-being

One of the main perceived benefits of smart lighting in the workplace is reduced eye strain, in fact over half of employees cite this as a benefit

Perceived benefits of having smart lighting in the workplace

Reduced eye strain

52%

Improved ambiance

41%

Less tired

37%

Improved mood

35%

Improved focus

33%

Improved well-being

29%

Increased productivity

29%



55%

Over half of employees would be in favor of their employer investing in connected tech, specifically smart lighting, ahead of other improvements

SME figures are from YouGov Plc. Total sample size was 1,097 senior decision makers from private sector businesses with 10 to 249 employees in Britain and with 11 to 500 employees in the US. Fieldwork was undertaken between 13th - 22nd August 2018. The survey was carried out online. The figures have been weighted to be representative of each country's business size, then given an even weighting for each country to produce an 'average' value. Consumer figures are from online interviews undertaken by Ipsos Mori. Research was conducted in August 2018, polling over 5,000 adults from five different markets: China, Germany, the Netherlands, the UK and the USA. The samples are nationally representative of the populations.

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