

LAST WORD RESEARCH

LOCKDOWN SOLUTIONS

**What has been the best tech to maintain
productivity?**

Information/Age

**LAST
WORD**

Methodology

In summer 2020 Last Word Research, in collaboration with Information Age, looked at how employees have used technology to work remotely and, more specifically, which platforms our audience think are great and which are more trouble than they are worth.

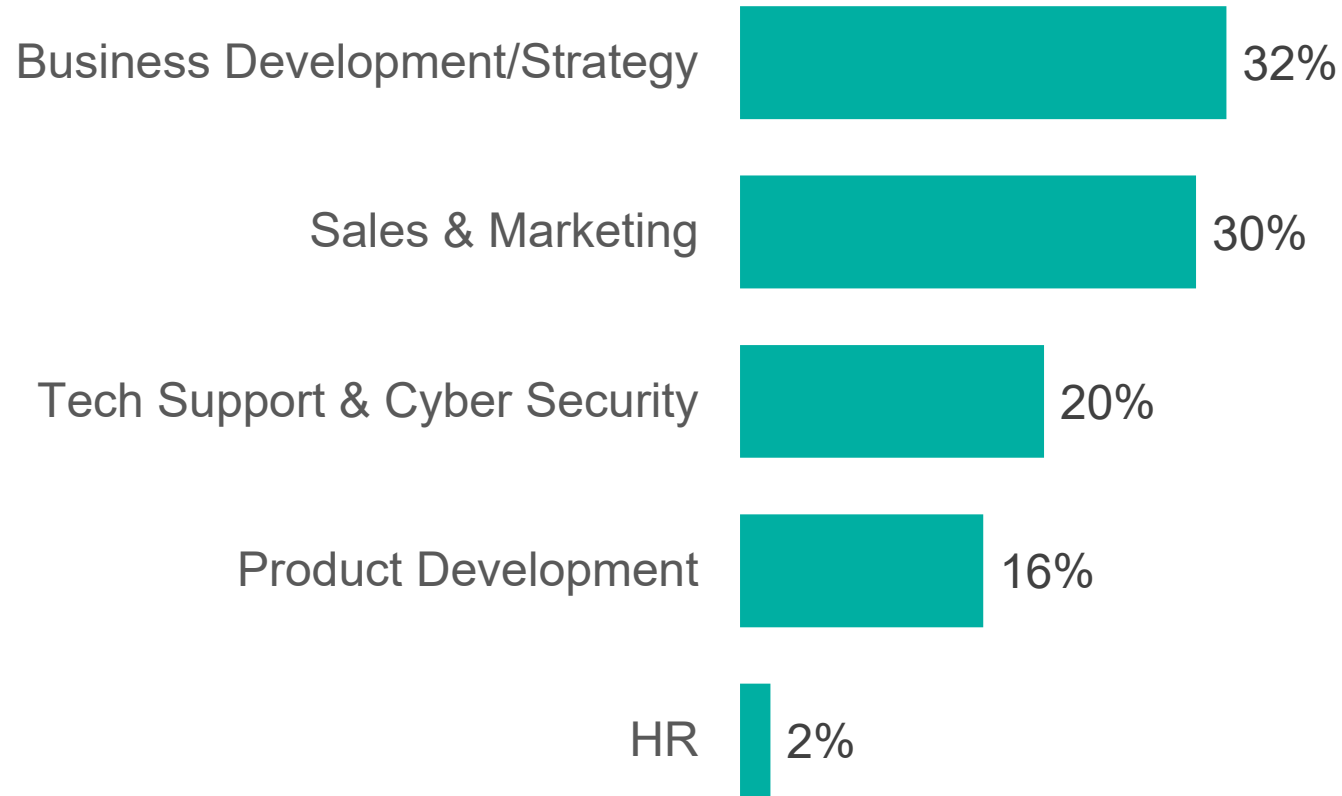
The research was conducted via an online questionnaire, with respondents from across the Information Age global audience.

For any queries, or to discuss the research further, please contact lottie.mcgurk@lastwordmedia.com

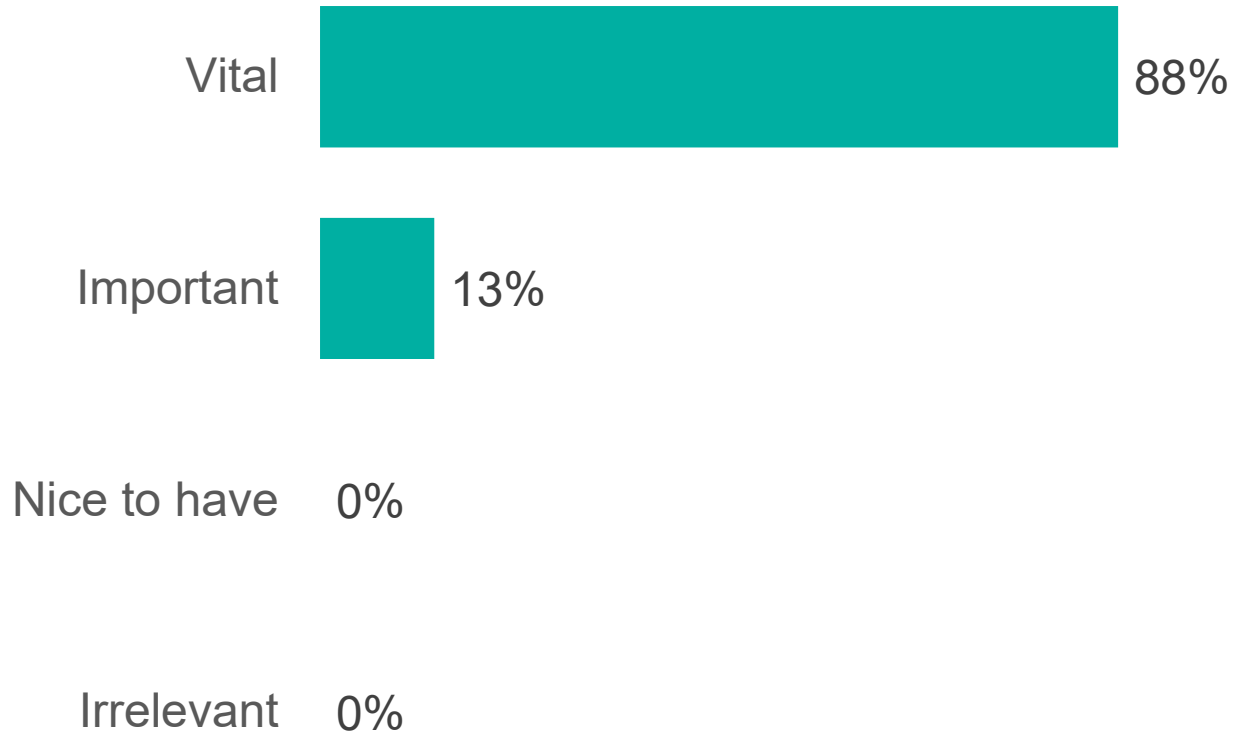
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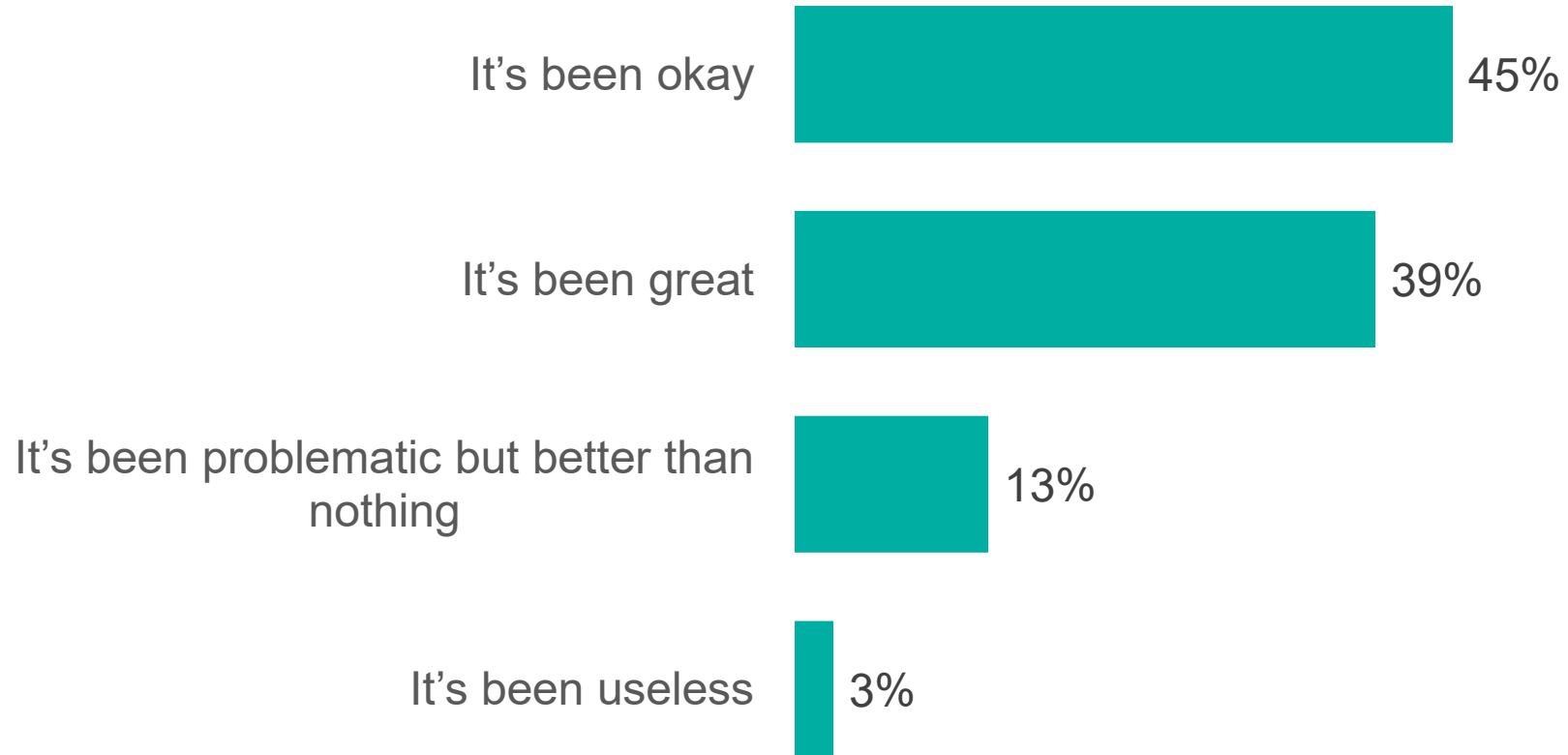
What kind of work do you primarily do?



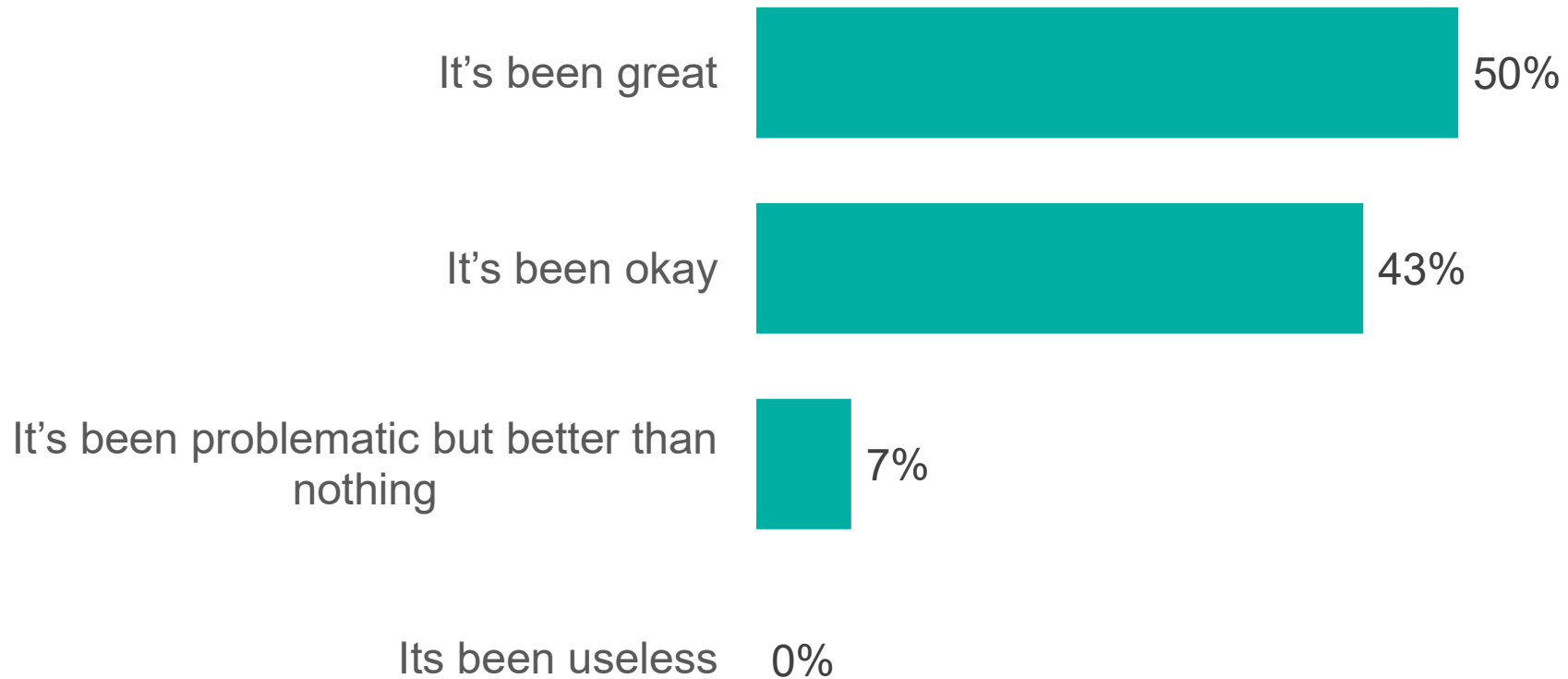
How important a role has a strong home internet connection played in helping you do your work?



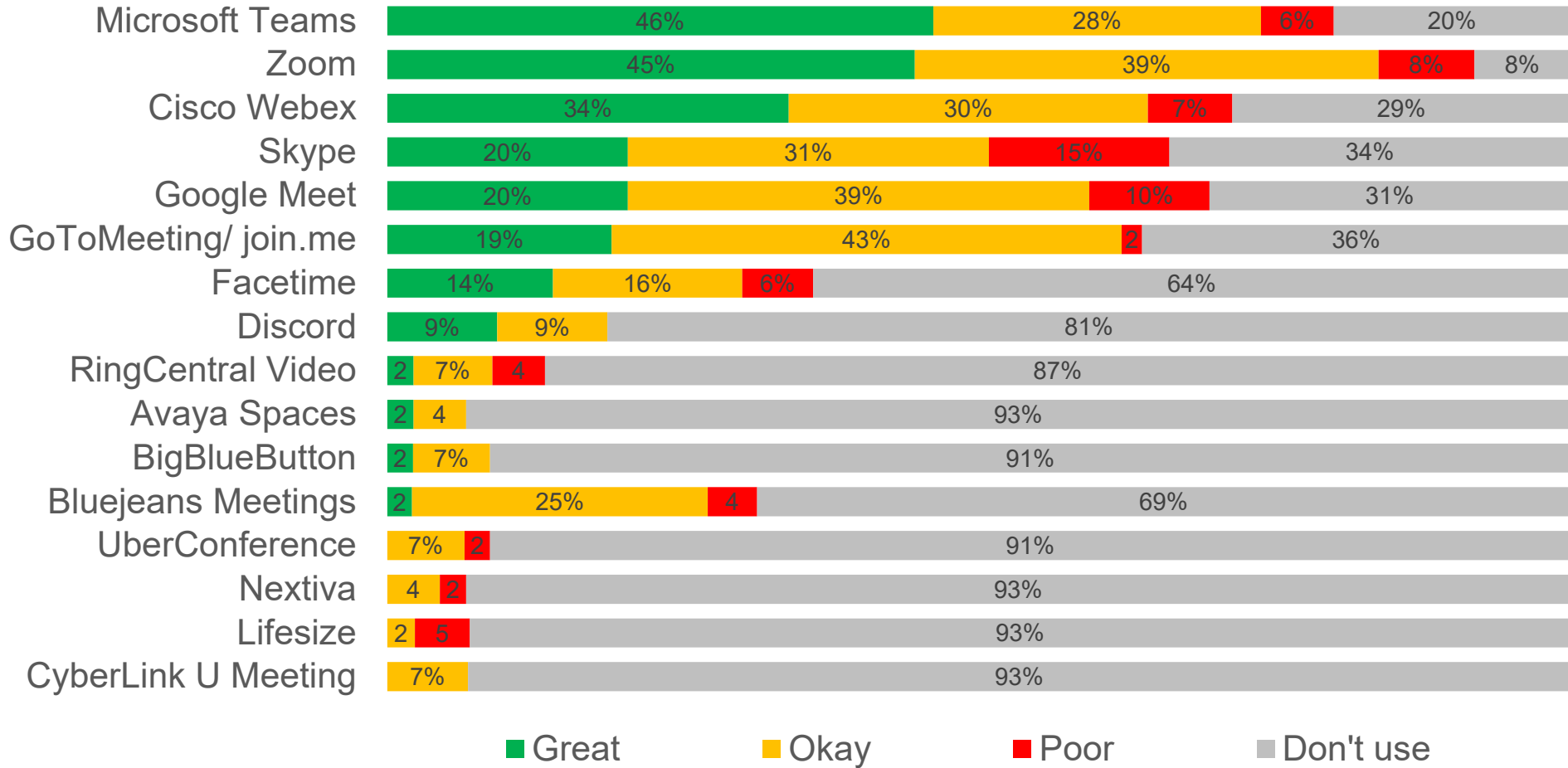
How reliable has your internet connection been overall?



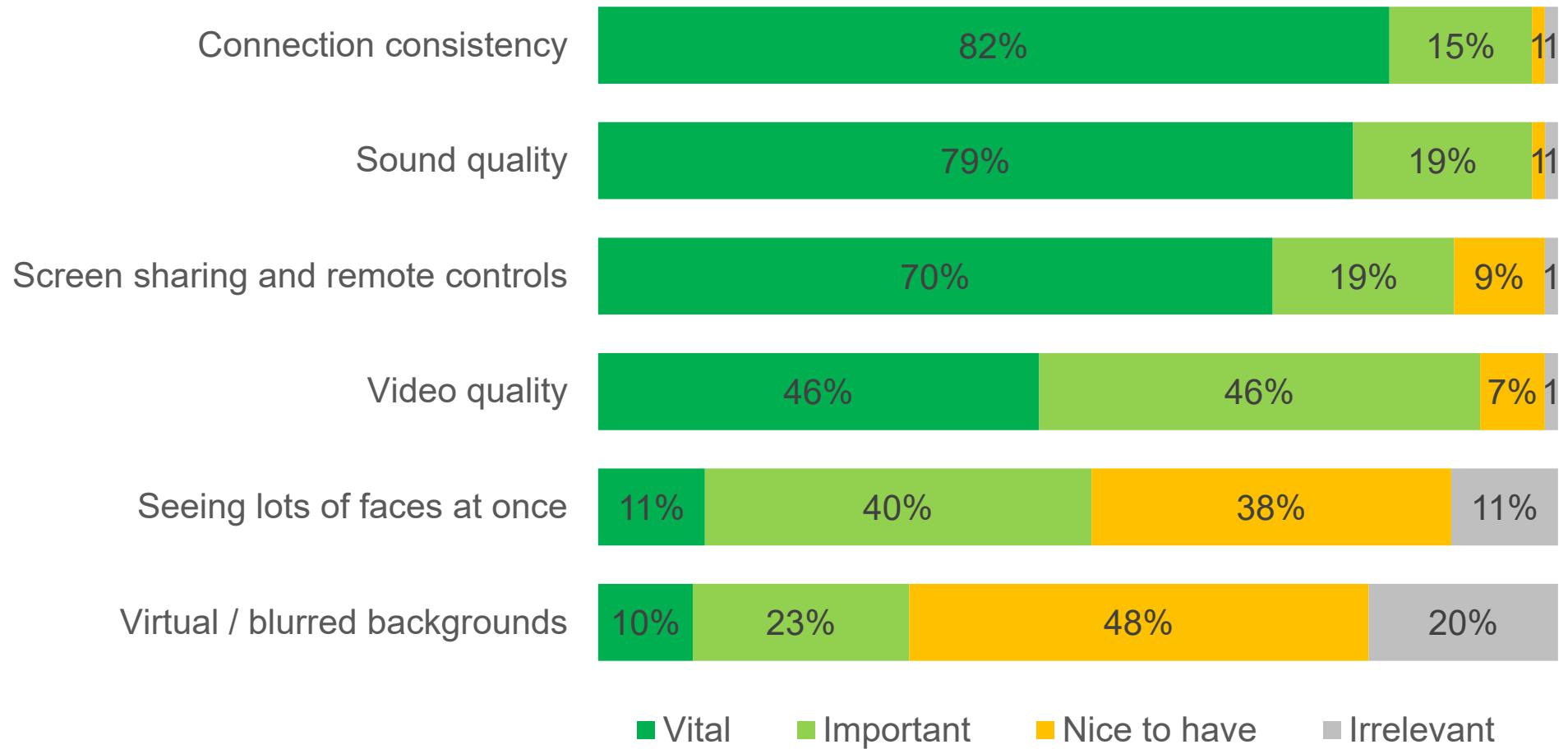
How effectively has video conferencing and instant messaging replaced in-person communication at work?



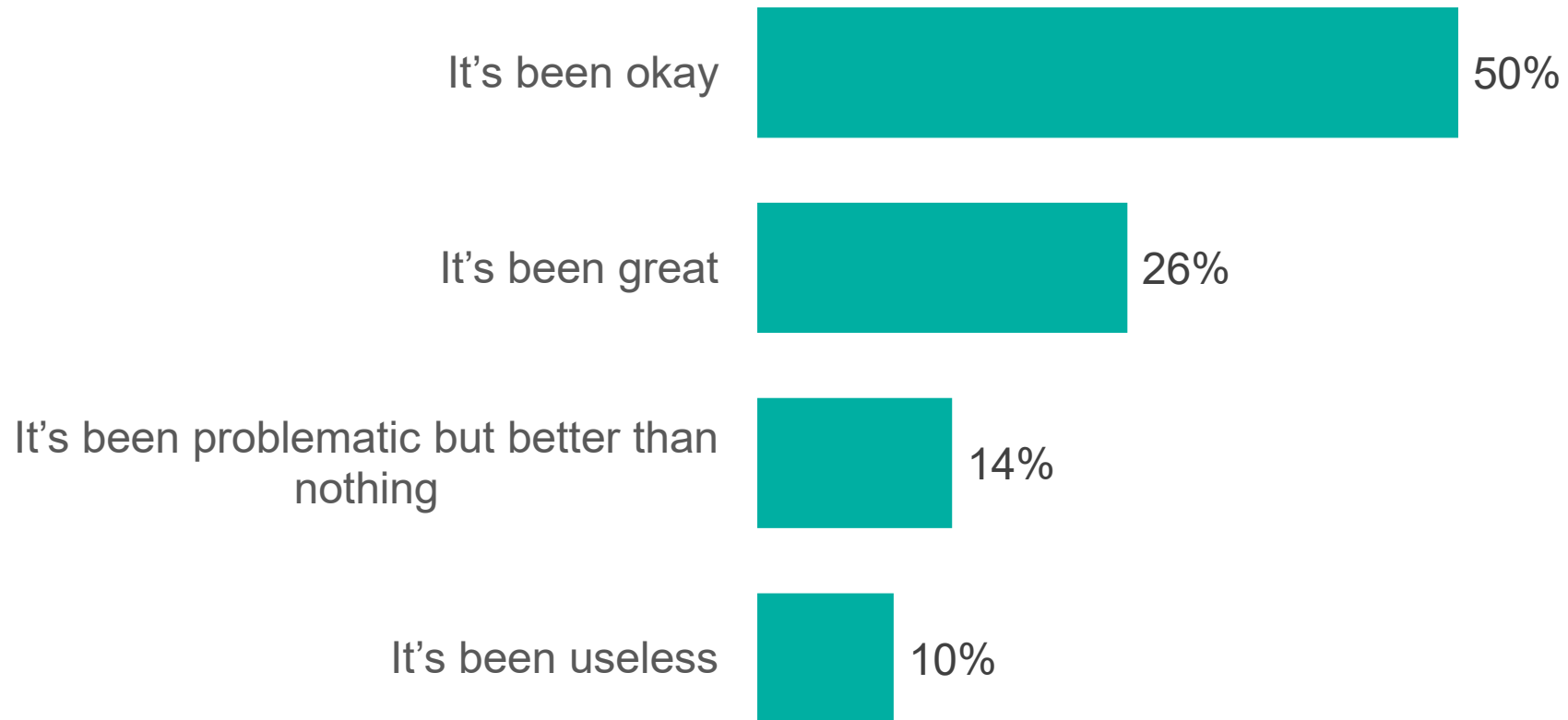
What video conferencing platforms do you use at work, and how good are they?



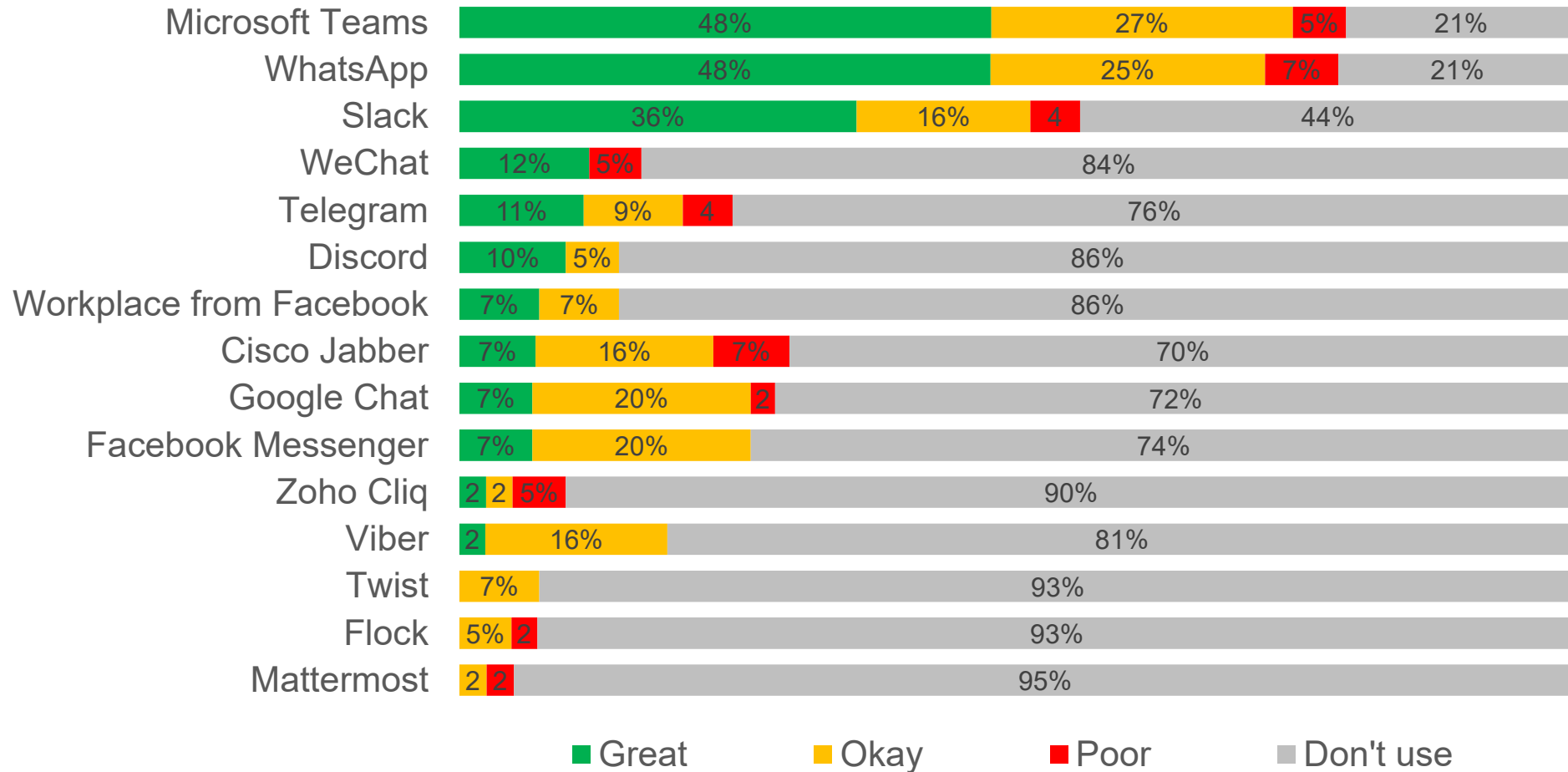
When choosing a video conference platform, how important are the following?



How have your use of automation and artificial intelligence solutions helped during lockdown?



What instant messaging platform do you use at work, and how would you rate them?



Conclusion

As is to be expected, all our participants said that a strong internet connection is either vital or important, although a handful of respondents reported that their internet connection has been problematic, the majority had little trouble.

Perhaps unsurprisingly Microsoft Teams and Zoom take the top two spots when it comes to preferred video conferencing platforms. The only platform which had any real negative feedback, with 15% of respondents rating it poor, is Skype.

While connection consistency and sound quality are considered vital, additional features, such as blurring of backgrounds and seeing lots of faces as once are considered nice to have by our respondents but not essential.

Conclusion

Again, when it comes to instant messaging at work, Microsoft Teams and WhatsApp take the top spots, with just under half scoring them as great, with Slack coming in in third place. Again, like with the video platforms, very few instant messaging platforms received a negative score.

Conferencing and instant messaging has been a big hit among our respondents, with an impressive 93% saying it has either been a great or okay replacement for in-person communication during this lockdown period.

Similarly automation and AI solutions have been a big hit, with only 10% finding these replacements useless. However, respondents are slightly less enthusiastic about AI than they were instant messaging and video conferencing.

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