

## If You Haven't Implemented That Cutting-Edge Piece of Contech - Now Is the Time

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It seems most people nowadays are eager to discover new technologies that can enhance their lives - for work and play - and this enthusiasm is particularly prevalent among younger workers who are excited about the potential of artificial intelligence. However, the construction industry is habitually slow in adopting technology, and this lack of eagerness has made it increasingly challenging to attract that young talent.

One example is the continued use of outdated manual processes for construction-project management. Without the proper tools, many construction businesses waste valuable resources and struggle to manage costs effectively, thereby driving potential employees away.

For example, according to the 2023 Yooz Survey: Technology in the Workplace, younger employees are often the first to embrace new technologies at work, with 32% of salaried workers under the age of 25 stating that they are "among the first to experiment with and use them." In an industry perceived as one of the last to embrace technological advancements among the 10 surveyed, it is evident that construction companies must prioritize technology adoption to attract and retain a younger workforce.

The slower pace of tech adoption poses significant challenges for construction companies, especially considering the current climate of inflation, the growing demand for technology-forward workplaces and the growing prevalence of artificial intelligence.



### CONSTRUCTION AND TECHNOLOGY: PAST, PRESENT, AND FUTURE

Over the past three decades, technology has gradually made its way into the construction industry. Advancements such as computer-aided design, building information modeling, and project-management software have revolutionized various aspects of construction operations. These technologies have improved design accuracy and project coordination. Moreover, they have allowed for better visualization and simulation, reducing errors and rework during the construction process.

Recently, the COVID-19 pandemic emphasized the urgent need for further technology integration in construction. Although construction was considered a critical service, restrictions

on physical presence and the necessity for remote work accelerated the adoption of digital tools. Even as the initial crisis passed, video-call site meetings, digital orders, and virtual inspections remained commonplace on construction projects. These technologies have not only enhanced communication and collaboration but have also improved project efficiency and reduced the need for full-time, onsite presence for many roles.

Looking ahead, the potential of technology in construction is vast. Embracing digital collaboration tools can enhance customer relationship management, equipment management, project scheduling, resource planning, risk management, and capital financing. By streamlining these processes, construction companies can improve productivity, reduce costs, and ensure smoother project execution. Furthermore, advancements in back-office operations through contract management, payment automation, progress tracking, and performance dashboards can provide better transparency and control over project finances and timelines.

While construction can never be performed 100% offsite and in the back office, onsite technology solutions hold immense promise in enhancing productivity and safety. Compliance systems can help ensure adherence to safety regulations and mitigate risks. Marketplaces for construction materials can enable easier procurement and better cost management. Drone-enabled inspections can provide real-time data on construction progress and identify potential issues before they escalate. Robotics, automation, and 3D printing can automate labor-intensive tasks, increase precision, and accelerate timelines.

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## GEAR SHIFT

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Modernizing operations with a technology-forward approach is essential for construction companies to sustain and improve their efficiency and accessibility.

**Develop a management strategy:** Construction companies must assess their current operations and identify areas where technology can drive efficiency gains. A well-defined strategy will help determine the types of equipment and devices the organization should implement to increase productivity and

streamline processes. During this evaluation, it is crucial to consider the preferences and needs of younger workers, who are more inclined toward technology.

**Automate and streamline data-capturing processes:** 64% of workers believe automating manual tasks is crucial for improving efficiency. Manual data entry and paperwork can be time-consuming and prone to errors. By automating data-capturing processes, companies can save valuable time and eliminate costly inaccuracies. Automation extends beyond administrative tasks and encompasses documentation and compliance regulations. Automating these processes can protect companies from expensive liability and non-compliance issues.

**Appeal to the emerging workforce of tomorrow:** To reiterate, younger employees are more likely to embrace new technologies at work, with 32% of salaried workers under 25 considering themselves “among the first to experiment with and use” new technologies. That’s compared to only 22% of workers aged 35 and older. To attract and retain this younger workforce, construction companies must demonstrate their commitment to continually adopting new technologies and innovating practices.

**Find a trusted technology partner:** With 78% of workers saying that adequate training on new technologies is critical for success, construction companies should seek partnerships with technology providers who understand the unique challenges and requirements of the construction industry. A trusted technology partner can guide an organization in selecting the most suitable technologies that encourage agility and responsiveness. And because it’s not enough to just put that new tech in the workers’ hands, it’s essential to provide comprehensive training to employees to ensure they feel confident and equipped to use these new forms of technology effectively.

While the physical components of the construction industry will always remain its defining features, technology empowers operators, contractors, and employees to focus their time and attention on elements that improve lives, ensure safety, and pave the way for a solid future.

Embracing digital transformation enhances efficiency and positions construction companies for growth and success in an

ever-evolving industry. By leveraging technology, construction companies can navigate the challenges posed by inflation, manage budgets more effectively, and create a technology-forward work environment that appeals to the younger generation of workers. The time for the construction industry to embrace technology is now to ensure a prosperous future for everyone involved. 



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### About the Author

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Laurent Charpentier is the CEO of [Yooz](#). Laurent graduated from the Massachusetts Institute of Technology and INSA Lyon and then worked as Solution Lead Architect and Lead Consultant for Accenture, and Business Analyst at Dell Inc. Since 2016, he has been Yooz NORAM COO and CIO and became Yooz CEO in 2022 to lead the next growth momentum.

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### About the Article

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