

PRESS RELEASE

STUDY: The Quality of Working Life of digital workers – The great paradox

Lyon, February 28, 2023 – After the massive wave of resignations that has particularly affected the IT sector in 2022 in the US, recruitment professionals and companies in the sector are wondering about the best practices to attract and keep talent. In order to understand their expectations in terms of Quality of Working Life, Coexya has led a study with the Oïbo research institute among 1200 professionals of the sector, which ends some received ideas.

Are IT professionals satisfied with their current working conditions?

Freelancers, millennials or Digital Services Companies employees... who are the most satisfied workers?

How to recruit IT talent? What are their expectations for their next job?

So many questions that companies are asking and which are now answered by the results of the study conducted by the Oïbo Institute for Coexya in December 2022. This quantitative study questioned a solid sample of 1,200 people, representative of the IT sector's population in France, regardless of their profession (1).

Happy Workers

The first result is that IT workers are highly satisfied with their working conditions. 92% of them answered that they were rather or very satisfied, compared to 74% for the average French employee according to a study conducted by BVA(2). This result is not very surprising if we consider that digital workers are mostly part of the most privileged socio-professional groups who have intellectual jobs that are not concerned by the hardship of work, even if some problems may exist for these populations, such as a high level of stress or heavy workloads

The Quality of Life in Digital Services Companies (DSC) is very well rated

With an overall satisfaction level of 91%, DSC employees are also very satisfied with their working conditions. On the eight dimensions (3) of QWL measured in the study, there is no significant difference between the scores given by DSC employees and the general population of the sector. We even notice that employees in DSCs value the relational and management dimensions more, with the feeling of being more recognized, encouraged in their efforts and listened to, than the average of IT sector workers.

The younger workers are the more satisfied but also the least loyal

Another finding is that those most satisfied with their Quality of Working Life are also the most volatile. Indeed, with 94% overall satisfaction, the under 30s are among the groups that declare themselves the most satisfied with their current job. However, with 47% of positive respondents, young people are also the most likely to say they want to change companies in the next two years (versus 36% for the average). However, if young IT workers are particularly switcher, this sector is made up of a community of passionate technophiles, who are highly invested in their work and their missions, regardless of their age.

Philippe Le Calvé, CEO of Coexya

"At Coexya, we are concerned about the well-being of our employees, which we measure every year through an internal survey. We needed to be able to compare our results to a market benchmark. This survey allows us to identify our strengths but also to work on improving the quality of life of our employees. This study shows us that the volatility of young employees, despite the high level of satisfaction, is a new paradigm to be taken into account. As an employer, we must adapt to this by trying to meet the expectations expressed by young people, such as the quest for meaning, autonomy and a balanced life."

(1) Study methodology: Survey conducted among a sample of 1,205 people, representative of the professions practiced by IT workers (Opiiec nomenclature - Observatory of digital, engineering, consulting and event professions). The interviews were conducted by self-administered online survey from November 29 to December 16, 2022 on the Norstat access panel.

(2) BVA - QWL Barometer of French employees - wave 2

(3) 8 dimensions of the QWL measured through the study

1. Information provided
2. Relationships, management
3. Work organization
4. Work content
5. Quality of the environment
6. Personal development and private life
7. Financial conditions and social protection
8. CSR

About Coexya

Coexya has more than 20 years of experience in consulting, integration and software development and is specialised in digital transformation. Coexya's mission is to support organisations by developing solutions that address the new ways employees and customers use data. Coexya is active in six areas of expertise: customer experience, digital content, health, legal, location intelligence and smart data.

The group serves more than 370 clients and generated turnover of nearly € 90M in 2022. Coexya has almost 900 employees based in Lille, Brest, Lyon, Paris and Rennes.

More information on www.coexya.eu

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About Oïbo

Oïbo is a research and consulting agency specializing in opinion, marketing and media research, created in 2015 and directed by Olivier Lê Van Truoc, Associate Professor at Sciences Po Grenoble, associate researcher at the PACTE laboratory.

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