

# State of the Digital Workplace



Are employees overloaded with workplace apps? Are the apps they use secure? How likely are they to share information with colleagues? How do employees use workplace tools that help with collaboration, knowledge sharing, communications, and more. We wanted to find out, so we asked 1000 employees across the US and this is what we discovered.

## Knowledge sharing

**31%** of full-time employees would use **Google search** to obtain their company's logo.

- 32%** have avoided sharing a document with a colleague because it would take too long to find.
- 23%** say it would take 5-10 minutes to access the latest version of a standard template or document.
- 27%** said they know their business has security protocols in place for sharing information from the intranet, but they aren't familiar with those guidelines.

## Employees and their company intranets

**16%** say their organizations do not have intranets.

**Less than 50%** are "very confident" information stored on the intranet is secure.

## What are employees using to communicate and collaborate?

**Work approved apps:** **42%** used 2-5 work-approved communication and collaboration applications for their job.

**But non-work approved tools are on the rise...why?** **41%** say they use them because that's what they use in their personal lives.

**+2h** They save **2-3 hours per week** due to increased productivity.

## Social media in the workplace

**68%** of full-time employees are connected with their colleagues on social media.

**Where are they connecting?**

- 91%** More colleagues are connected on Facebook (91%) than on LinkedIn (41%).
- 31%** Men were notably more likely than women to connect with everyone (31% vs. 21%).
- 21%**

**Which colleagues are they connecting with?**

**Only 27%** connect with colleagues.

Millennials were **more than twice as likely** as baby boomers to connect with everyone.

## Fears with using social media sites with colleagues

**10%** avoid connecting with managers and leaders on social media.

**46%** worry about what a colleague will think of a social media post.

**Who has decided not to post something because of a colleague connection?**

- 55%** of employees in general.
- 67%** of 51-69 year olds.
- 61%** of HR professionals.

## State of the digital workplace by vertical and department

### Inside regulated companies

**KEY TAKEAWAY**

Strictly regulated industries like data, healthcare, and finance feel the burden of unorganized workplace information and don't always adhere to best practices for secure workplace communication as a result.

**Sharing information**

- 35%** Finance
- 36%** Information services

thirty five percent of those in finance, and thirty six percent of those in information services and data processing would avoid sharing a document with a colleague because it took too long to find.

**Is this the latest version?**

**53%**

of **healthcare employees** are only somewhat confident that a document is the most updated version when seeking it out.

**Use of non-approved apps in the workplace?**

- 30%** of financial services employees use them because it saves time.
- 30%** of healthcare employees do so because they are easier to use.

**How secure is my intranet?**

- 48%** of **financial services employees** are only somewhat confident that information stored on their organization's intranet is secure.
- 46%** of **healthcare employees** feel the same.

### Retail

**KEY TAKEAWAY**

Retail industry employees aren't sold on the current workplace communication model, nor are they operating to best practices.

**Accessing documents**

**19%** of retail employees don't think it's easy to access the documents they need.

**Is this the latest version?**

**48%** of retail employees are somewhat confident that the document they've retrieved is the most updated version.

**Workplace communication tools**

One-fifth (21%) of retail employees aren't satisfied with their organization's tools and wish that they had more options.

**Employees rely on Google to obtain their company's logo**

- 35%** Google is also the most popular method to access a logo for those in the retail industry (at 35%).
- 25%** of retail employees use outside apps and do so for the ease of use.

**Security and intranets**

- 57%** of retail employees are only somewhat confident that information stored on the intranet is secure.
- 40%** of retail employees know their organization has a security protocol for sharing info from the company intranet, but they're not sure what the protocol is.

### Sales, Marketing, and Customer Service

**KEY TAKEAWAY**

Sales, marketing and customer service are having their external communication efforts slowed down by a poor state of workplace communication.

**Who used Google to find their company's logo?**

- 39%** of sales does this.
- 35%** of marketing does this.
- 35%** of customer service does this.

**Is this the latest version?**

**57%** of marketing employees are only somewhat confident that a document they're looking for is the most up-to-date version.

**Accessing and sharing information**

**38%** of marketing employees have avoided sharing a document with a co-worker because it would be difficult to find.

**Number of work approved apps**

**48%** of marketing employees and **40%** of sales employees said they have up to **5** approved communication, and collaboration applications.

**10** It would take up to **10 minutes** to hunt down a specific document.

**Security and intranets**

**60%** of customer service, forty five percent of marketing, and 55% of sales employees felt only somewhat confident that their company's intranet is secure.

### Human Resources

**KEY TAKEAWAY**

HR employees, who are often put in charge of implementing effective internal communication, aren't totally sold on the current model of workplace communication.

**Who used Google to find their company's logo?**

**40%** of HR employees would find their company's logo through a Google search.

**Is this the latest version?**

**60%** of HR employees are only somewhat confident that a document they're looking for is the most up-to-date version.

**Accessing and sharing information**

**40%** of HR employees have avoided sharing a document with a co-worker because it would be difficult to find.

**Number of work approved apps**

**44%** of HR employees say they have up to 5 approved communication collaboration applications to use at work.

**Security and intranets**

**42%** of HR is only somewhat confident that their company's intranet is secure.

### Information Technology

**KEY TAKEAWAY**

IT itself admits that it struggles with internal technology communication processes.

**Who used Google to find their company's logo?**

**29%** of IT employees would find their company's logo through a Google Search.

**Sharing information**

**37%** of IT employees have avoided sharing a document with a co-worker because it would be too difficult to find.

**25%** of IT professionals say it takes up to 10 minutes to hunt down a specific document.

**Number of work approved apps**

**49%** of IT says they have up to 5 approved communication, collaboration applications to use at work.

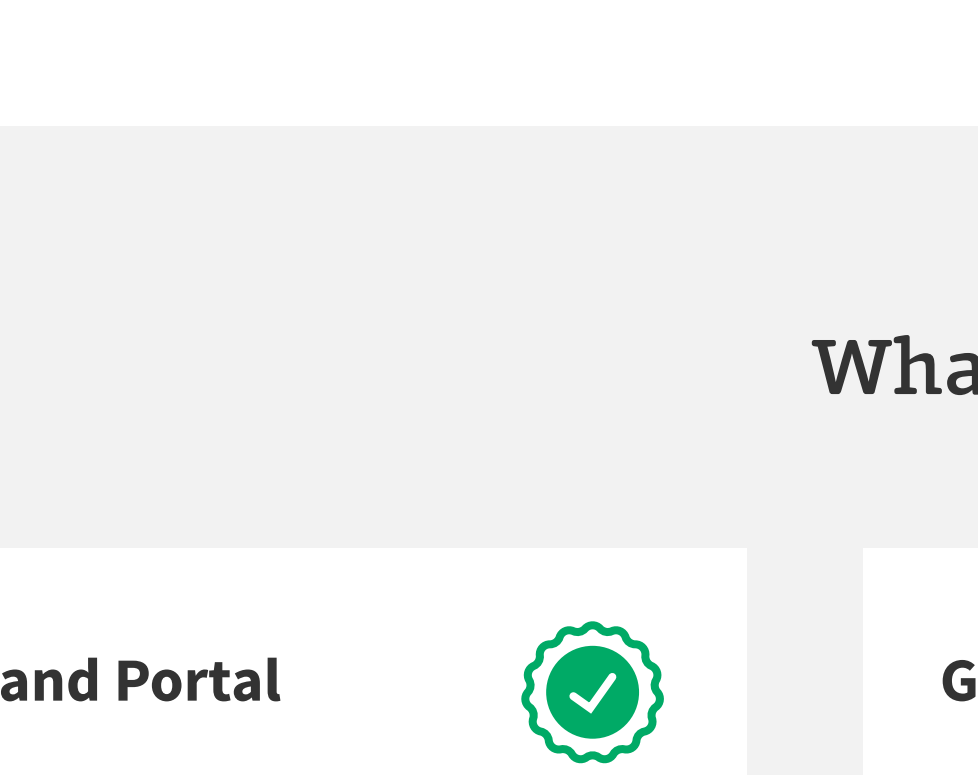
**Security and intranets: Our information is secure... I think?**

**41%** of IT is only somewhat confident that their company's intranet is secure.

## Is there a better way to work? **Yes!**

**Digital workplace solutions** unite an organization and change the way work happens by connecting people to information, processes, and each other to solve real business challenges related to:

- Communication**
- Collaboration**
- Knowledge Sharing**
- Culture and Engagement**



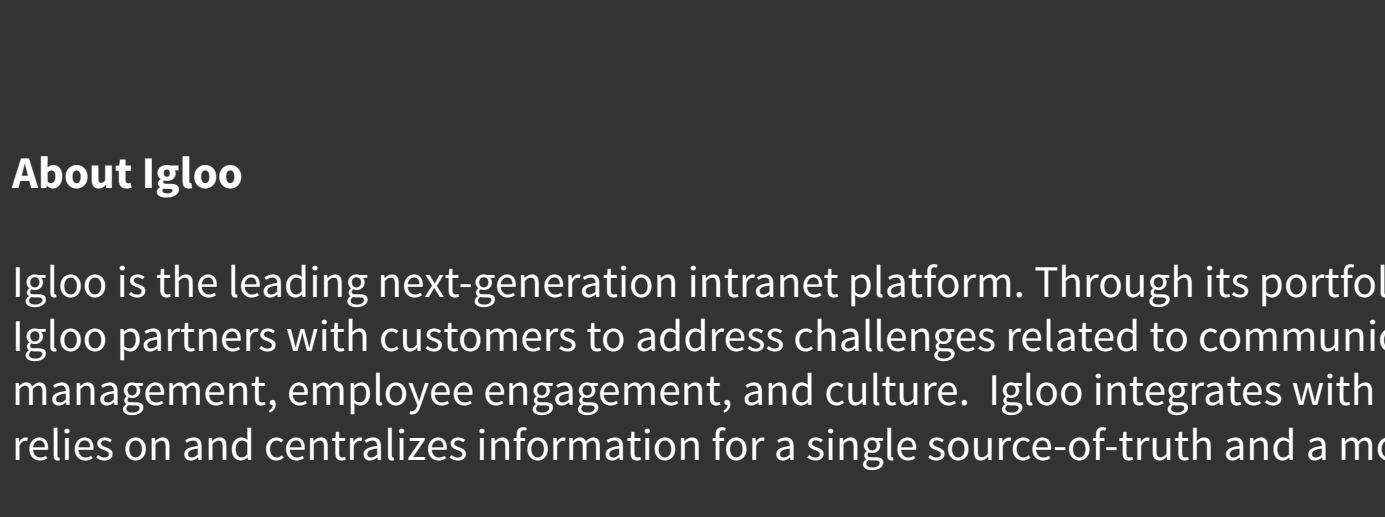
Traditional intranets are cluttered, disorganized, and severely outdated, resulting in a lack of adoption and purpose. With **digital workplace solutions** you can improve communication, collaboration, knowledge sharing, and employee engagement and create better connections between people at work.

## What might this look like?

|  |   |  |  |
|--|---|--|--|
| <p><b>Brand Portal</b></p> <p>A centralized location for creative resources, identity guidelines, and brand experts.</p> <p>Now employees don't have to rely on Google to find your latest logo. They'll always have the latest approved brand assets.</p> | <p><b>Governance Center</b></p> <p>Ensure your people have an easy way to access policies, procedures, and documentation.</p> <p>Now employees will have easy access to the latest policies, security info, and all the tools to share information with colleagues with ease.</p> | <p><b>Social Zone</b></p> <p>A digital focal point for all company events, clubs, and activities that give people a personal, sense of belonging.</p> <p>Now employees can connect freely with their colleagues and build a dynamic culture at work where social interactions take place within the context of work.</p> |  |
| <p>Leadership Corner</p> <p>Virtual Town Hall</p> <p>Onboarding Center</p>   | <p>Newsroom</p> <p>Employee Handbook</p> <p>Project Rooms</p>   | <p>Team Rooms</p> <p>Company Directory</p> <p>IT Help Desk</p>   | <p>Management Hub</p> <p>Boardroom</p> <p>Recognition Center</p> |

## Addressing today's tech stack overload

**95%** Our study also revealed that 95% of employees would find it extremely beneficial to have a central platform to house all IT-sanctioned and Bring Your Own Apps that employees love to use.



Microsoft Office 365, Box, Dropbox, GDrive, OneDrive, Slack, Chatter, Yammer, Teams, Microsoft Outlook, Google Calendar, Zendesk, Salesforce and more!

A digital workplace can centralize all these workplace apps, providing a single destination for employees across the entire organization that is tailored to everyone's unique role.