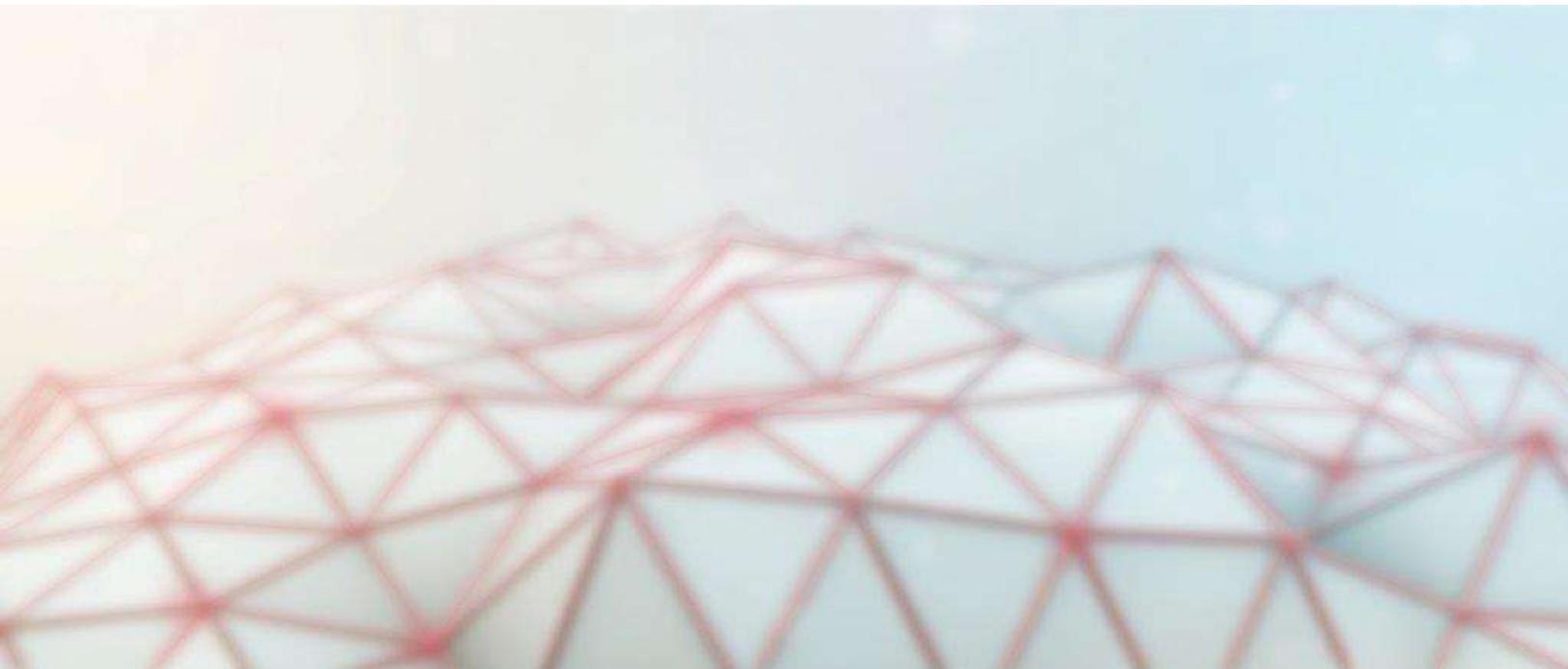


# Infinite Convergence Mobile Messaging Study Findings Sheet



**NetSfere**

**Secure Enterprise Messaging**



# Methodology:

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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 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.

# Study Findings: Healthcare

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- 65% use email most frequently for business communication; 22% mobile messaging; 13% voice calling
- Main reason for not using mobile messaging most frequently: 31% say they prefer sending emails or making calls; 19% say there's no paper trail; 18% say it's not as secure as phone or email; 17% say it's too informal; 16% say it's not authorized by company
- 52% most frequently communicate with colleagues; 32% clients/customers; 17% external
- 60% say default method for communication is email; then mobile messaging (41%), then voice (45%)
- 57% say immediacy of information needed to communicate matters most when deciding communication method
- 52% use SMS/MMS to communicate; next popular messaging apps are GChat, Facebook Messenger and WhatsApp; 8% say their company prohibits third-party messaging apps
- 9% prefer to not use messaging apps – 36% say it's because no one else at their company uses them; 27% think they're insecure or too informal
- 42% of respondents think most of their business correspondence is secure in third-party messaging apps; 20% think it's not secure; 30% think it's completely secure
- 35% of respondents use mobile messaging regularly throughout the day; 91% are using mobile messaging at least a few times per week
- 51% say their company does not have an official mobile messaging platform
- Of the 51% who do not have one, 83% say their company does not recommend a mobile messaging platform
- Of the 51% who do not have one, 92% would use a company-wide mobile messaging platform if the company decided to implement one
- Of the 51% who do not have one, 64% say it would make communication at their job easier
- Of the 17% who say their company recommends one, they recommend iMessage (50%); Skype (25%)
- Of the 49% who do have one, 24% have an internal, company-created app; 16% use GChat; 16% use Facebook Messenger; 11% use WhatsApp
- 52% of respondents think email is most secure method of business communication; 14% think mobile messaging; 34% think voice calling
- Message security is the number 1 concern with mobile messaging for business communication

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- 46% communicate 3-5 days per week regarding business matters with colleagues, partners, clients
  - Majority are using work cell phones and laptops to communicate
  - 58% believe they have the necessary tech to communicate effectively at their jobs
  - 50% are within arm's reach of their phones 7-8 hours during the normal 8-hour workday
  - 34% communicate with someone internationally everyday

# Study Findings: Finance

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- 62% use email most frequently for business communication; 25% mobile messaging; 13% voice calling
- Main reason for not using mobile messaging most frequently: 33% say they prefer sending emails or making calls; 18% say there's no paper trail; 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% clients/customers; 29% external
- 52% say default method for communication is email; then mobile messaging (32%), then voicemail (43%)
- 45% say immediacy of information needed to communicate matters most when deciding communication method
- 51% 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
- 50% of respondents use mobile messaging regularly throughout the day; 95% are using mobile messaging at least a few times per week
- 38% 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
- 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 33% who say their company recommends one, they recommend GChat (22%); Skype (22%) and WhatsApp (22%)
- Of the 62% who do have one, 13% have an internal, company-created app; 18% use GChat; 16% use Facebook Messenger; 20% use WhatsApp
- 46% of respondents think email is most secure method of business communication; 23% think mobile messaging; 31% think voice calling

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- Message security is the number 1 concern with mobile messaging for business communication
  - 48% communicate 7 days per week regarding business matters with colleagues, partners, clients
  - Majority are using work cell phones and laptops to communicate
  - 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

# Study Findings: Legal

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- 69% use email most frequently for business communication; 22% mobile messaging; 8% voice calling
- Main reason for not using mobile messaging most frequently: 30% say they prefer sending emails or making calls; 23% say there's no paper trail; 3% say it's not as secure as phone or email; 17% say it's too informal; 30% say it's not authorized by company
- 53% most frequently communicate with colleagues; 25% clients/customers; 22% external
- 61% say default method for communication is email; then mobile messaging (33%), then voicemail (51%)
- 56% say immediacy of information needed to communicate matters most when deciding communication method
- 48% use SMS/MMS to communicate; next popular messaging apps are Facebook Messenger, GChat and Skype; 13% say their company prohibits third-party messaging apps
- 13% prefer to not use messaging apps
- 39% of respondents think most of their business correspondence is secure in third-party messaging apps; 9% think it's not secure; 49% think it's completely secure
- 54% of respondents use mobile messaging regularly throughout the day; 97% are using mobile messaging at least a few times per week
- 44% say their company does not have an official mobile messaging platform
- Of the 44% who do not have one, 68% say their company does not recommend a mobile messaging platform
- Of the 44% who do not have one, 55% would use a company-wide mobile messaging platform if the company decided to implement one
- Of the 44% who do not have one, 52% say it would make communication at their job easier
- Of the 33% who say their company recommends one, they recommend iMessage (36%); Skype (27%) and GChat (18%)
- Of the 56% who do have one, 12% have an internal, company-created app; 20% use GChat; 14% use Facebook Messenger; 20% use WhatsApp
- 45% of respondents think email is most secure method of business communication; 27% think mobile messaging; 28% think voice calling

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- Lack of paper trail is the number 1 concern with mobile messaging for business communication
  - 40% communicate 7 days per week regarding business matters with colleagues, partners, clients
  - Majority are using work cell phones and laptops to communicate
  - 66% strongly feel they have the necessary tech to communicate effectively at their jobs
  - 40% are within arm's reach of their phones 7-8 hours during the normal 8-hour workday
  - 42% communicate with someone internationally everyday

# Study Findings: Retail

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- 57% use email most frequently for business communication; 24% mobile messaging; 19% voice calling
- Main reason for not using mobile messaging most frequently: 21% say they prefer sending emails or making calls; 26% say there's no paper trail; 14% say it's not as secure as phone or email; 23% say it's too informal; 17% say it's not authorized by company
- 49% most frequently communicate with colleagues; 35% clients/customers; 16% external
- 54% say default method for communication is email; then mobile messaging (37%), then voicemail (49%)
- 34% say immediacy of information needed to communicate matters most when deciding communication method
- 62% use SMS/MMS to communicate; next popular messaging apps are Facebook Messenger, Skype and GChat; 10% say their company prohibits third-party messaging apps
- 9% prefer to not use messaging apps
- 48% of respondents think most of their business correspondence is secure in third-party messaging apps; 13% think it's not secure; 36% think it's completely secure
- 42% of respondents use mobile messaging regularly throughout the day; 89% are using mobile messaging at least a few times per week
- 54% say their company does not have an official mobile messaging platform
- Of the 54% who do not have one, 69% say their company does not recommend a mobile messaging platform
- Of the 54% who do not have one, 86% would use a company-wide mobile messaging platform if the company decided to implement one
- Of the 54% who do not have one, 68% say it would make communication at their job easier
- Of the 32% who say their company recommends one, they recommend Skype (29%), weChat (14%) and WhatsApp (14%)
- Of the 46% who do have one, 20% have an internal, company-created app; 16% use GChat; 13% use Facebook Messenger; 25% use Skype
- 40% of respondents think email or phone is most secure method of business communication; 21% think mobile messaging

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- Message security is the number 1 concern with mobile messaging for business communication
  - 43% communicate 7 days per week regarding business matters with colleagues, partners, clients
  - Majority are using work cell phones and laptops to communicate
  - 55% strongly feel they have the necessary tech to communicate effectively at their jobs
  - 48% are within arm's reach of their phones 7-8 hours during the normal 8-hour workday
  - 29% communicate with someone internationally everyday

# About Infinite Convergence:

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[Infinite Convergence Solutions, Inc.](#) provides next-generation messaging and mobility solutions to carriers and enterprises globally, including an Enterprise Messaging Services suite, secure messaging through its standalone app [NetSfere](#) and SMS, MMS and RCS solutions. The company's technology supports more than 130 million subscribers by sending nearly one trillion messages per year. Infinite Convergence Solutions is a subsidiary of Infinite Computer Solutions (BSE: [533154](#)) (NSE: [INFINITE](#)) with offices in the United States, Germany, India and Singapore.

A decorative header image featuring a red geometric pattern of interconnected lines forming a mesh of triangles and polygons against a light blue background.

# Contact:

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