

# Communication Statistics 2023



# Communication Statistics 2023

Thanks for downloading Project.co's Communication Statistics report!

This is the third annual survey of its kind, and it provides an in-depth look at the ways companies and individuals communicate at work - and the impact that communication has on all areas of business performance.

As technology continues to evolve, communication within the workplace is changing. This report examines the latest trends in how teams collaborate, the methods that companies are using to connect employees and customers, and the impact that these trends have on business performance.

In many parts of the world, the pandemic has subsided and the world of work has settled into a new normal. This makes it a particularly interesting time to explore how companies are working together - and we're excited to share this year's findings with you.

Communication is fundamentally important to business success – and yet it's something that so many people seem to struggle with. To get a better understanding of how people feel about communication in their workplace, we surveyed 413 respondents in November 2022. We asked them about communication, productivity, software and more..

We hope you find the information and insights contained in the report valuable. And if you're looking to boost your workplace communication and help yourself, your team and your whole business be more collaborative and productive - why not join us over at [Project.co](https://Project.co)?



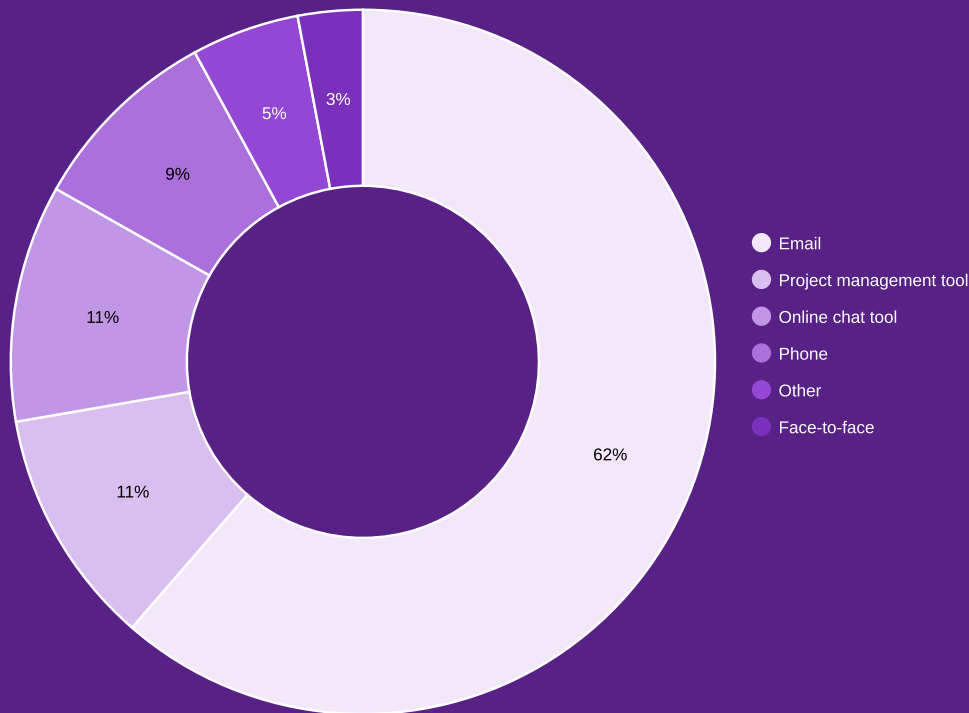
## Citation Policy:

Please feel free to use these statistics in any commercial or non-commercial capacity. If you use the statistics we require a link to [Project.co](https://Project.co)

## Section 1: How do brands communicate?

We started by asking respondents to tell us which communication tools they use – for both internal communications with co-workers, and externally, working with clients.

How do people communicate with clients

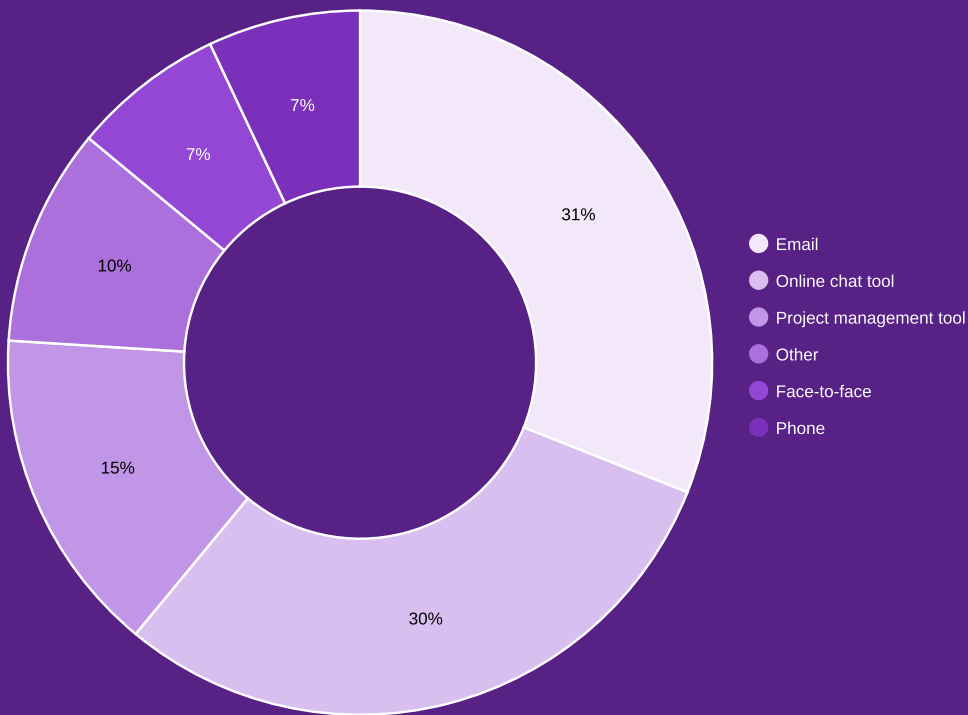


**With clients...**

Email is the most widely used tool for client communication, with **62%**.

Other responses split fairly evenly between online chat tools such as Slack (**11%**), project management tools (**11%**), phone (**9%**) and face-to-face (**3%.**)

## How do people communicate with co-workers



### With co-workers...

Email is the most widely used way people choose to communicate with their colleagues – but only just!

Just under a third (**31%**) of people say they communicate with their colleagues primarily by email.

This is very closely followed by **30%** who use an online chat tool such as Slack.

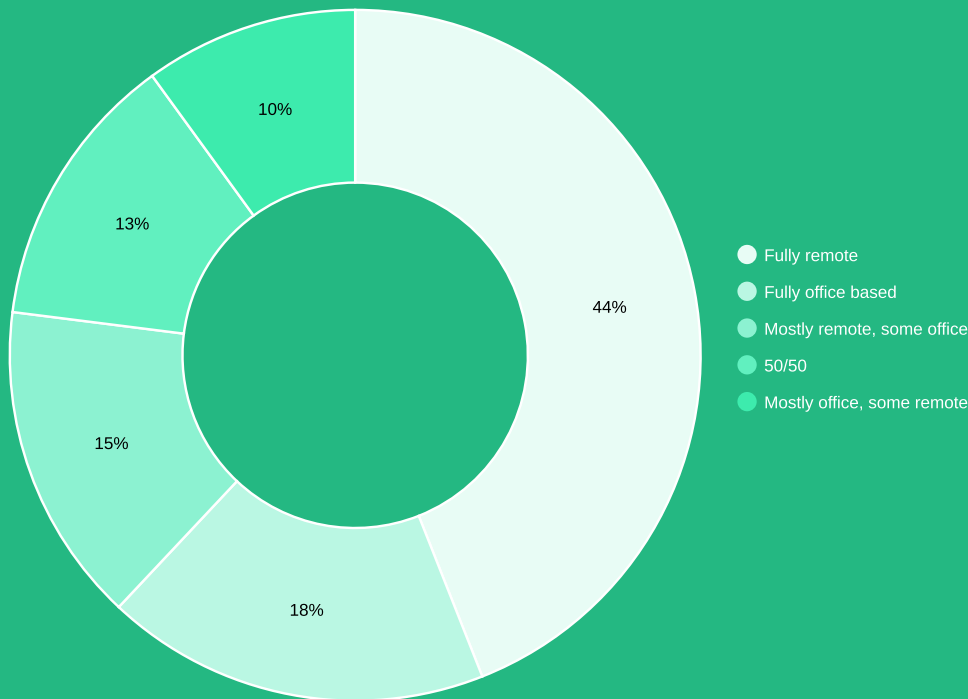
**15%** use a project management tool, **7%** primarily communicate by phone, and **7%** work face-to-face.

**10%** responded that they use a tool beyond this – with a variety of tools including Notion, WhatsApp, and video conferencing tools such as Zoom and Google Meet all getting mentions.

## Section 2: Pandemic: The new normal?

It's widely known that the pandemic massively accelerated the trend of remote working. We wanted to find out whether things have started to revert to type – or whether people are continuing to work from home.

Where do people do their work from in 2023?



We asked each of our respondents how many days they work in the office. **44%** of people told us they're still fully remote. **18%** are back to being fully office based. **13%** split their time evenly between the two. **10%** work mostly in the office with some remote, and **15%** work mostly remotely with some time spent in the office.

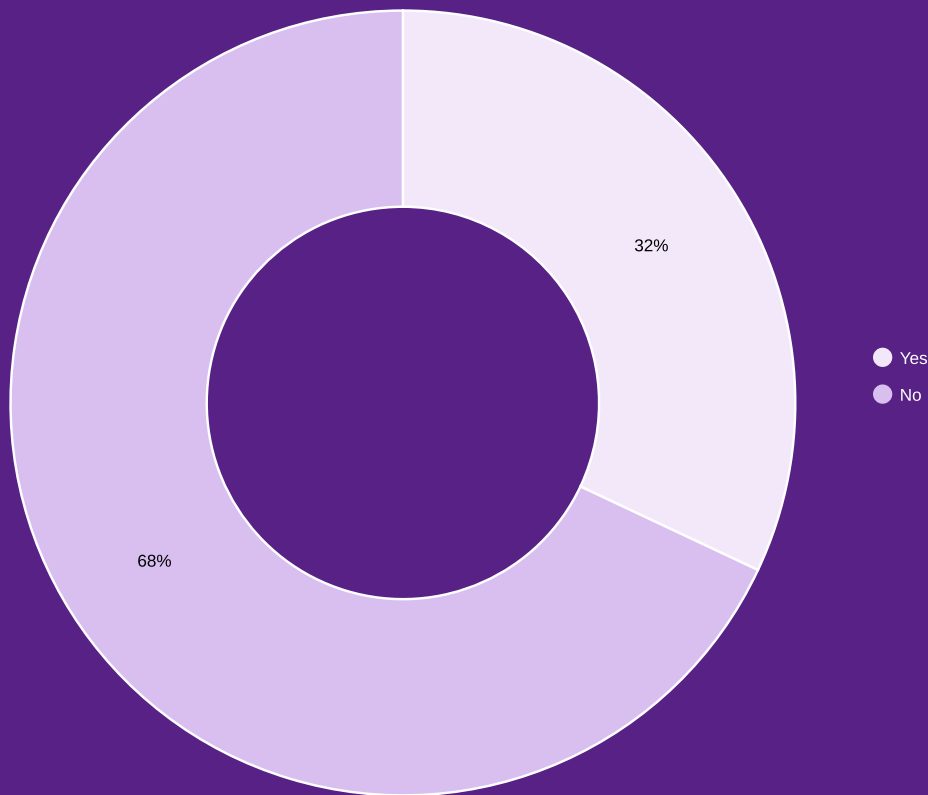
Although hybrid working has established itself to some extent, the overwhelming majority of people we surveyed are still working fully remotely with less than 1 in 5 back in the office full-time.

This means that, moving forward, teams need to think hard about how to make sure communication in the workplace remains strong – whatever that workplace looks like.

## Section 3: An increasing challenge?

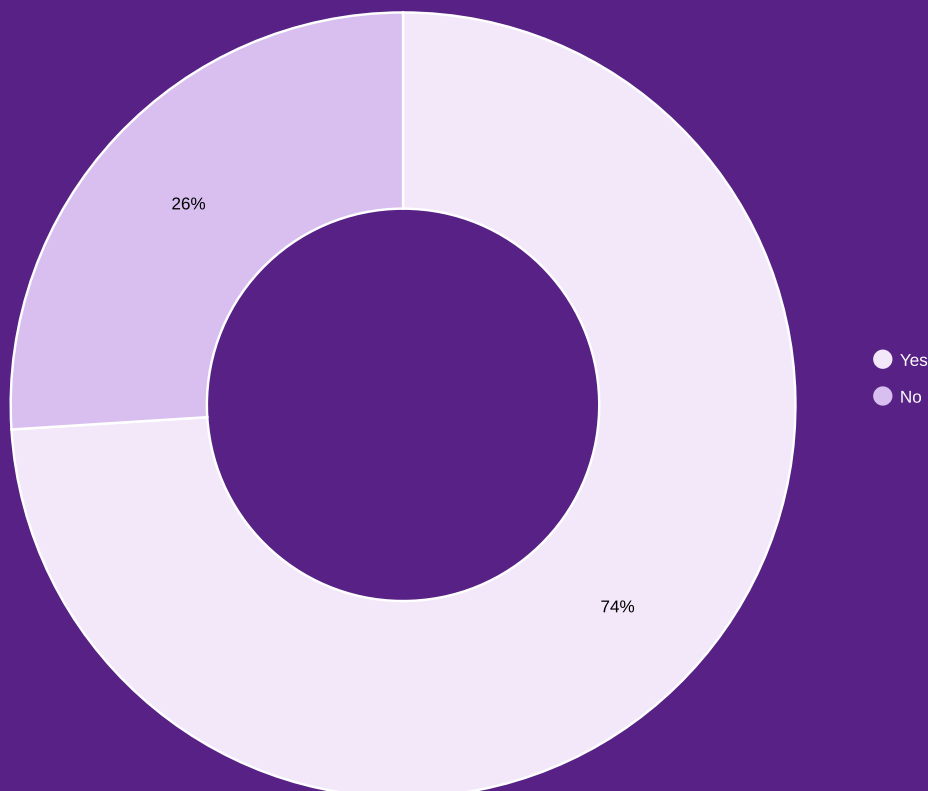
We wanted to understand how things are actually changing, on the ground. We found that...

Has communication with clients and co-workers become more of a challenge



**32%** of people believe communication with clients and co-workers has become more of a challenge in the past 12 months.

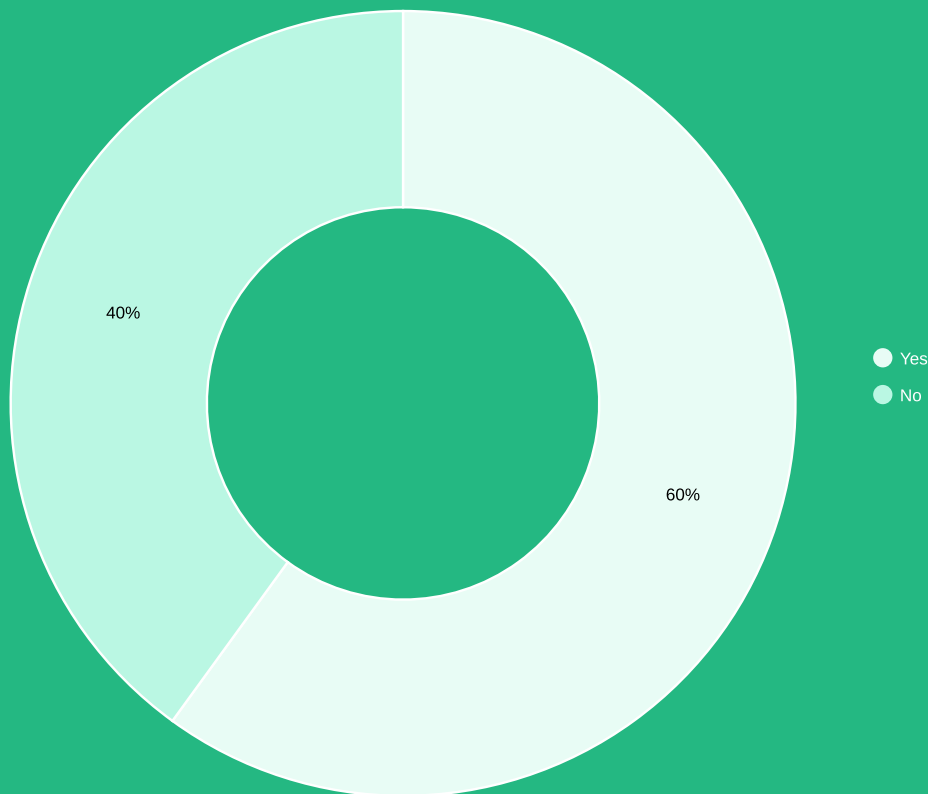
Companies that have used a new communication tool in the last 12 months



**74%** of businesses have started using a new tool to help organise, communicate and manage projects in the past 12 months.

## Section 4: Time wasted in meetings

People who feel they waste time in meetings regularly



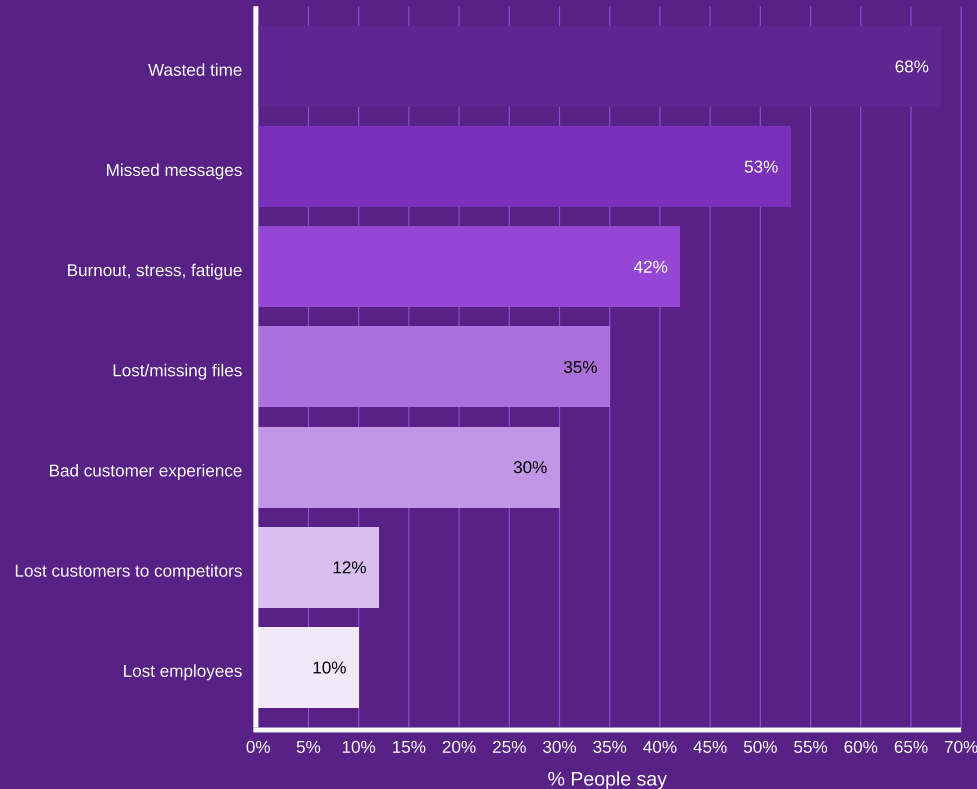
**60%** of people feel they regularly waste time in meetings.

This is actually a slight fall from last year's survey in which around 66% of people said they felt they regularly wasted time in meetings. However it continues to illustrate that a sizeable chunk of people – well over half – feel that pointless or protracted meetings are eating into the time they could otherwise be spending on more productive tasks.

## Section 5: The cost of poor communication

Poor communication manifests itself in a number of different ways.

The cost of poor communication in business



**68%** of people say they've personally wasted time as a result of communication issues in their business.

**53%** of people have missed messages as a result of communication issues in their business.

**42%** of people have suffered from burnout, stress and fatigue as a result of communication issues in their business.

**35%** of people have experienced lost and missing files as a result of communication issues in their business.

**30%** of people have had a poor customer experience as a result of communication issues in their business.

**12%** of people have lost customers to competitors as a result of communication issues in their business.

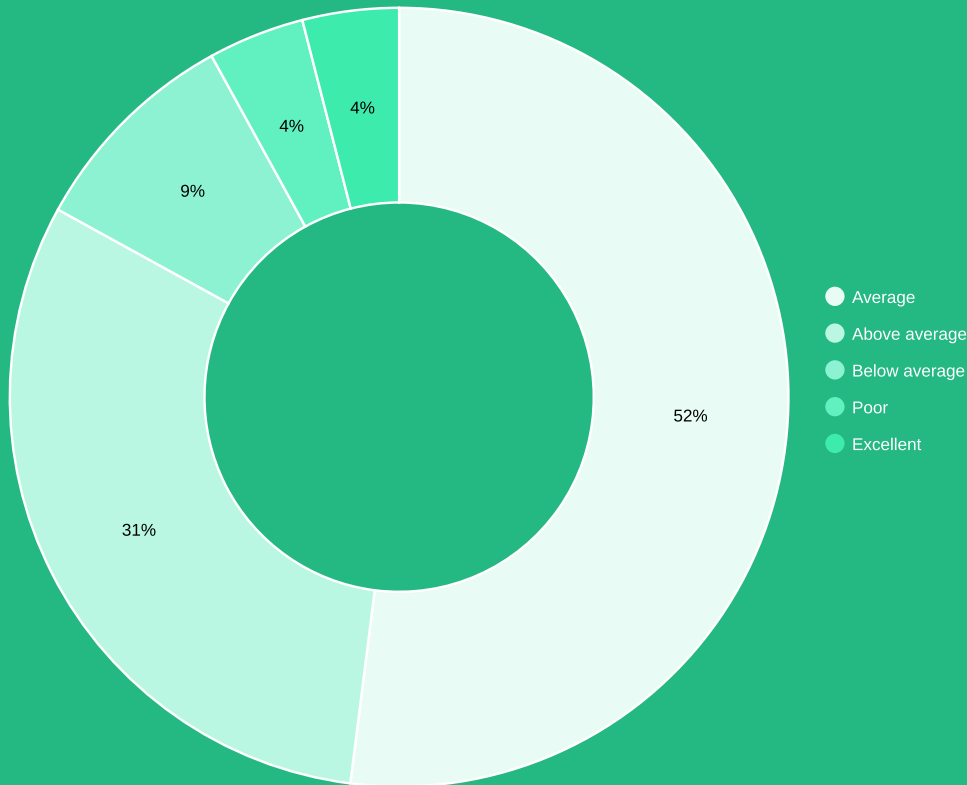
**10%** of businesses have lost employees as a result of communication issues in their business.



## Section 6: How companies rate their performance

We asked people to evaluate the performance of their companies when it came to three essential qualities: efficiency, communication and organisation.

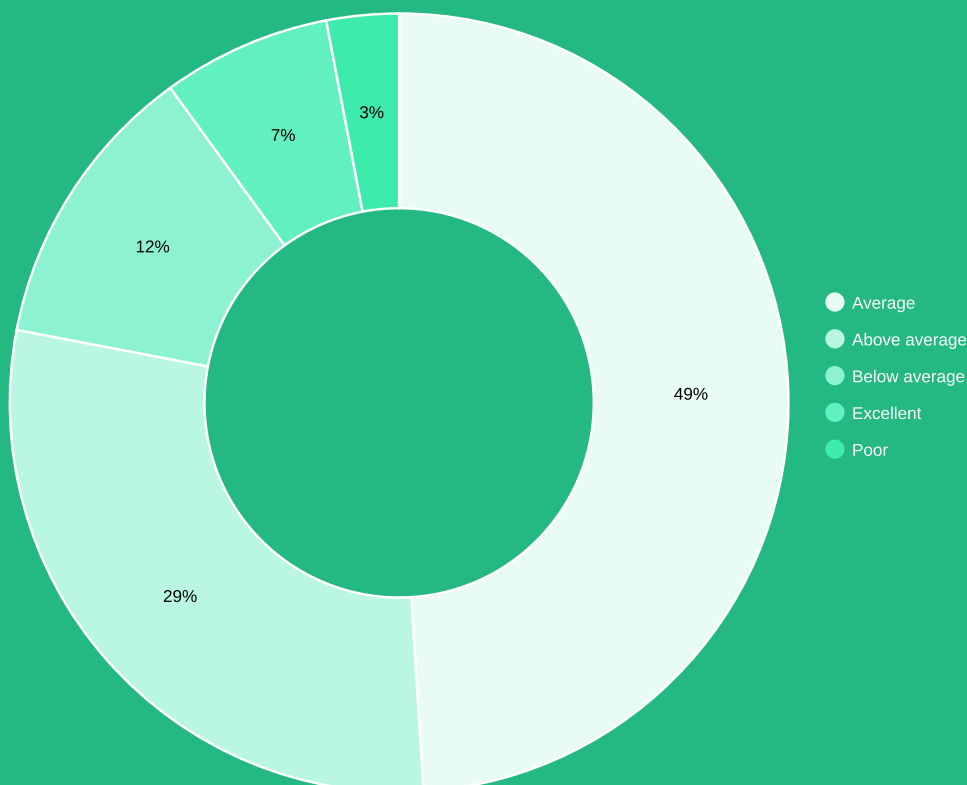
How people rate their business in terms of efficiency



Just **4%** of businesses rate their efficiency as 'excellent.'

A significant majority of businesses (more than half) believe their efficiency levels are 'average' with only 13% combined believing they are 'below average' or 'poor.'

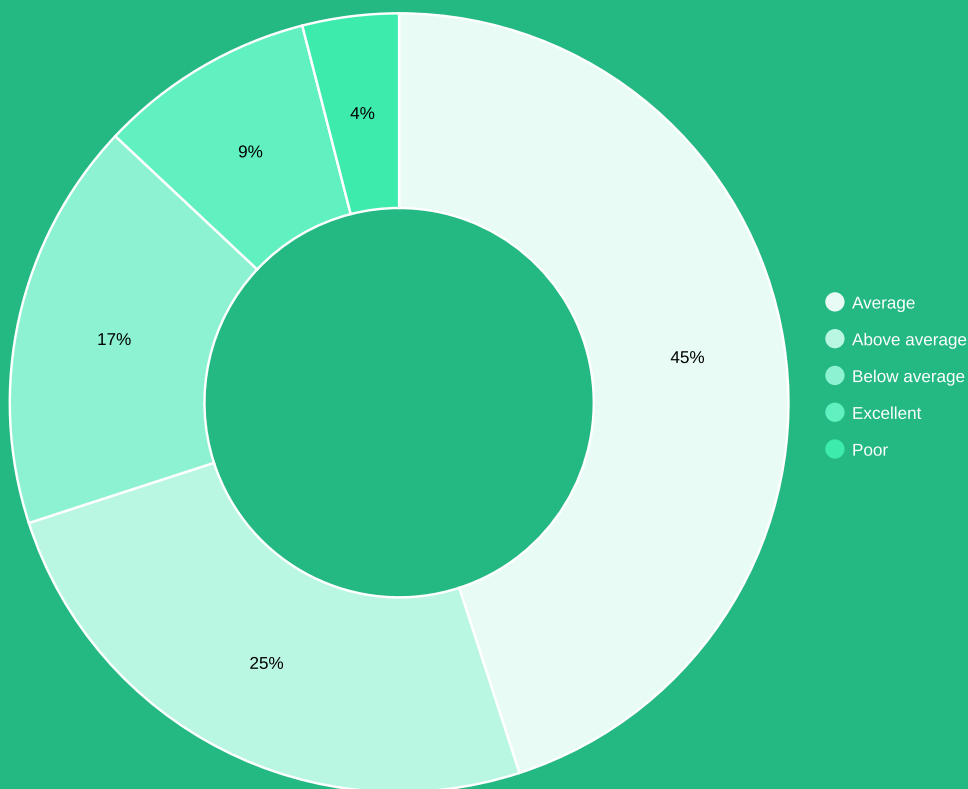
How people rate their business in terms of communication



When it comes to communication, just over a third rate their performance as either 'excellent' (7%) or 'above average' (29%).

A little under half describe their communication as 'average' while **15%** say they're 'below average' or 'poor.'

## How people rate their business in terms of organization



When asked to evaluate how organised they are, the data suggests many businesses feel they have more to do. More than 1 in 5 of them describe their performance on this front as 'poor' or 'below average.'

Again, a healthy majority describe their organisation levels as 'average,' while around a third describe their performance as 'above average' or 'excellent.'

## Our analysis...

There's a familiar pattern to each of these data points.

In every field, businesses are most likely to describe their performance as 'average.'

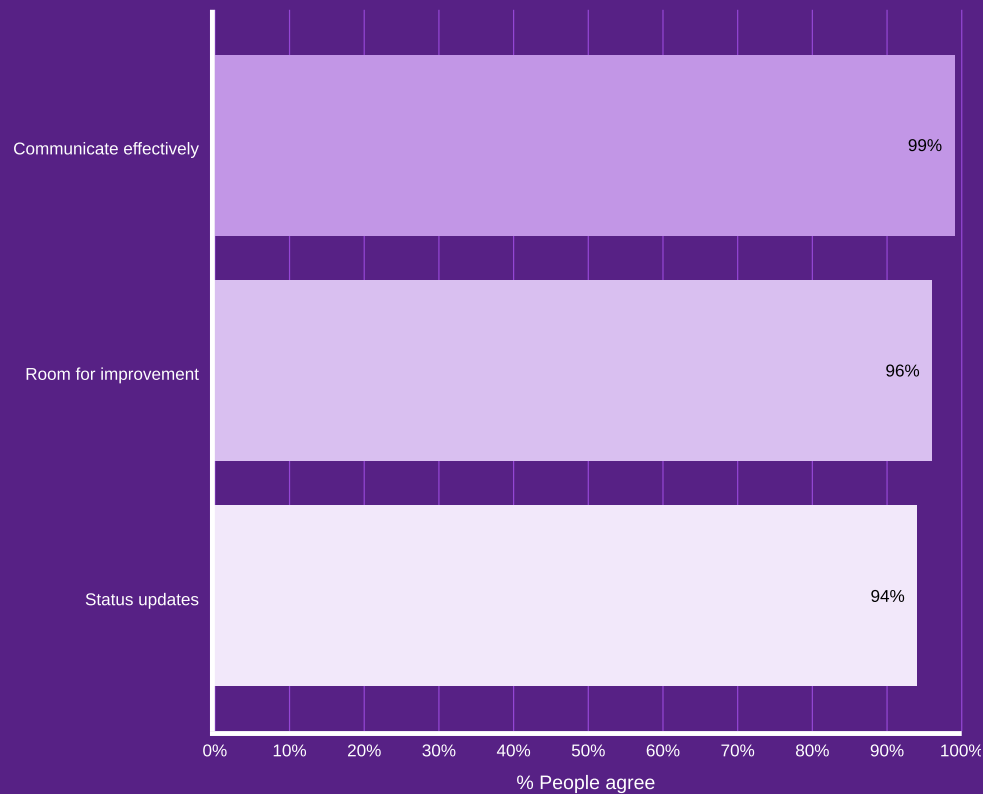
A very small minority place themselves in the 'excellent' or 'poor' sections and, where companies place themselves slightly above or below this, they tend to be more likely to nominate themselves as 'above' average than 'below.'

This suggests, while most businesses are broadly happy with their performance levels when it comes to efficiency, communication and organisation, they also feel there is a great deal of potential room for improvement.



## Section 7: How customers feel

How customers feel

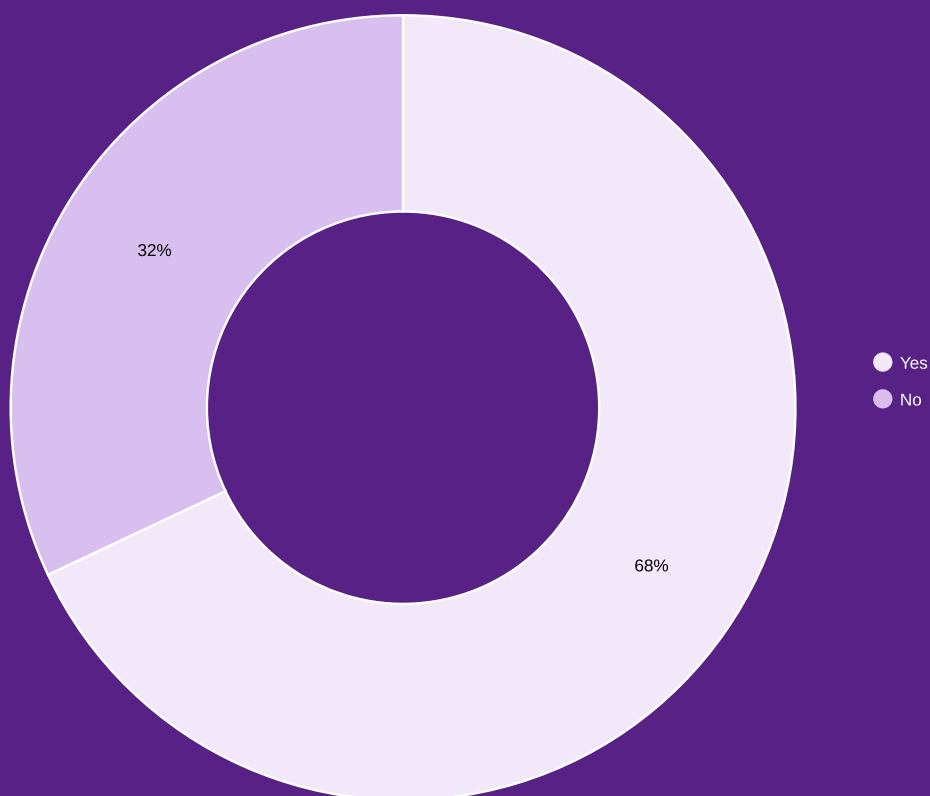


**99%** of people say it's important that a business communicates effectively with them as a customer.

**96%** of people feel the businesses they buy from have room for improvement when it comes to effective communication and project management.

**94%** of people say it's important they can find out where things are up to with their purchase or project – e.g. exact status and next deliverable.

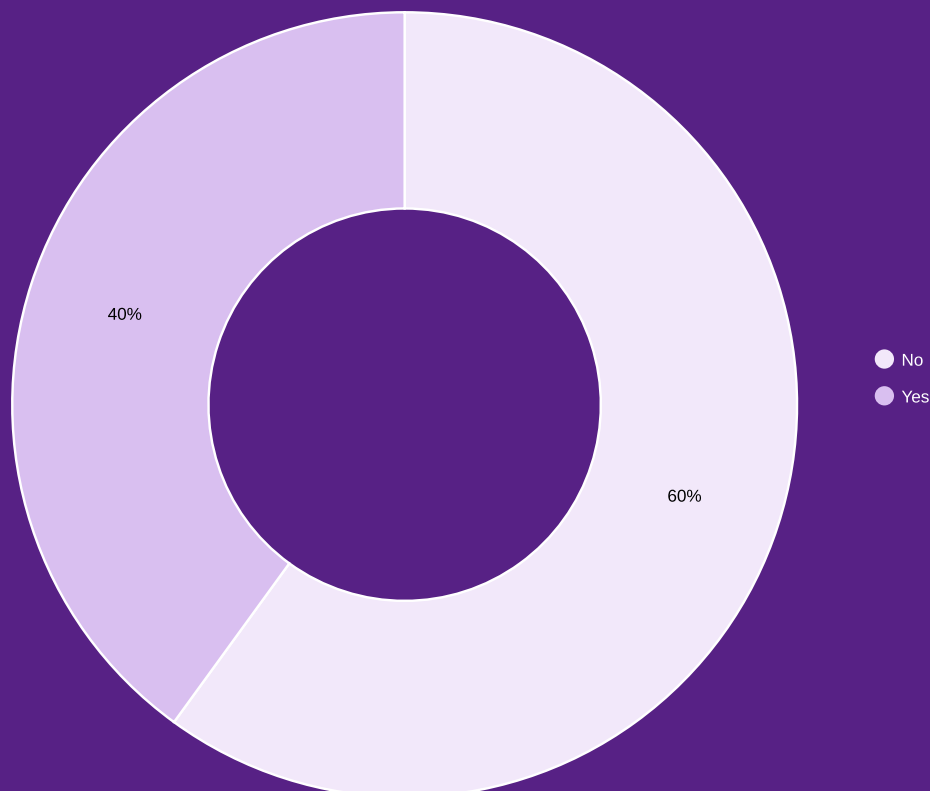
People who have moved to a competitor because of communication issues



### And most tellingly...

**68%** of people say they've stopped dealing with a company and moved to a competitor due to poor business communication skills.

Have the businesses you work with improved their communication?

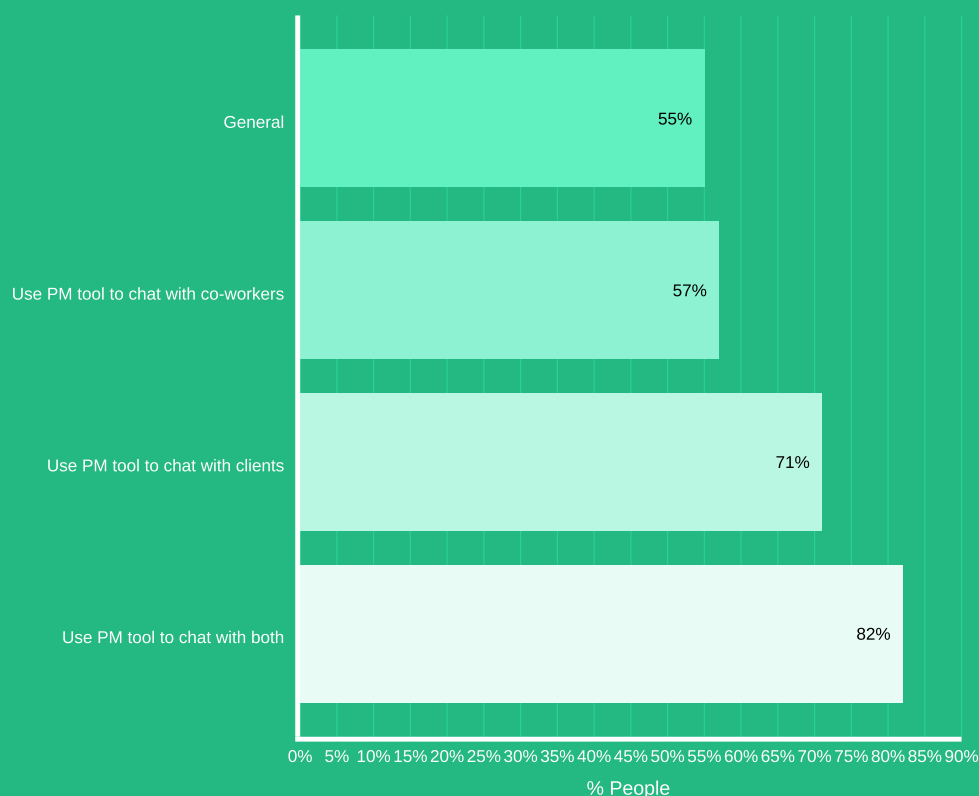


### BUT THERE'S SOME GOOD NEWS...

**40%** of people feel the businesses they work with have improved their communication in the past 12 months

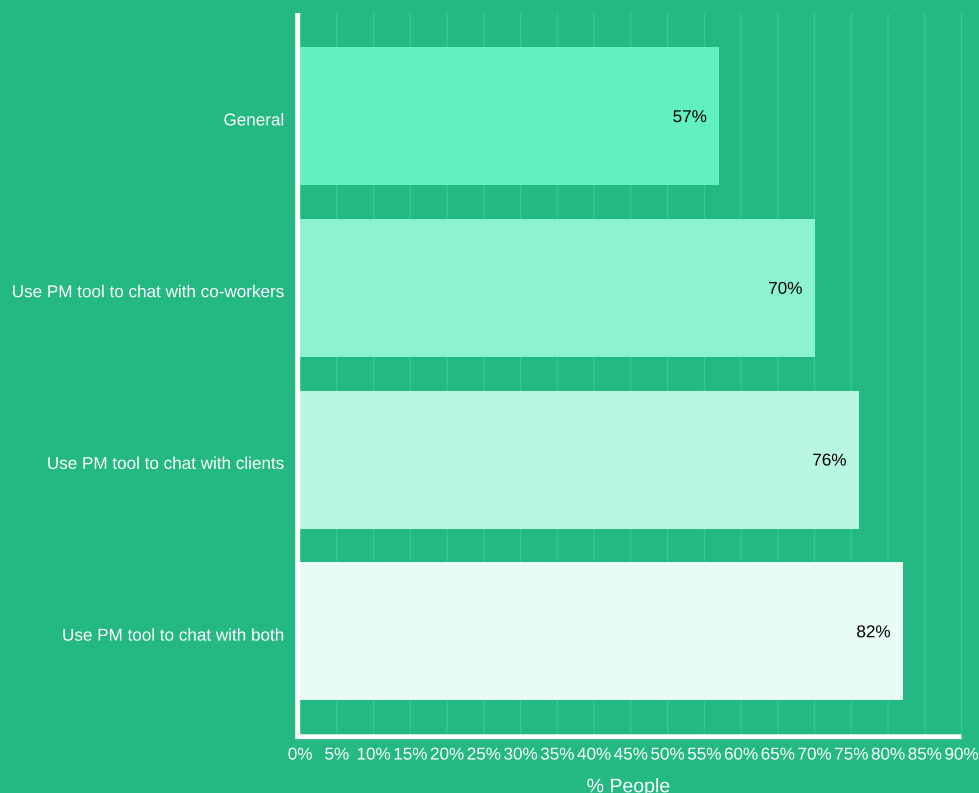
## Section 8: The power of project management tools

People who have a good understanding of what others are working on



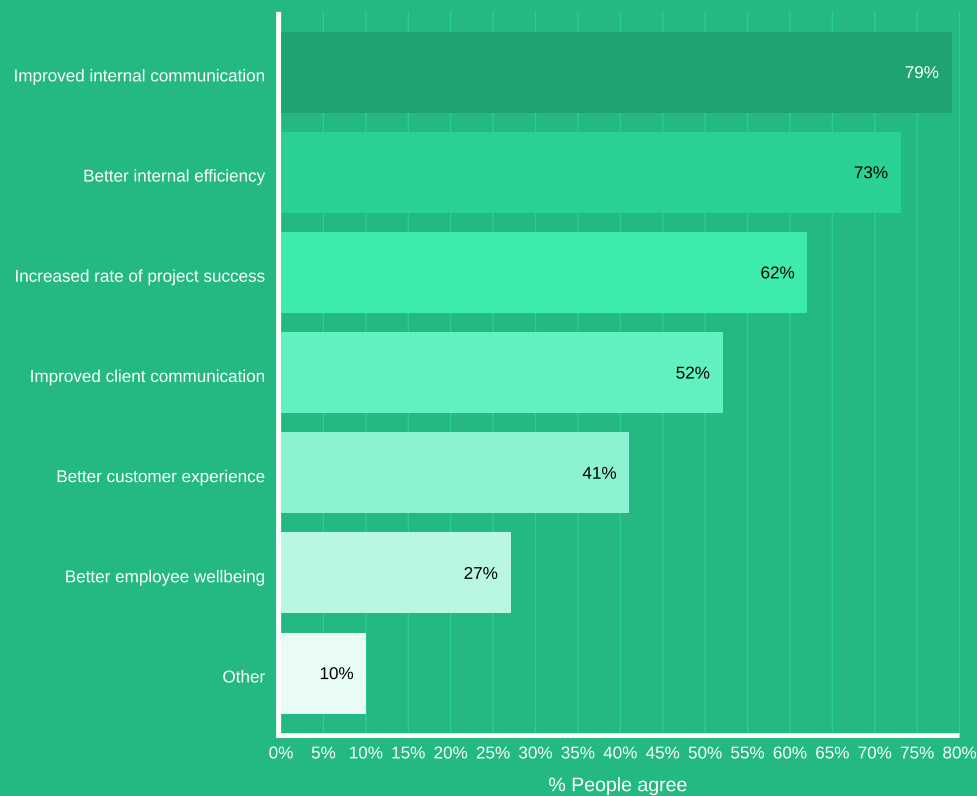
While **55%** of people say they have a good understanding of what others in their team are working on at any given time – this rises to **82%** when they primarily use a project management tool to communicate with their co-workers and clients.

People who understand where projects are up to



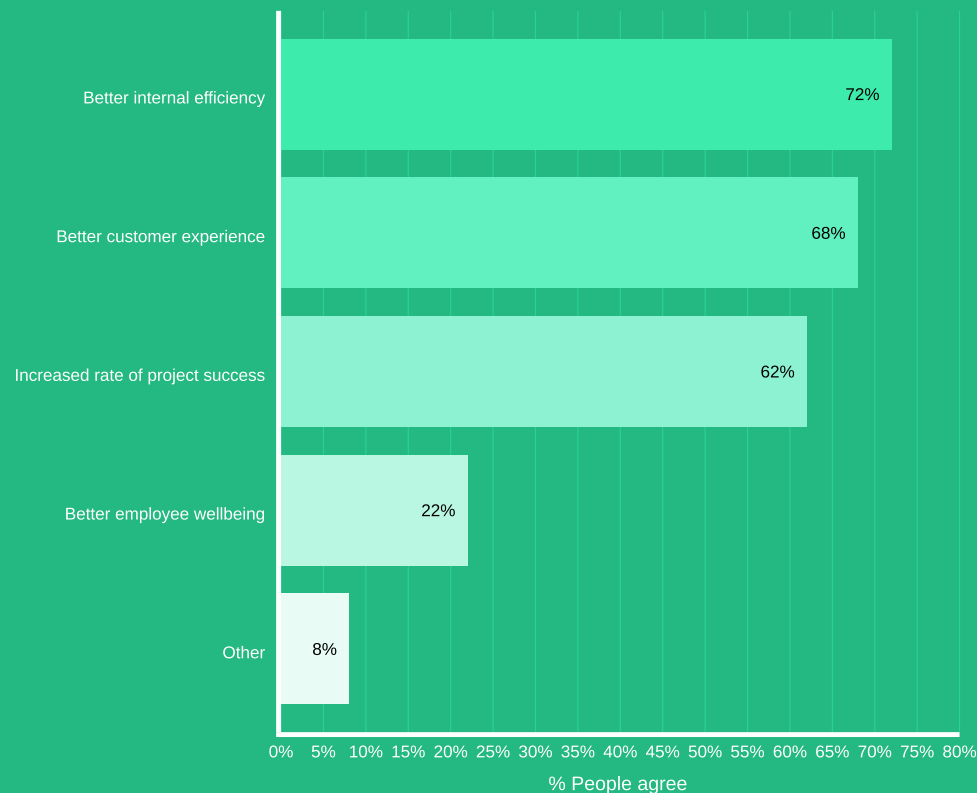
**57%** of people say they find it easy to get an exact view of where projects are up to – this rises to **82%** among people who use a project management tool to communicate with both clients and co-workers.

## Benefits of using a project management tool for co-worker communication



**79%** of people who primarily use a project management tool to communicate with co-workers say it leads to improved internal communication. **73%** say it leads to better internal efficiency, **62%** say it delivers an increased rate of project success. **52%** say it leads to improved client communication. **41%** say it leads to a better customer experience, and **27%** associate it with better employee wellbeing.

## Benefits of using a project management tool for client communication



**72%** of people who primarily use a project management tool to communicate with clients say it leads to better internal efficiency. **68%** say it improves the customer experience, **62%** say it increases the rate of project success, and **22%** say it leads to better employee wellbeing.

# The power of project management tools:

## Other data points

People are **40%** less likely to regularly waste time in meetings when they primarily use a PM tool to communicate with both clients and co-workers.

Brands that primarily use a project management tool for client and co-worker communication are nearly three times as likely to rate the way their business communicates as 'excellent'.

Employees are **57%** less likely to report burnout, stress and fatigue where they primarily use a PM tool to communicate with both clients and co-workers.

Brands that primarily use a project management tool for client and co-worker communication are more than twice as likely to rate their project efficiency as 'excellent'.

**82%** of brands who use a project management tool to communicate with clients and co-workers rate their business as having 'excellent' or 'above average' organisation – vs. **34%** of those who don't.



