

Reshaping the Modern Digital Workplace with Team Messaging



App overload is creating workplace chaos.

As consumer-grade apps have grown a cult following, many have blurred the lines between personal and business use. Well-designed consumer tools like chat and video apps have become so pervasive in day-to-day life, that we've come to crave and expect them in our work environment.

While consumer technologies have dramatically influenced modern business communications, they've also created chaotic app overload, and their ad hoc, stealth adoption limits effectiveness and increases cost. There's an app for virtually everything, and

notifications from disparate apps are constantly bombarding us with information and data, ultimately undermining productivity and causing frustration.

- More than **two-thirds** of workers say they waste up to 60 minutes at work navigating between apps.
- **Sixty-eight percent** of workers toggle between apps up to 10 times an hour.
- **Fifty percent** of workers use more than four communication apps.

A disjointed workplace costs time and money.

Though apps provide some efficiency through increased connectivity, they also add disorder to workflows and upend productivity. Consider the time lost simply toggling between communications apps, which for many workers is up to 10 times an hour. This also disrupts workflow, which has a major impact on concentration and productivity.

- **Seventy percent** of workers find the communications volume to be a challenge.

- Workers **lose up to 32 days a year** navigating between the very apps meant for workplace productivity, costing hundreds of billions of dollars for businesses annually.
- **Fifty-six percent** find searching for information in different applications disruptive.
- **Thirty-one percent** of workers said navigating between apps has caused them to lose their train of thought.

Workers prefer a single platform that integrates all their communications.

Many of today's knowledge workers have grown up on social media, which emphasises a group form of communication that is very different from email, voice calling, or SMS texting. This explains why workers find team messaging apps such as the RingCentral app, which combines the speed of messaging with the context and content teams need to work together, to be the least disruptive form of communication at work. This movement towards collaboration and unified experiences is welcomed by workers who are tired of disparity and chaos in their communications.

- Sixty-six percent of workers want a single platform for all their communications.
- Sixty-seven percent of workers believe a unified platform would help them achieve a better workflow, be more productive at work (65%), and help work feel less chaotic (62%).
- Forty-three percent of workers 18–44 years old are most likely to use team messaging and are more likely to use it 46 to 60 minutes a day.

Top five benefits of an integrated approach:



54%

Time savings



52%

Increased organisation



51%

Better communication with colleagues



51%

Increased productivity



31%

A feeling of control over work

The RingCentral app is user approved and IT vetted.

The RingCentral app provides benefits such as drastically reducing emails, scattered discussions, and disjointed resources. Teams can easily share conversations, files, tasks, and calendars. Users can also integrate with the employee directory, enabling them to initiate HD video conferencing, online meetings, and make calls with just one click. In addition, benefits include:

- The robust, audited **security** of the RingCentral cloud, which includes hardened, geographically dispersed data centers staffed by experts in security and compliance.
- **Cost-effectiveness**, as the RingCentral app is offered as a component of the all-inclusive RingCentral Office® platform, so features such as audio and HD video conferencing come at no extra cost.

- **Robust control and administration** required by enterprise IT departments, such as allowing or blocking users, unlocking accounts locked due to too many failed password attempts, or assigning admin privileges to group leaders.
- **Seamless integration** with the RingCentral cloud phone system and corporate systems, as well as integration with popular cloud productivity apps like Salesforce, Google Cloud, and Microsoft Office 365.

There is no denying that app overload is costing companies billions in lost productivity. A single platform that seamlessly integrates all communications channels is key to bringing simplicity to today's workplace. RingCentral's app is designed from the ground up for today's enterprise and gives users the same features and ease of use provided by popular consumer-grade team messaging apps, all while meeting essential IT business requirements.

This research is based on a January 2018 survey of 2,000 knowledge workers across all industries in the US, UK, and Australia, conducted by CITE Research on behalf of RingCentral.