

The 2020 Workplace Communication Report



Dear email, We need to talk.



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People Spend Way Too Much Time on Email but Can't Work Without It

If you're part of the modern workforce and feel like you spend most of your day answering emails and responding to messages and communications — you're not alone. Maintaining effective workplace communications is the key to creating a positive and effective work environment.

We're bombarded with so much information across a wide variety of subjects and platforms that it's a miracle that anyone is able to achieve their goals and get work done. What's worse is that as fast as technology changes workflows, the workforce demographics are shifting just as quickly. There's a need to avoid the status quo, but also the desire to be cautious about jumping too quickly into the next thing.

With **Spike**, you can chat, collaborate, and manage all your daily work communications in a single app. It'll revolutionize the way you work.

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Part 1 • Ditching Your Conventional Communication

Traditional email threads are hopelessly clunky, repetitive and confusing; and pile up daily, causing inboxes to be constantly messy. Spike quells inbox chaos, helping you focus on what matters. You can chat just like you do in a messaging app, but with the space and clarity to easily focus on relevant information in your communications. It clears your normal everyday clutter, and lets modern workers ditch conventional email clients and discover a new approach that puts people and their important information first.

We know the communication breakdown issues the modern workforce faces everyday.

Our survey was comprised of mostly 35-54 year-olds in a nearly 50-50 split between male and female employees. Half of the respondents were full-time employees that work over 40 hours per week, with just over 8 percent of respondents as part-time employees.

Fifty percent of respondents categorized themselves as white-collar workers, or professionals that typically refer to themselves as general office workers and management such as sales representatives or teachers.

Over 25 percent categorized themselves as blue-collar workers, or members of the working class who perform manual labor or duties such as contractor or manufacturer. Most respondents were mid-level managers and associates across a range of industries including finance, healthcare, retail, and more.

Let's take a look at some of the more surprising insights about communication in the modern workplace that we uncovered in our survey.

Part 2 • Key Findings

Wish You Had More Hours in the Day? Here's Where They Are

A workplace without some sort of email client in 2020 would be like your workplace decades ago not having pencils, pens, and paper. Email is a necessary and ubiquitous part of doing business —



of workers spend at least 2 hours per day dedicated solely to email tasks.

That is 2 hours

that were not spent on active work such as pitching new clients, selling products, brainstorming fresh ideas, and more.

Simply put: we spend too much time over-communicating.

But it's nearly impossible to be effective in this day and age without email. **Nearly 70 percent of respondents said email is necessary for communication, with nearly 50 percent admitting that no work would get done without it.** There seems to be no industries that don't use email in at least some point of their existence.

In fact, email correspondence is the most important communication tool for work needs according to respondents, with over 75 percent of respondents preferring email clients to using messaging apps to achieve the same information workflows.

But being essential doesn't constitute being effective.

While nearly 30 percent of respondents admitted feeling "important" for receiving so many emails each day, with email clients being generally easy to use, a majority of respondents cited feeling "overwhelmed" — some even feel "hopeless" — at the sight of their daily inbox clutter.

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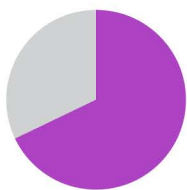
Inbox disarray ranked as the number-one issue that workers hate the most about email, with long and difficult-to-understand threads coming in a close second.

Over one-quarter of respondents say threads and chains get out of hand every day, with nearly 30 percent of workers dealing with the problem more than once a week — even when they sometimes feel they don't need to be included. If certain team members CC'd on messages don't have a role to play regarding critical discussion items, many are left confused as to why they needed to be on the thread in the first place.

On top of the email chain clutter is precisely when people end up receiving emails.

18-34 yr old (Millenials + GenZ)
are most annoyed by emails
at midnight, 3am and 5am

55 yr old (Baby Boomers)
are most annoyed by emails
at 5pm, 7am and 4pm



70% of respondents said email is
necessary for communication.

To avoid getting on your co-workers' bad side, or reaching out about something that requires thoughtful review such as a request for promotion to a direct-report, it's best to reach out to them at 3pm and avoid doing so at 5pm.

Finding an Effective Workplace Alternative

Despite these problems, email is still the preferred workplace communication method above all others. This means that messaging apps still need to gain some ground in terms of becoming an effective workplace alternative.

The majority of respondents noted that email's appeal lies in the fact that they can read and respond whenever they want to as opposed to the immediacy of messaging communication tools. There is a constructive lack of urgency with emails, but even when people get around to combing through their inboxes, workers find it difficult to get past the superficial details.



Read just
the subject
line



Read the first
sentence
of a message

Those are shocking numbers, especially if we consider that most people are faced with lengthy, drawn-out email threads on a daily basis.

The bottom line is that most of that information is glossed over or not even read in the first place. Instead of prompt and efficient responses that lead to accomplishing goals, that apathy leads to excuses for why emails are missed or ignored.

Over 30 percent and 32 percent of respondents admit that responses like “**It went to my junk mail,**” or “**I’m just now seeing this**” are usually used as excuses used to explain the email oversight.

Over 65 percent of workers read just the subject line, and only 30 percent read the first sentence of a message.

There’s clearly a need for something new — the next step in workplace communication systems. Yet respondents are split on just what it should be.



say email will be
used less often
in the future.



predict it will
become identical
to texting.

The majority of the 18-34 and over-55 age groups predict that email will be used less often, while 35-54-year-olds say it will be used more often.

The future of email is undecided to the modern workforce, but it’s currently clearly ineffective, which means there is a level of eagerness for what’s next.

The American Workforce is Desperate for a Better Way — Data Doesn't Lie

We're at a workplace communication inflection point. Workers are loyal to email and use it everyday, but it's difficult to manage and often makes people's jobs harder. We put up with email because no one has, until now, taken a chance on a better alternative.

Over 30 percent of respondents were actually excited to use an email alternative, and a combined 70 percent of respondents were either very likely or somewhat likely to switch communication methods if it adequately combined email and messaging functionality in one handy place.

Interestingly, this breaks down between ages. **While the 18-34 demographic wants change, the over-55 demographic is not likely to change.**



of respondents admitted that switching between communication platforms actually slows productivity.

There are still many barriers for messaging apps to get through to replace email. The vast majority of respondents still prefer to use email for work communication, but personal communications are split nearly 50-50. There is a formality to emails that lends itself to workplace communication processes, but that might soon change.

But the need for a seamless shift makes sense: why change if you're just going to add more clutter? **Nearly 35 percent of respondents admitted that switching between platforms actually slows productivity, and makes it even harder to find correct information.** Workers value the immediacy and modernity of messaging platforms, and many say it encourages groups to chat more with each other instead of relying on long, impersonal email chains.

The catch is that any sort of next-step email-adjacent functionality would have to be seamless, combining the range of capabilities of a messenger, calendar, task manager, notes, and conferencing in one.

About Spike

Spike brings your entire workspace into your inbox: your emails, chats, calendar, calls, team collaboration, tasks — everything to one place. Stop switching between apps, cut distractions, and focus on what's important without ever leaving your inbox.

Spike's conversational email fuses conventional email with instant messaging — eliminating cluttered email threads. With real-time awareness, Spike allows for better interactions and a more human communication experience. With built-in team chat, Groups can be used to facilitate collaboration and manage tasks and projects. Its file management allows users to access and preview any file type within the message, without downloading.

Spike works on top of your existing email and is available on iOS, Android, Mac, Windows and web. This gives you a single, unified, and fully functioning workspace for all you and your team's tasks. **For more information, visit www.spikenow.com**

