



How we **communicate** at work

Making a case for instant messaging in a business
setting

Rocket.Chat survey insights

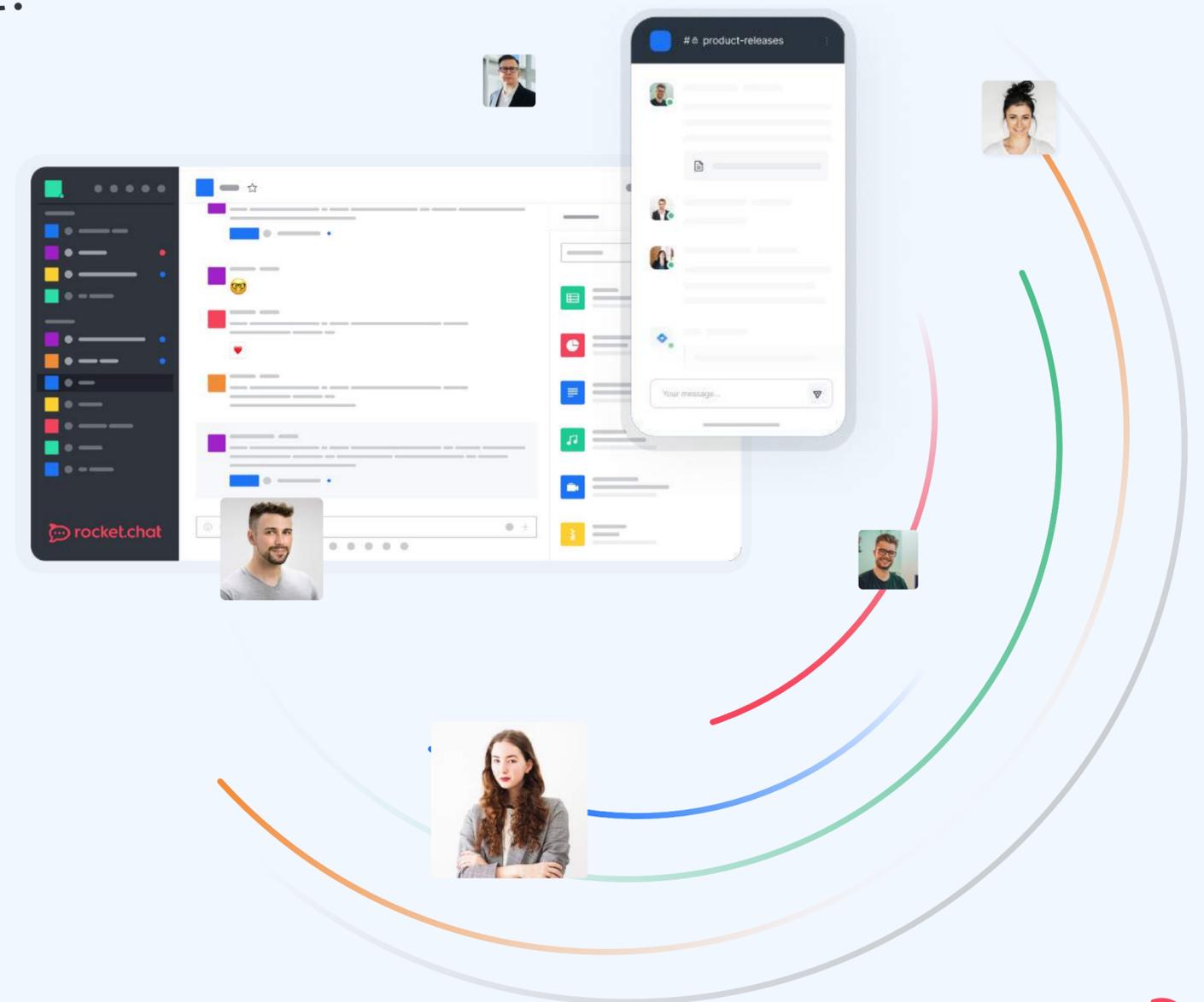
How we communicate

The way we work has **changed**. The way we communicate at work has changed with it.

Actually, the way we communicate altogether has altered over the years. Seeing someone in person is no longer the dominant way of communication, and talking on the phone is no longer as appealing as it was.

Moreover, the nature of work has changed. **As jobs become increasingly digital, so do the workplaces.** In the need for fast, informal, and responsive ways of communicating, instant messaging solutions became a staple of digital workplace communication.

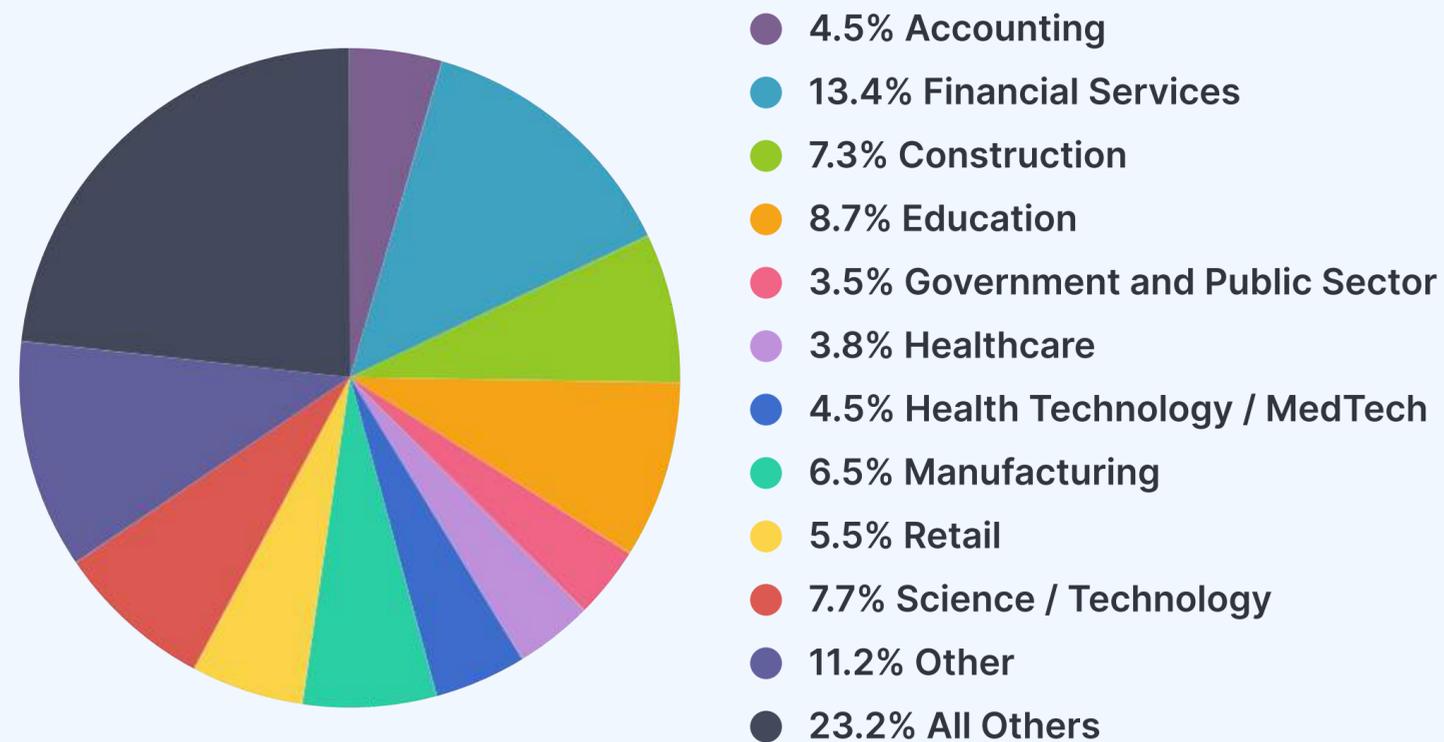
But why exactly are more and more companies introducing company chats or instant messaging solutions, and how will the future of communication in the workplace look like?



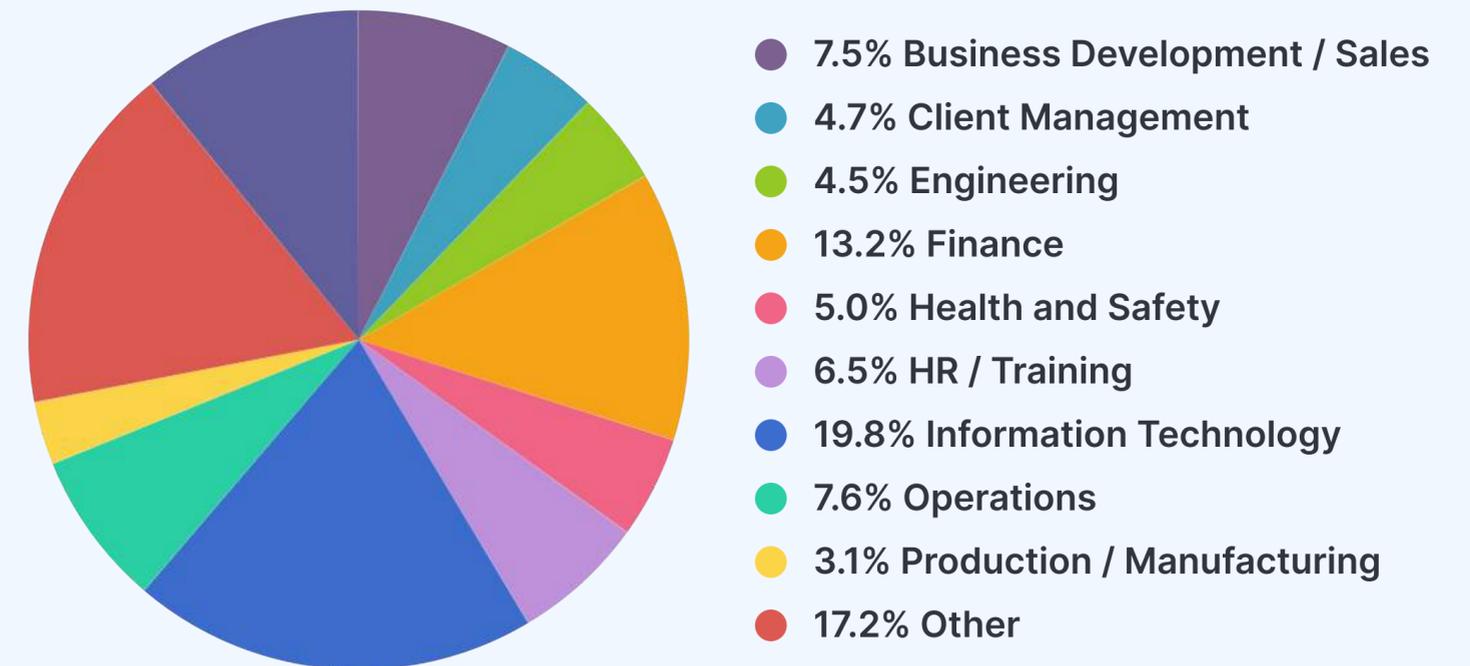
How we communicate

To find out more about this topic, **Rocket.Chat and Propeller Insights** polled **more than 1,000 full-time employed adults** about the importance of **tech communication platforms** in the current and post-pandemic climate. The survey respondents represent numerous industries and departments, which makes the results all the more important to employers across the board.

Industry



Department

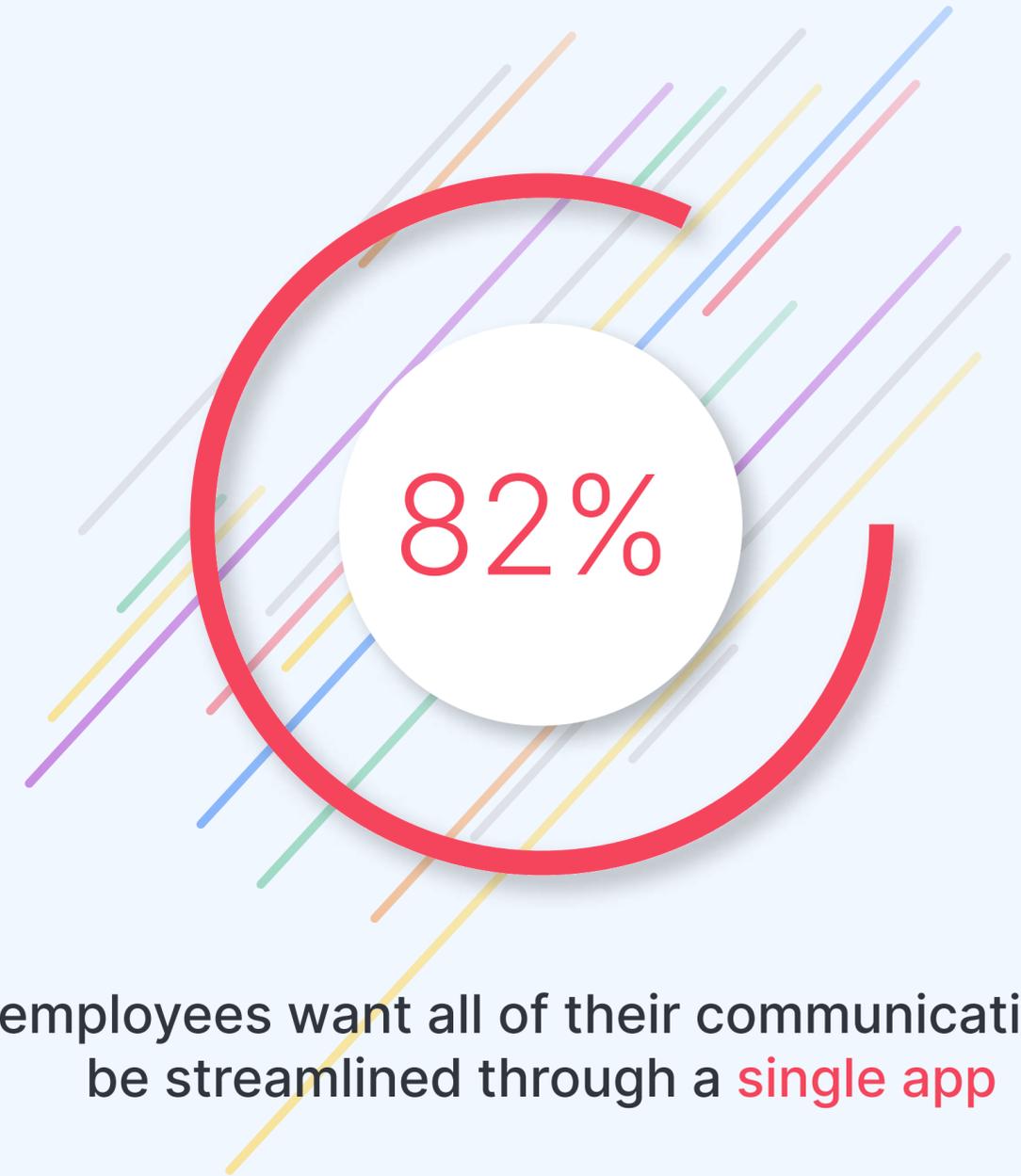


How do **employees** want to communicate?

And what do they want from their **instant messaging** app?

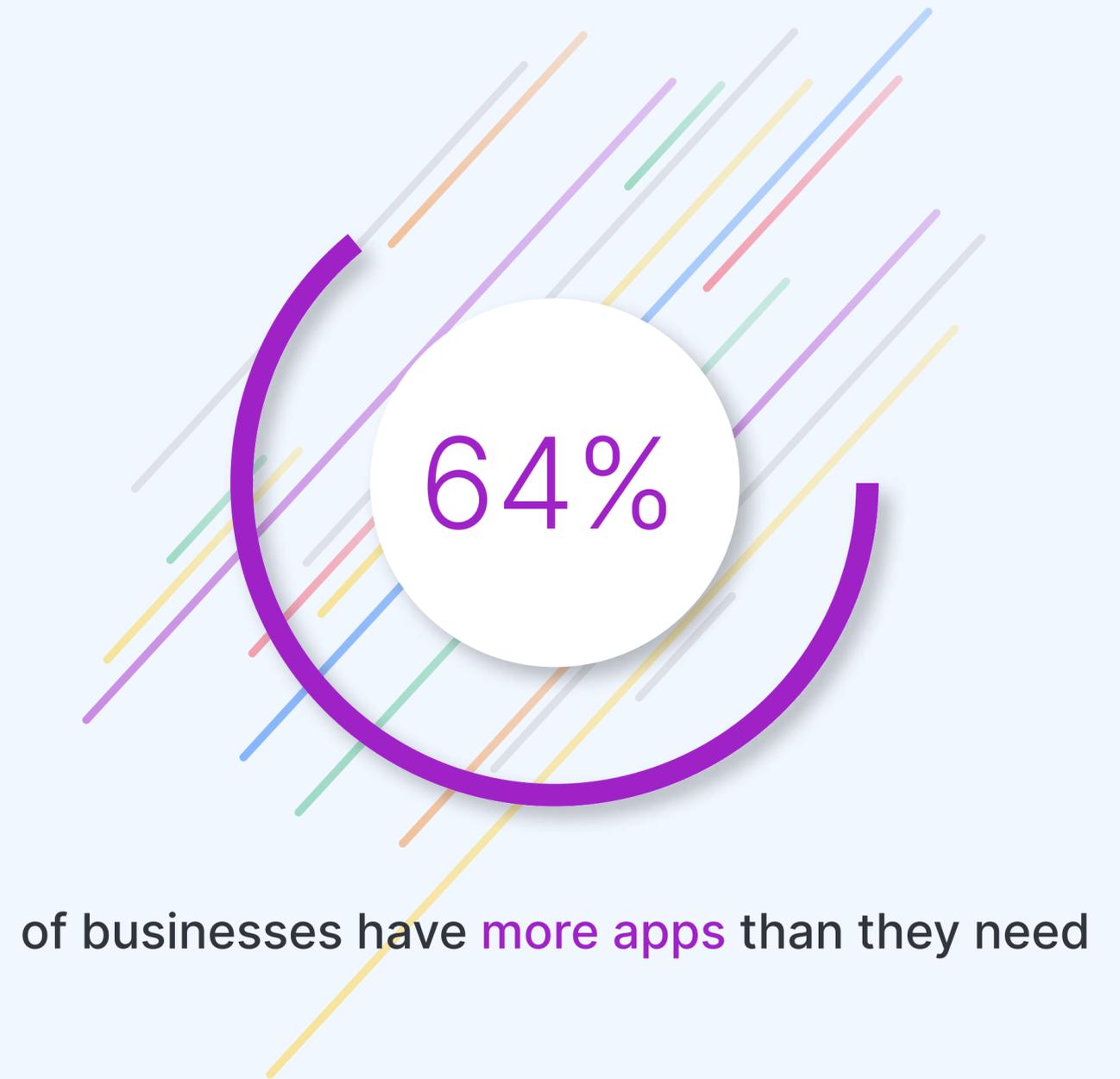
Employees rarely work completely independently. More often, they need to collaborate with their colleagues. In order to collaborate efficiently - even if remote - **they are looking for streamlined communication.**

of employees want all of their communication to be streamlined through a **single app**



Winning formula: simplicity + diversity

It is no wonder that **employees are looking to simplify their everyday communication** experience. Namely, research shows that **an average employee uses 9.4 apps for daily work***, which adds to app fatigue. In fact, research shows that **64% of businesses have more apps than they need.****



* according to Fortune.com

** according to Cloudcomputing-news.net



Winning formula: simplicity + diversity

Moreover, too much of the same can be tiring. Spending too much time in meetings and on calls leads to collaborative overload and decreases productivity; on the other hand, communicating only via chat can be a lonesome experience.

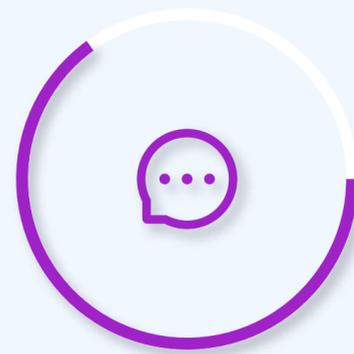
This is why it is best to mix asynchronous and synchronous ways of communicating. Once again, **employees are looking to centralize their communication within a single platform.**

What are **employees** looking for in a messaging app?



77%

see ease of use as top priority to look for in a messaging app.



65%

want to be able to message and video chat with coworkers through one centralized platform



The need to centralize **ALL** communication

Talking about a centralized solution, **employees want to collaborate not only with their colleagues but also with external contacts** like vendors and clients. This functionality is important to 63% of respondents of our study, and 70% already use instant messaging to communicate with contacts outside of their organization.

An infographic consisting of three concentric circles. The innermost circle is solid orange and contains the text '70%'. The middle circle is a dashed orange line, and the outermost circle is a dashed light gray line.

70%

of respondents use instant messaging to communicate with external contacts like vendors or client

An infographic consisting of three concentric circles. The innermost circle is solid orange and contains the text '63%'. The middle circle is a dashed orange line, and the outermost circle is a dashed light gray line.

63%

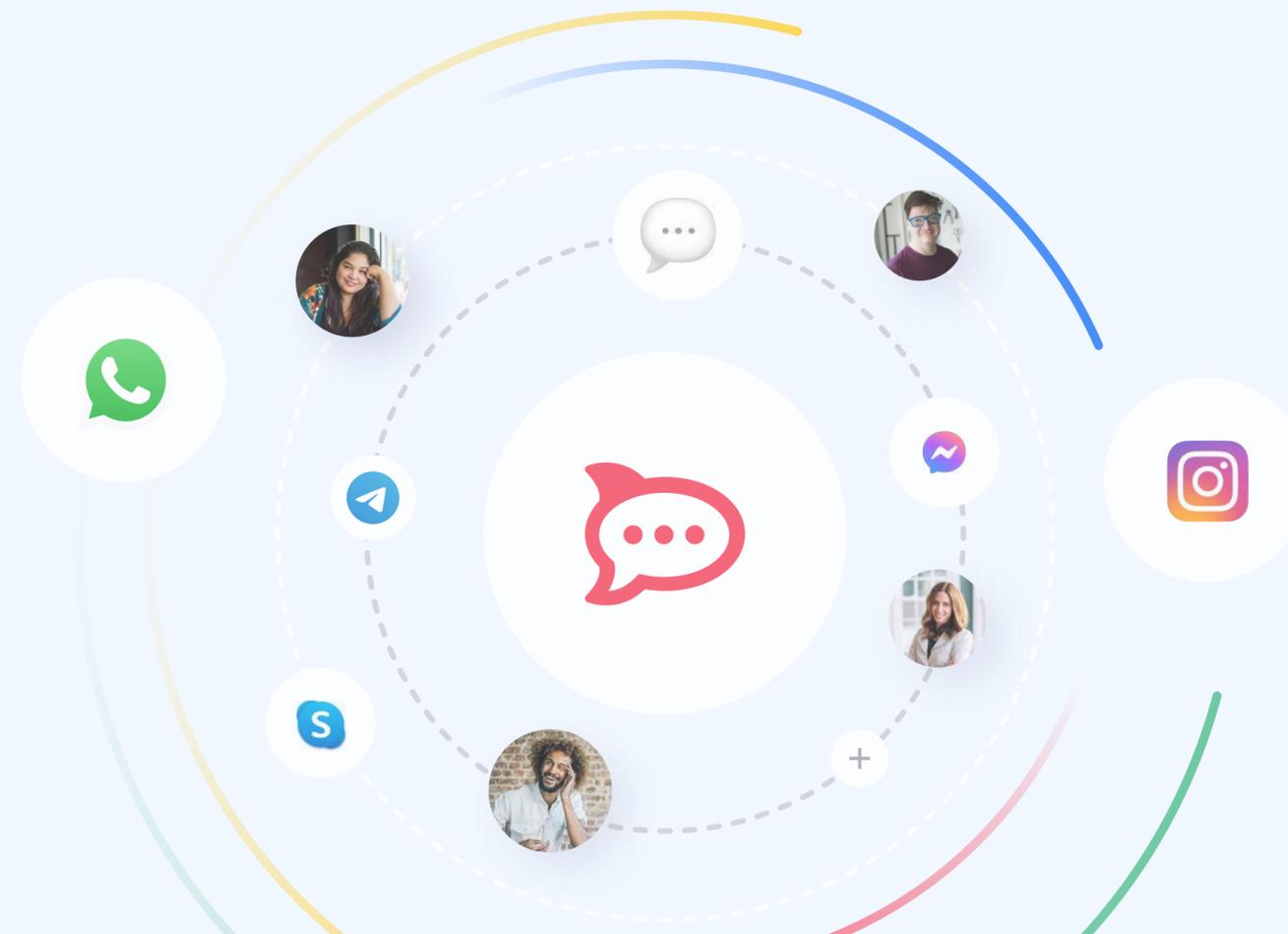
of employees want to be able to communicate with individuals inside and outside of their organization via instant messaging app



The need to centralize ALL communication

When it comes to generational differences, the stats are clear. **Younger generations prefer a centralized platform that encompasses all online communication.**

This speaks volumes to employers that are already facing a surge of Gen Z and Millennials in their workplaces: these two generations already **comprise more than 46% of the US workforce***, and by 2025, they will make up more than **70% of the total world workforce.****



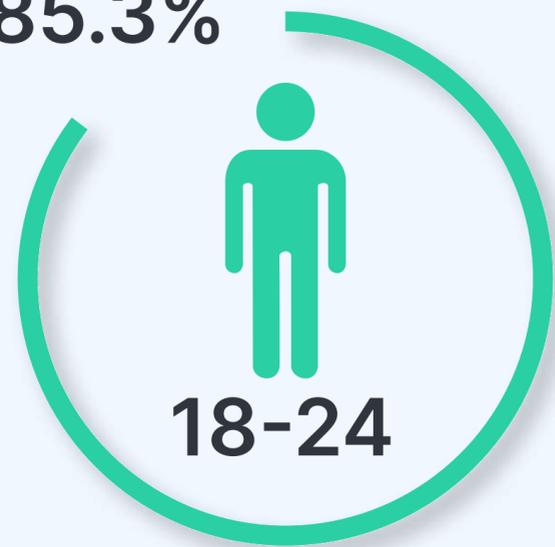
* according to Gallup

** according to Capital-ges.com

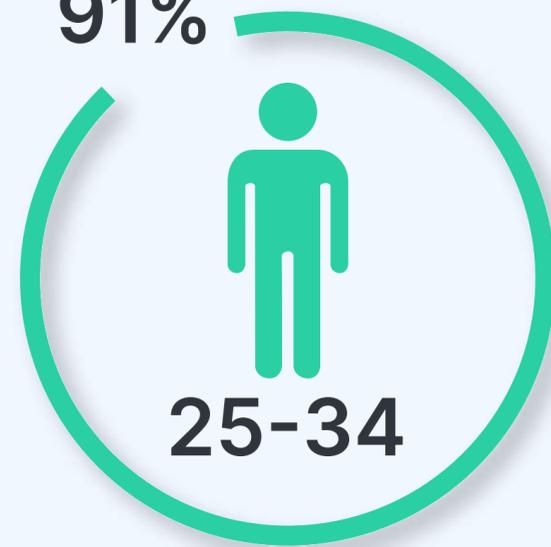


Who **wants** a centralized communication platform?

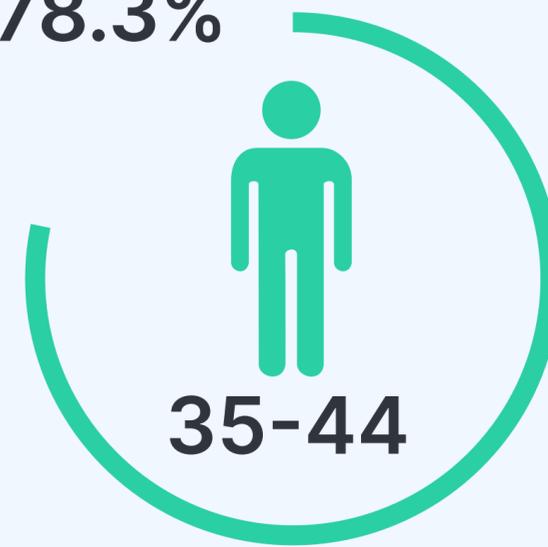
85.3%



91%



78.3%

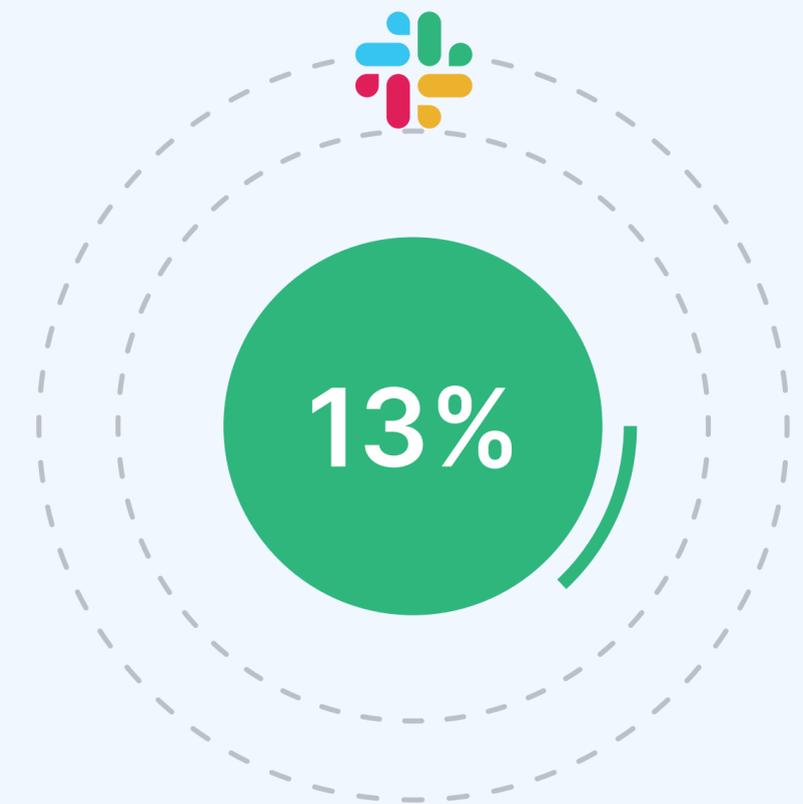
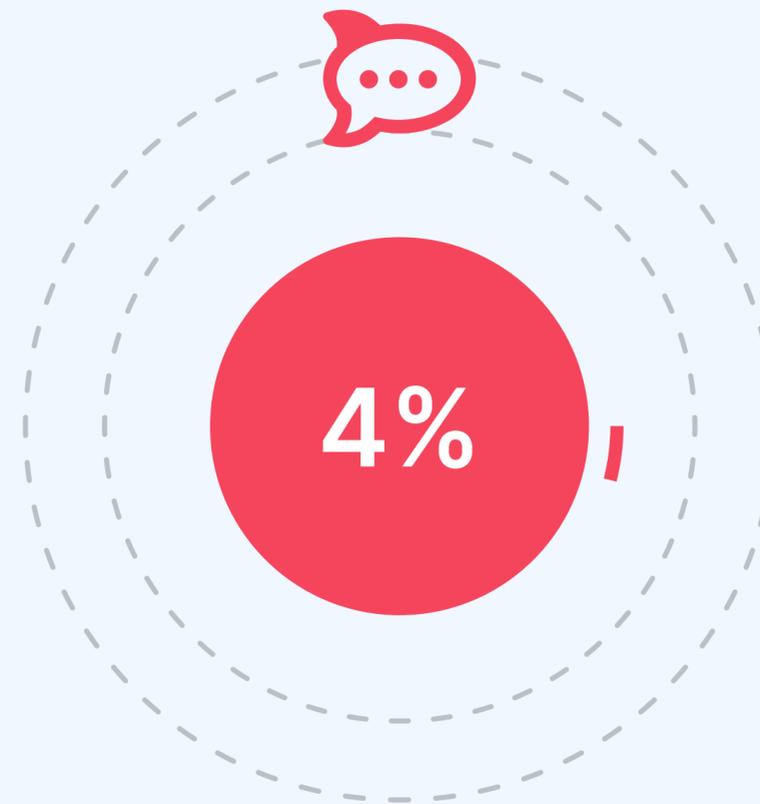
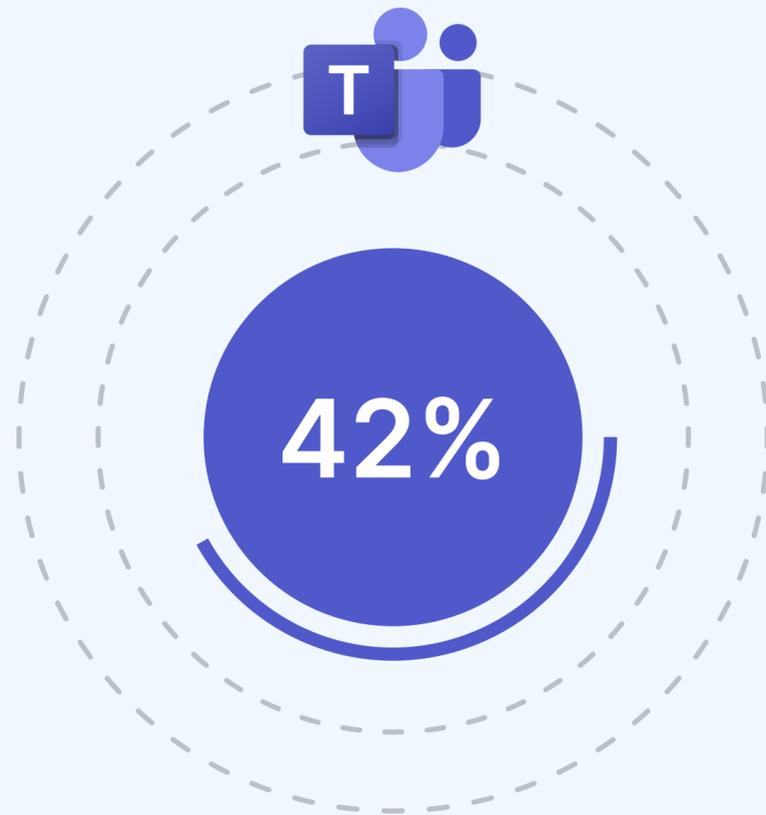


63%



Most popular instant messaging solutions

What are the most popular instant messaging apps for work? Here are the results of our study.



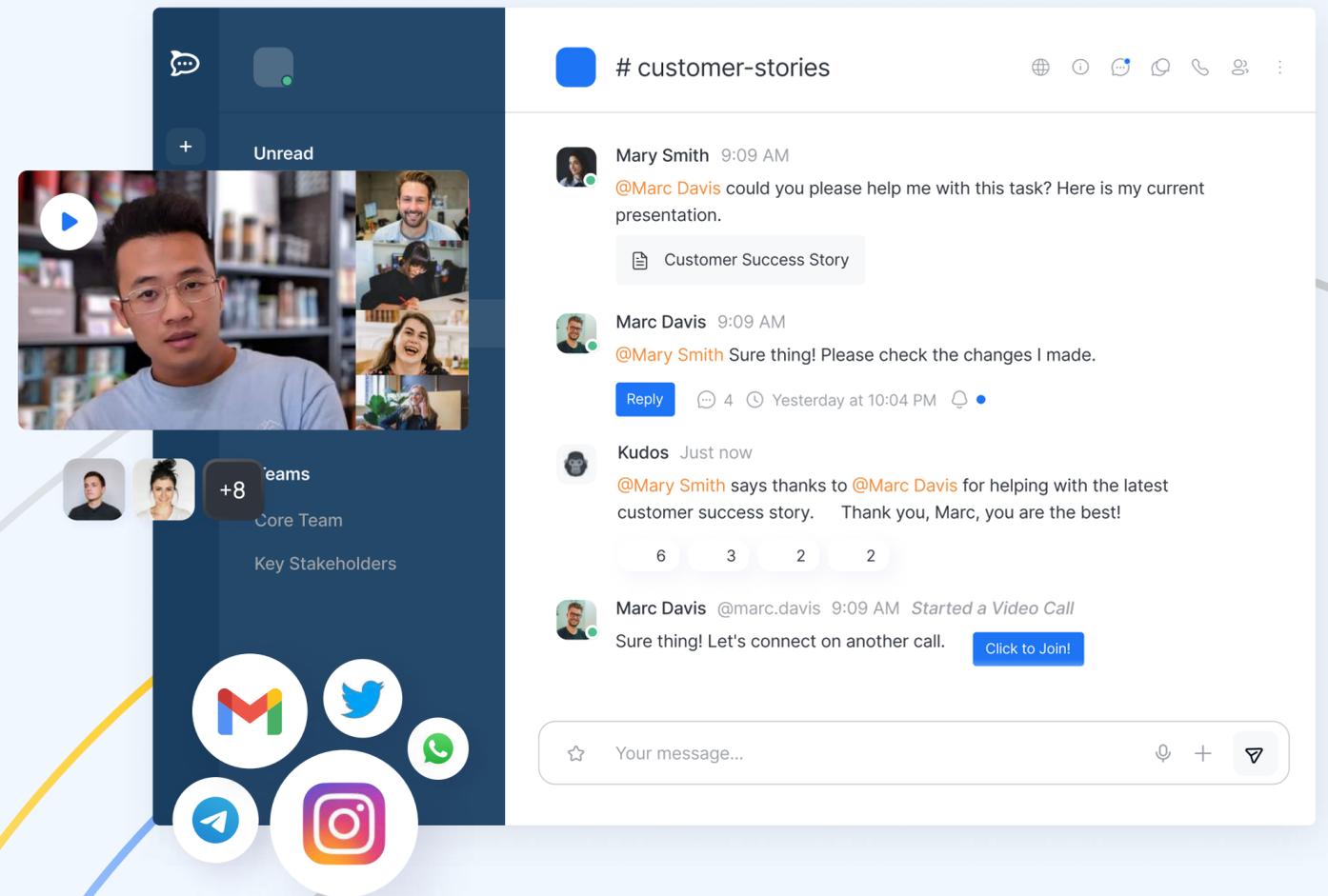
However, other research suggests that **91% of businesses use at least two messaging apps***. This is most likely due to the limitations of certain apps which don't allow communication via video calls or with individuals outside of the organization.

*according to Dispatch



Most popular instant messaging solutions

With Rocket.Chat, you can connect your favorite apps and streamline communication in an unprecedented way. You can integrate with Slack, MS Teams, and even email to receive all your communication via a single - Rocket.Chat.



Instant messaging app as a **productivity** aid

In a contemporary workplace, it is crucial to improve employees' engagement and productivity, as they are directly influencing organizational profits and success.

However, it is not easy to stay productive in a digital workplace. **Employees experience multiple distractions during work time and are looking for ways to make technology more useful and less disruptive.**

On the other hand, instant messaging platforms help employees stay productive throughout the day. They can easily get the information they need from their colleagues, set periods of quiet times to work, but at the same time have an overview of all the important exchanges that go on in different groups and channels.



Instant messaging vs. email: **who wins?**

Email is still one of the most common ways to communicate in a business setting. However, it has significant drawbacks, especially considering the emerging technology.

In our study, **employees said that faster response times are the biggest benefit of instant messaging apps over email.** Moreover, they believe that email requires too much effort and it prevents them from following conversations efficiently.

Top three **benefits** of instant messaging



70%

mention faster
response times



52%

mention easier to
share files



43%

mention more intuitive
collaboration



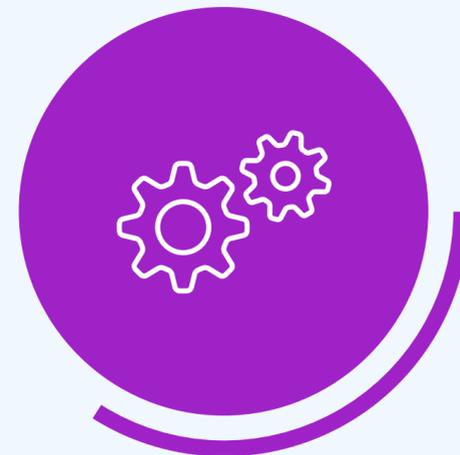
Instant messaging vs. email: *who wins?*

Top three *drawbacks* of email



45%

mention more difficult to receive fast responses



34%

mention requiring too much effort



33%

mention difficult to follow conversations efficiently



Instant messaging vs. email: **who wins?**

At the same time, there are some lessons to be learned when it comes to the advantages of email. Namely, **53% of workers say it's easier to connect with contacts outside of their organization via email** and that it's easier to search for historical conversations.

Top three **benefits** of email



53%

mention easier to search
for historical conversations



53%

mention the ability to
connect more easily with
external contact



59%

mention easier to share/
send files



Instant messaging vs. email: **who wins?**

As instant messaging solutions were designed to compensate for the disadvantages of email, it's not surprising that instant messaging biggest benefits are perceived as email's biggest drawbacks. However, our poll delivered great insights into what employees are missing in their instant messaging solutions.

Top three **drawbacks** of instant messaging



43%

mention harder to access files



40%

mention more difficult to connect with external contacts



37%

mention more difficult to keep record of historical conversations



Instant messaging vs. email: **who wins?**

Interestingly, more respondents think it's easier to share and send files via email rather than via instant messaging.

More respondents think it's **easier** to share/send files via email rather than via instant



With this useful information, we can conclude that although instant messaging is on the rise, email is not yet ready to be forgotten. To answer their customers' needs better, **developers of instant messaging solutions need to find a way to incorporate the best of what email offers into their products.**



Where does **this** leave us?

There are three key points to take from this research:

- Employees want their messaging platform to facilitate streamlined collaboration
- Instant messaging is not reserved for internal stakeholders, but it is still easier to reach them by email
- Ease of use is of critical importance to users

This survey's four major findings confirm that **Rocket.Chat's approach to workplace communications is on target with emerging trends**. Our communications platform enables employees to collaborate effectively - and easily.

More importantly, our omnichannel feature enables workers to centralize **all** their communication within a single app. Just as it's easy to reach anybody on Hotmail if you have Gmail - you can reach people on Slack, MS Teams, email, and others, via Rocket.Chat. That way, you can reach both internal and external stakeholders from a single place and keep all your communication streamlined.



About Rocket.Chat

In a hybrid work environment, being able to collaborate in real-time while ensuring complete data privacy is a must!

Rocket.Chat is a communications platform that enables real-time conversations between colleagues, with other companies, and with your customers. It does everything other platforms do, except exposing your data.

Trusted by 12+ million users in over 150 countries, Rocket.Chat is the worlds' largest true open source communications platform fully customizable for your business.

Reduce operational costs, own your data and improve customer experience by bringing all communications under a single platform.

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