

2015 Infinite Convergence Mobile Messaging for Financial Institutions Study Findings Sheet



NetSfere
Enterprise Messaging



Methodology

Infinite Convergence Solutions completed this study to provide enterprises in the financial, healthcare, retail and legal industries an improved understanding of their employees' mobile messaging habits and preferences. The company also launched the survey to understand how employees view their employers' mobile messaging policies.

Infinite Convergence launched the study via SurveyMonkey in October 2015 and surveyed 500 professionals within finance/banking, healthcare, retail and legal on their mobile messaging habits and behaviors. The study asked questions across a variety of topics, including business and personal communication habits and mobile messaging usage. Findings were evaluated based on demographic qualifier and response percentages were further evaluated on a quantitative scale.

Financial Results

Communication channel preferences

- 62% of respondents use email most frequently for business communication; 25% use mobile messaging most frequently; 13% use voice calling most frequently
 - Main reasons for not using mobile messaging most frequently: 33% say they prefer sending emails or making calls; 18% say there's no paper trail with mobile messaging; 9% say it's not as secure as phone or email; 22% say it's too informal; 18% say it's not authorized by company
- 41% most frequently communicate with colleagues; 31% with clients/customers; 29% with external partners or stakeholders
- 52% say default method for communication is email; then mobile messaging; then voicemail
- 46% of respondents think email is most secure method of business communication; 23% think mobile messaging; 31% think voice calling
- Message security is the number 1 concern with mobile messaging for business communication
- 45% say immediacy of information needed to communicate matters most when deciding communication method

Third-party messaging apps

- 51% of respondents use SMS/MMS to communicate; next popular messaging apps are Skype, Facebook Messenger and GChat
- 12% say their company prohibits third-party messaging apps; 8% prefer to not use messaging apps
- 41% of respondents think most of their business correspondence is secure in third-party messaging apps; 9% think it's not secure; 45% think it's completely secure

Employer messaging policies

- 38% of respondents say their company does not have an official mobile messaging platform
 - Of the 38% who do not have one, 67% say their company does not recommend a mobile messaging platform, either
 - Of the 33% who say their company recommends one, they recommend GChat; Skype; and WhatsApp
 - Of the 38% who do not have one, 94% would use a company-wide mobile messaging platform if the company decided to implement one
 - Of the 38% who do not have one, 67% say it would make communication at their job easier
 - Of the 62% of respondents who say their employer does have an official mobile messaging platform, 13% have an internal, company-created app; 20% have WhatsApp as the official platform; 18% have GChat; 16% have Facebook Messenger
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Mobile messaging habits

- 50% of respondents use mobile messaging regularly throughout the day; 95% are using mobile messaging at least a few times per week
 - 48% communicate 7 days per week regarding business matters with colleagues, partners, clients
 - 65% strongly feel they have the necessary tech to communicate effectively at their jobs
 - 43% are within arm's reach of their phones 7-8 hours during the normal 8-hour workday
 - 43% communicate with someone internationally everyday
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A decorative header image featuring a complex, overlapping network of red lines forming a series of triangles and polygons against a light blue background.

Contact

Christine Curtin
Uproar PR for Infinite Convergence
ccurtin@uproarpr.com
(312) 878-4575 x242