

# Thought Leadership

## Redefining Work & Workforce in Gig Economy- Utilities Perspective



“According to various research reports, there are approximately 170 gig economy companies in the United States that only hire remote workers. At least 90% of Americans are open to the idea of freelancing, consulting, or independent contracting work”

# Workforce Management

Developing a workforce is a continuous process for all businesses. As we assess the present by closely analyzing the most advanced workforce management trends, the common themes involve building a better employee experience, driving efficiency, and limiting cost.

The quality of the workforce directly impacts the bottom line. The better employees feel about a business, the more likely they are to enhance productivity and make the company more money. As more enterprises turn to freelancers and private contractors for specific tasks, those candidates are demanding more control and flexibility.

In this new normal, enterprises across multiple industries are vying with each other for talent to innovate, automate, and drive growth.

## The following are the top workforce management trends for 2020 and Beyond:

- ✓ Employee Engagement
- ✓ Data-Driven Insights
- ✓ Remote Communications
- ✓ Self-Service Portals
- ✓ Recruiting for Skills
- ✓ Independent Contractors
- ✓ Diversity



Emphasis on these top workforce trends is manifested by companies' desire to reduce costs while improving outcomes, and the rise of a new "Gig Economy" that enables them. So, what is Gig Economy?

### Gig Economy

Gig Economy is defined as a labor market characterized by the prevalence of short-term contracts or freelance work. Today, most organizations use independent contractors for a wide variety of reasons. According to a research report by Intuit, over 40% of the US workforce will be contingent by 2021.

The word gig economy relates to an everyday workforce environment in which short-term commitments, temporary agreements and independent contracting are commonplace.

**"In a Gig Economy environment, workers abandon traditional employment to work separately on a task-by-task basis for various employers."**

## GIG ECONOMY



**Here are some fascinating stats to demonstrate the enormity of this Gig Economy:**



**Over 90% of US workers would consider freelancing or independent contracting work (Intuit)**



**One-third of US workers (36%) engage in the gig economy through their primary or secondary jobs (Gallup)**



**Millennials and baby boomers dominate the gig work market, covering 37% and 35% of full-time independent workers, respectively. (MBO Partners)**



**75.7% would not quit their gigs for a full-time job. (PYMNTS)**

# Gig Economy Examples

- ✓ Independent Contractors
- ✓ Freelancers

- ✓ Consultants
- ✓ Temporary Contract Workers

## Advantages

- Workers who leverage the gig economy to improve their incomes mention flexibility as the most significant attraction. They are not bound to a specific employer in full-time employment, so they have greater control over their work schedules
- Experienced professionals can show more control over their career trajectory by engaging in strategic projects and creating an impressive resume of results, allowing them to secure better-paying full-time positions
- Contingent workers see flexibility and authority as the top advantages of doing gig work. They also like the flexibility for vacations, taking time off, and working from home. Overall, being incapable of getting a full-time job is not the chief reason for doing contingent work. For the clear majority, there is a deliberate choice to adopt the gig economy
- The rise of the gig economy benefits companies who can reap cost savings using short-term help without the administrative expenses of hiring full-time staff

## Gig Economy in Utilities

How can Utilities use the gig economy to be successful for what is traditionally seen as staff augmentation?

To leverage the gig economy, resources must be part of a utility recruitment plan that understands the utility culture's impact.

For the utility resources, the gig economy has come at a fortuitous time. They face a maturing workforce and significant stress from regulators and customers to modify their business.

Harnessing the gig economy will be vital to facing these hurdles, especially for innovative utilities that urgently need highly skillful utility staff to meet strategic initiatives.

# Benefits to Utilities

- Utilities must remain in tune with the workforce's changing nature. The gig economy enables them to develop a fluid workforce, access specialized talent, and enjoy cost savings and productivity
- Utilities should leverage the gig economy to entice younger workers who would otherwise be reluctant to seek an industry regularly seen as technology slow-movers
- Utilities save on employer contributions to retirement savings accounts, benefits, health insurance. Hence, the overall cost of hiring is less compared to the cost of hiring a full-time employee
- Utilities gain the option of a gig worker for specific, short-term projects that would otherwise be expensive to maintain with a full-time staffer
- Utility retirees seek "life after the utility" jobs that provide them flexibility while still using the in-depth industry expertise they've gathered over their career. These retirees' expertise can also develop the type of 'gig' from task-orientated to something more strategic

# Challenges

The success of organizations like Uber, Lyft, Foodora, and DoorDash in the adaptable gig workspace has made tasks more accessible and attractive to both freelancers and full-time participants. However, this is only made possible by exempting gig economy companies from classifying their employees as workers. Debate continues at State and Federal levels on this classification.

**According to a study by McKinsey, 1 in 6 workers in traditional jobs would like to become a primary independent earner.**

- According to a study by Edison Research, for 53% of gig workers aged 18-34, their work in the gig economy is their primary income source
- According to a study by McKinsey, 1 in 6 workers in traditional jobs would like to become a primary independent earner
- 20 to 30% of the US's working-age population is engaged in some form of independent earning today

# The Utilities industry is set to gain immensely in the Gig economy

## The Rise of Cloud and Gig Economy Paradigm



The rise of cloud-based solutions has helped produce a balance in the gig economy's supply-demand nature. The gig economy depends on trust, from the contractor to the company, and vice versa.

For example, while blockchain is linked with bitcoin, ledgers' nature allows both the gig worker and the client to see who completed which work and when. Therefore, blockchain facilitates a more secure and faster way for workers to be paid for tasks performed.

The cloud platform is also radically transforming how people approach the nature of work. It allows businesses to find the right workers for their projects and enable contractors to choose who they want to work with. The Utilities industry is set to gain immensely in the Gig economy. High quality experienced professionals with deep domain skills in C2M, CC&B, CSS, Analytics, and managed services are in great demand across the USA

### Conclusion

The workers and organizations spanning the Gig Economy have individual, unmet requirements. Like any fast-growing market, the Gig Economy has sparked many new products and services designed precisely to fill this gap.

Workers in the gig economy must seek a different kind of success, one that originates from discovering a balance between predictability and opportunity, viability, and continuity.

Agile companies and individuals competent in leveraging digital tools have a chance to succeed in this new workplace environment, with the gig economy providing a working model able to challenge the conventional employer-employee agreement.

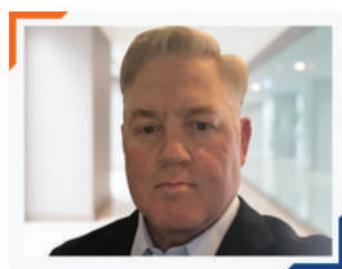
# CriticalRiver: Why, What, and Benefits

CriticalRiver specializes in Utilities Staffing, Resources Management, Robotic Process Automation, Analytics, Testing Automation, and Product Support Services

Many businesses currently suffer from fragmented governance models and manual operations and processes when managing the contingent workforce. In several cases, companies are using basic tools to measure their performance rather than data analytics. This is where CriticalRiver comes to the fore!

- We specialize in Utilities Staffing, Resources Management, Robotic Process Automation, Utilities Analytics, Testing Automation, and Product Support Services
- CriticalRiver delivers C2M (Customer 2 Meter) powerful, next-generation customer service and billing application enabling quicker time to market and reducing resource demands.
- We leverage AI-powered analytics capabilities in data preparation, visualization, reporting, and actional insights that drive better business outcomes
- At CriticalRiver, we have a proven track record of successful Oracle Utilities technology solutions implementation implementations and production support after going live
- CriticalRiver help Utilities streamline IT operations, reduce production backlogs, decrease business impact, quicken time to the market and reduce the cost and complexity of upgrades

Please feel free to reach out to me for more information on how CriticalRiver's Gig Economy Staffing can benefit your Utility.



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We implement and offer consulting services for CRM, Supply Chain, and Integration Solutions by leveraging our skills and capabilities in cutting-edge technologies. We help enterprises simplify, automate, improve, and enhance operations and processes to scale and grow.

We are also technology partners for Salesforce, Oracle, NetSuite for consulting, implementations, managed, and advisory services. Our highly experienced consultants are experts at understanding customers' needs and delivering strategic solutions that leverage the latest technologies and industry best practices.