BUSINESS COMMUNICATION REPORT 2022
Welcome to Project.co’s Business Communication Report, 2022!

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 444 respondents in November 2021.

We asked them about communication, productivity, software and more.

The takeaways are fascinating, and in the pages that follow, you’ll discover:

• How has the pandemic affected communication - internally, and with customers?
• What are the tools people primarily use to communicate?
• How do people manage their daily tasks?
• What are the problems caused by poor communication?
• What do customers want and expect from the businesses they deal with?

And many more!

We’re thrilled to present this fascinating snapshot of a fast-moving, dynamic business world, battling to adapt to unprecedented changes and challenges while keeping their businesses thriving.

We hope you find it interesting and informative!

Citation Policy:

What’s the citation policy if I want to use these stats in my work?

Feel free to use the data in this report in any commercial or non-commercial capacity. If you do use them, all we ask is that you link to Project.co.
SECTION 1: THE PANDEMIC

The pandemic has profoundly affected the way people work and communicate...

• As expected, many more people are currently working at home. The number of people working solely from home has risen from 29% pre-pandemic to 57%.

• The number of people solely based in the office has shrunk from 1 in 2, to 1 in 5. In percentage terms that's a drop from 50% before the pandemic, to just 20%.

• The number of people who split their time between working in the office at home has increased - but only slightly. This number increased from 21% before the pandemic to 23%.

BEFORE THE PANDEMIC

- 21% A mix
- 29% Working at home
- 50% Working in the office
This has changed the game when it comes to communication...

- Over a third of people (33%) say communication has become more of a challenge in the past 12 months.
- But a smaller number of people have thrived - around 18% say communication has actually become easier.

This could be down to new technology...

- 61% of people have started using new tools to help organise, communicate or manage projects in the last 12 months.
- The data suggests some have helped, and some haven’t!
- Over a quarter (26%) of people feel that the way businesses communicate - both internally and with customers - has deteriorated during the past year.
SECTION 2: COMMUNICATION TOOLS

Let’s look at how people actually communicate with their co-workers and clients.

Communicating with colleagues

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>40%</td>
<td>30%  (-10%)</td>
</tr>
<tr>
<td>Online Tools</td>
<td>28%</td>
<td>45%  (+17%)</td>
</tr>
<tr>
<td>Phone</td>
<td>2%</td>
<td>6%   (+4%)</td>
</tr>
<tr>
<td>Face to face</td>
<td>23%</td>
<td>12%  (-11%)</td>
</tr>
</tbody>
</table>

• **Online tools > Email.** Last year, email was the most widely used tool for colleague communication. This year, online tools saw a significant rise, overtaking email (which experienced a sharp fall.) Online tools refers to chat apps like Slack, online conferencing tools such as Zoom, Microsoft Teams and Google Meet, as well as project management/collaboration tools like Project.co.

• **A reduction in face-to-face interaction.** Unsurprisingly, with remote work increasing, there was a sharp drop in face-to-face colleague communication.

Communicating with clients

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>65%</td>
<td>51%  (-14%)</td>
</tr>
<tr>
<td>Online Tools</td>
<td>16%</td>
<td>31%  (+15%)</td>
</tr>
<tr>
<td>Phone</td>
<td>9%</td>
<td>7%   (-2%)</td>
</tr>
<tr>
<td>Face to face</td>
<td>5%</td>
<td>5%</td>
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</table>

• **Email still on top.** Email remains comfortably the most commonly used tool for client communication, despite a fairly big fall.

• **Online tools on the rise.** Just as people are using online tools to communicate internally, we’re seeing a big uptick in their use for client communication.
SECTION 3: THE DIFFICULTIES

What are the specific issues people face around communication?

Siloes are a problem....

- **65%** of people say they OFTEN experience difficulty finding files they need.
- **62%** have lost a file in their inbox, on a personal hard drive, or somewhere else that isn’t accessible to others.
- **63%** have missed a piece of information because it went into a ‘siloed’ communication source e.g. a colleagues’ inbox.
- **41%** of people say they find it difficult to get an exact overview of where projects are up to at any given time.
Despite the problems caused by siloes, many people are forced to manage their own work in an isolated, disconnected way.

- Incredibly, despite the adoption of new tools and ways of working in light of the pandemic, the way people map out their own daily work has remained surprisingly consistent.
- Just like last year, a combined 52% of people map out their daily tasks in a paper to-do list or private calendar - inaccessible to their colleagues.

### How do you manage your daily tasks

<table>
<thead>
<tr>
<th>Method</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper to-do lists</td>
<td>34%</td>
<td>33% (-1%)</td>
</tr>
<tr>
<td>Private calendar</td>
<td>18%</td>
<td>19% (+1%)</td>
</tr>
<tr>
<td>Project management system</td>
<td>22%</td>
<td>26% (+4%)</td>
</tr>
<tr>
<td>Online Tool</td>
<td>17%</td>
<td>16% (-1%)</td>
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</table>

Most businesses are confident in their communication, organisation and efficiency BUT...

- Only 20% of people rate their business’ efficiency as excellent.
- Just 32% rate their communication as excellent.
- And only 26% say their business has excellent organisation.
SECTION 4: MEETINGS

• **Two-thirds** of people say they OFTEN waste time in meetings.

• **65%** of people feel the amount of time wasted in meetings changed this year - although, interestingly, it's an almost exact 50/50 split between those who felt they wasted *more* time in meetings, and those who said they felt they wasted *less*.

A rise in video calls...and their popularity

• **82%** of people have spent more time on video calls/web meetings this year.

• **The majority (55%)** of people say they actually prefer to meet on video, vs. 45% who prefer to meet face-to-face.
SECTION 5: THE COST OF POOR COMMUNICATION

The data is clear: poor communication can cost businesses customers AND employees...

- 46% of businesses say they’ve lost a customer because of poor communication.
- More than a third (35%) have lost an employee because of poor internal communication.
- 70% say they’ve stopped dealing with a company and moved to a competitor due to a feeling they were disorganised.
There’s more room for improvement than businesses think...

- 95% of people feel that the businesses they deal with could improve when it comes to communication and project management.

- This is despite the fact that, on average, 26% of businesses rate their own communication, efficiency and organisation as ‘excellent.’
SECTION 6: WHAT PEOPLE WANT

What do people feel constitutes good communication?

They want to be kept up to date...

- 94% of people say it’s vitally important that they know the exact status and next deliverable on a project or purchase to avoid feeling they were disorganised.

They want companies to note and remember details so they don’t have to repeat themselves...

- 87% of people say they’ve had to repeat themselves when working with other businesses as a customer, and 79% say they found this annoying.
Communication is important - that’s why you need Project.co

The data presented in this report powerfully makes the case for how important communication is in the workplace.

This simple fact is one of the main reasons we created Project.co.

Project.co is a modular project management system that gives teams one central place to work together on their projects.

One central portal to create projects, invite people from inside or outside your organisation, chat, share files, manage tasks, track time and take payments.

You can even embed your favourite collaborative tools and keep things even more organised.

Find out more - and give our tool a try, totally free - at Project.co