



Communications Statistics **2020**

**Communication
is fundamentally
important to business
success - and yet it's
something that so
many people tell us
they struggle with.**

Introduction

To get a better understanding of how people feel about communication in their workplace, we surveyed **471 respondents in late 2019**. We asked them about communication, productivity, software and more!

Section 1: Productivity at work

In this section, we examine the communication channels used by businesses to manage projects, and how - positively or negatively - these channels impact on productivity at work.

Section 2: The importance of communication

We know communication is important; but why? In this section, we explore how communication affects business reputation, customer experience and bottom-line revenue.

Section 3: Task & project management

In this section, we take a look at how people manage their projects and individual task lists. We also examine how they feel about their own levels of communication, organisation and productivity at work.

Section 4: Email vs. online tools

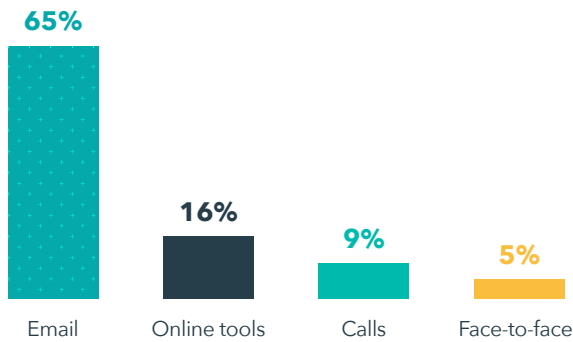
In the fourth and final section, we directly compare the experiences and feelings of those who primarily use email, against those who use dedicated online tools to manage tasks, communication and project progress.



01

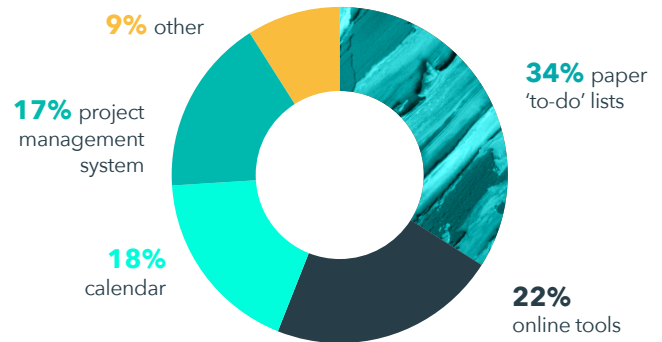
Productivity at work

Productivity at work



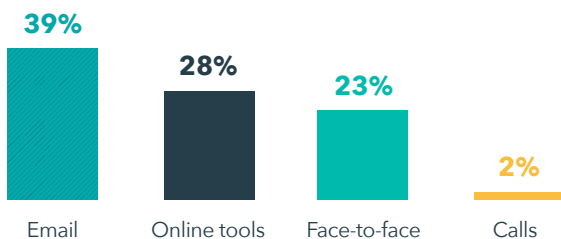
65%

of businesses primarily use email to communicate with their clients, as opposed to online tools (**16%**) phone calls (**9%**) and face-to-face (**5%**).



34%

of people map out their daily tasks using Paper 'To-Do' Lists, as opposed to an online tool (**22%**), online calendar (**18%**), project management system (**17%**) and other (**9%**).



39%

of businesses primarily use email for communication between co-workers, compared to online tools (**28%**) face-to-face (**23%**) and phone calls (**2%**).

61%

of people feel they waste time in meetings.

74%

of people often lose files that have been shared with others.

65%

of people have lost a file in their own inbox or on a personal hard drive.

63%

of people have missed a message or important piece of information that went into a colleague's inbox while that colleague was away or absent.



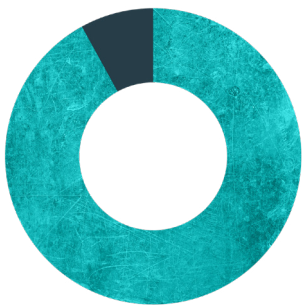
02

The importance of communication

The importance of communication

74%

of people have stopped dealing with a company and moved to a competitor due to feeling the company was disorganised.

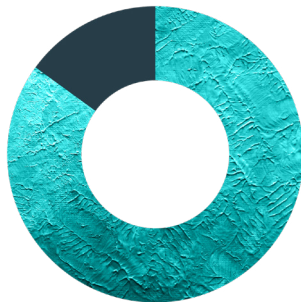


92%

of people have had to repeat a piece of information to two or more people within an organisation.

85%

of people find it annoying to have to repeat information when working with other businesses.



96%

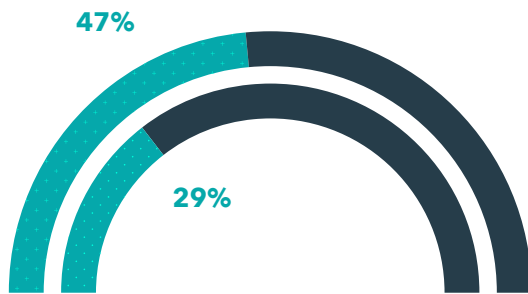
of people think the businesses they deal with could improve when it comes to communication and project management.



03

Task & project management

Task and project management



47%

of people say they find it difficult to get an exact overview of where projects are up to. This drops to **29%** of people who use an online project management system to manage their projects.

Less than 14%

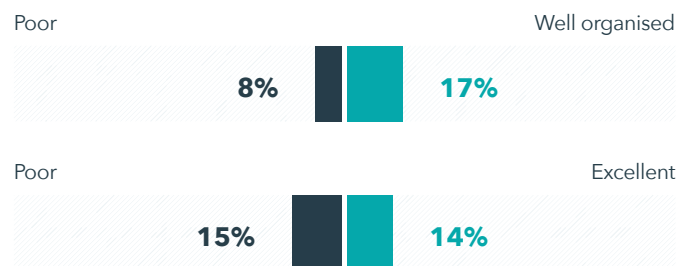
of people rate their business' project management efficiency as excellent.

Even though 89%

of people believe that effective communication is extremely important, **8 out of 10** people rate their own business' communication as either average or poor.

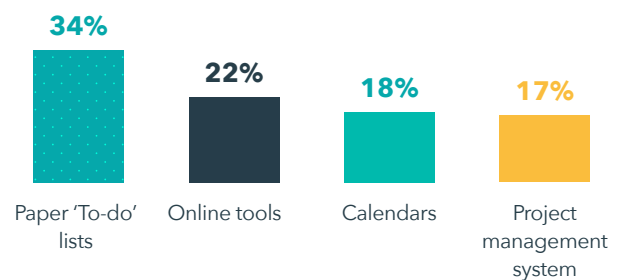
Only 17%

of people believe that their business is extremely well organised, with **8%** believing their organisation is poor.



Only 14%

of people rate their business' project management efficiency as excellent, with **15%** believing their organisation is poor.



34%

of people plan their daily work out using paper to-do lists, compared to online tools (**22%**) private calendars (**18%**) or a project management system (**17%**).

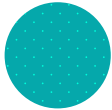


04

**Email vs.
online tools**

Email vs. online tools

39%



17%



39%

of people who manage projects by email also map out their daily tasks using paper to-do lists, opposed to **17%** of people who use an online project management tool.

22%

of businesses that primarily communicate with their clients using an online tool rate their project efficiency as "Excellent" vs. **12%** of businesses that primarily communicate with their clients via email.

37%



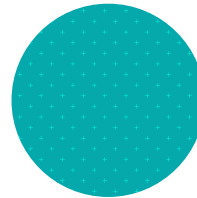
14%



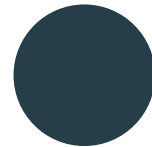
37%

of businesses that primarily communicate with their clients using an online tool rate their project communication as "Excellent" vs. **14%** of businesses that primarily communicate with their clients via email.

71%



52%



71%

of people who manage their daily tasks using an online project management system feel it's easy to get an exact overview of where projects are up to in their work-flow vs. **52%** of people who manage their daily tasks using paper to-do lists.

25%

of businesses that primarily communicate with their clients using an online tool rate their project organization as "Excellent" vs. **15%** of businesses that primarily communicate with their clients via email.

Just 3%

of businesses that use an online project management tool rate their efficiency levels as poor – as opposed to **17%** of businesses which primarily use email.

When people use an online tool to manage their projects, they're **twice as likely** to rate their levels of efficiency, communication and organisation as 'excellent.'

Conclusion

The data gathered in this report illustrates a working world that has changed - and continues to change - in profound ways. But, while businesses have clearly evolved to meet new challenges and embrace new opportunities, it feels like the pace of that change has been too slow to keep up.

Yes, businesses have embraced 'new' tools and platforms, with particular reliance on email.

But, for all its strengths, email also carries notable shortcomings; it leaves communication siloed. Files and discussion feeds become distributed around private inboxes, with important information often missed and lost due to inevitabilities such as absence and employee churn.

Add in the shocking data around how customers feel about communication, organisation and efficiency within the businesses they buy from - and you have conclusive proof that these shortcomings are holding many businesses back from reaching their full potential. These figures illustrate the catastrophic effect of poor communication and disorganisation on employee satisfaction, retention, referrals and - ultimately - bottom line sustainability.

The good news is that **there are opportunities** to change.

Software tools, methodologies and new ways of working do exist. And, almost universally, they better equip the businesses which embrace them, to deal with the 'new' world.

Change isn't always easy but the biggest takeaway from this report is surely that change is inevitable - and positive. Those who do embrace new technology, new ideas, new systems and tools are inevitably better set up for success in a world where communication matters - perhaps more than anything else.

If you're looking to unlock the full potential of the communication in your business then create a [free account](#) with **Project.co** today!

