

# Who's Better At Managing App Overload?

Workplace Study Reveals How Different Genders, Geographic Locations, and Age Groups Deal with Communications Chaos at Work



RingCentral's 2018 global study of 2,000 knowledge workers uncovered that **today's workforce is under siege by a flood of workplace apps**, specifically for business communications. With half of workers using four or more communications apps (e.g., phone calls, texts, web meetings, video conferencing, team messaging), **workplace chaos abounds**—and it's contributing to significant lost productivity.

Just how bad is it? An astounding **69 percent of workers waste up to 60 minutes a day** navigating between these apps, which equates to 32 days lost per worker every year.

Yet, some people thrive in chaos. So who is holding their head above water while the rest struggle to stay afloat? A deeper analysis of this study found that **women, West Coast workers, and baby boomers** are holding their own in the age of app overload. Let's see what we can learn from these groups that are making headway dealing with communications chaos at work. Check out the key findings.

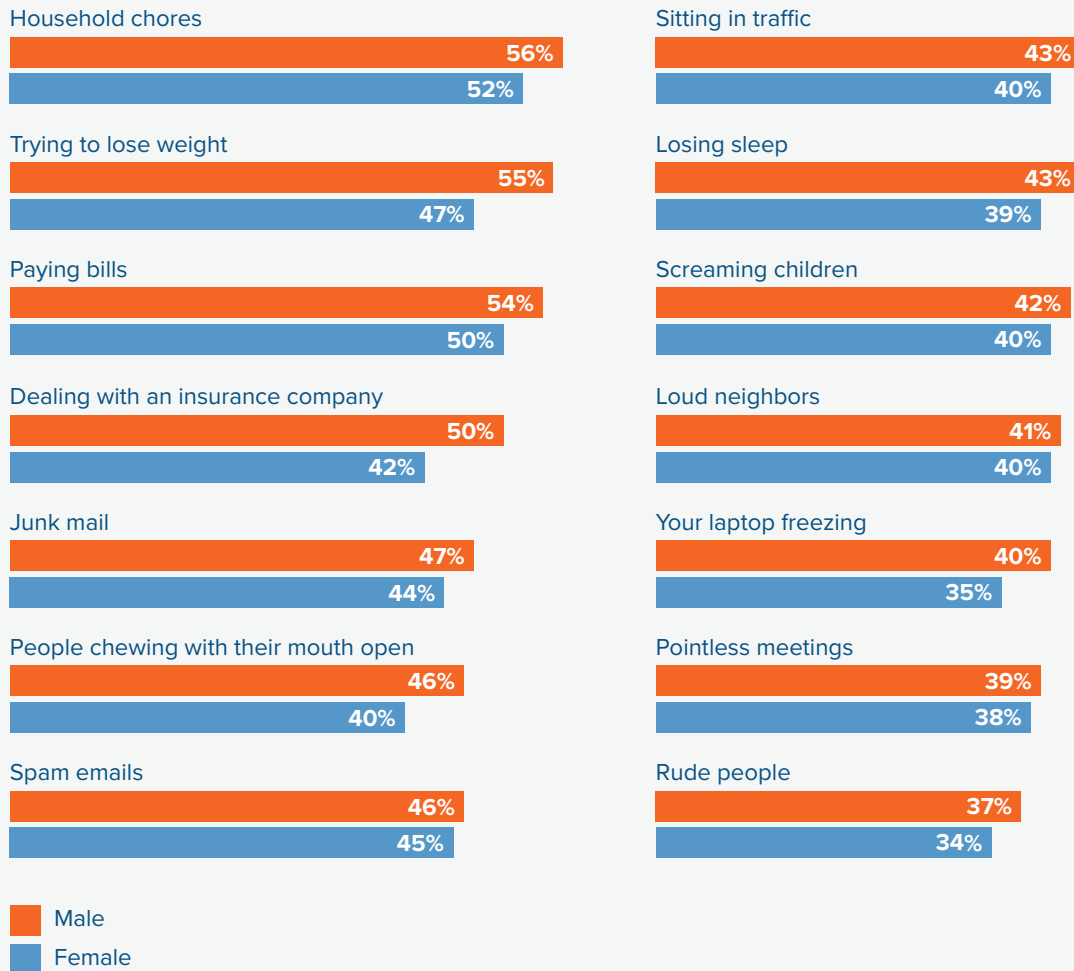
## KEY FINDINGS

### Women trump men in overcoming app fragmentation

Existing research shows that, in general, [women find it easier than men to switch between tasks](#).

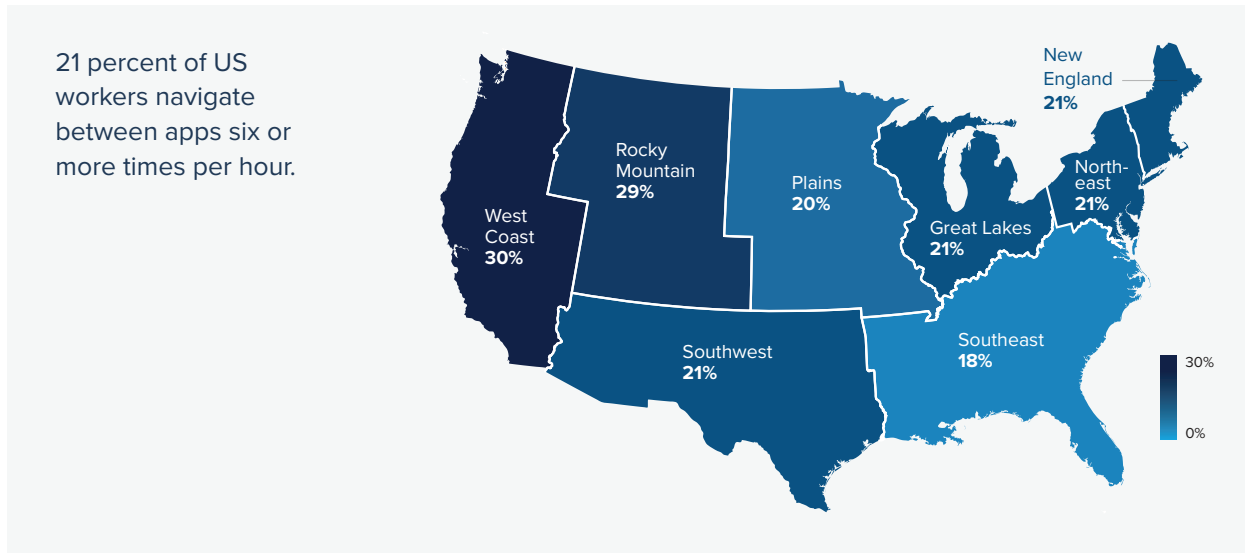
RingCentral's survey polled respondents on 14 less-than-ideal scenarios and found that regardless of the scenario, women consistently feel less annoyance from navigating multiple apps than their male counterparts. A superior ability to manage a fragmented communications landscape gives women a significant advantage in the workplace.

#### Navigating across multiple apps is more annoying than:



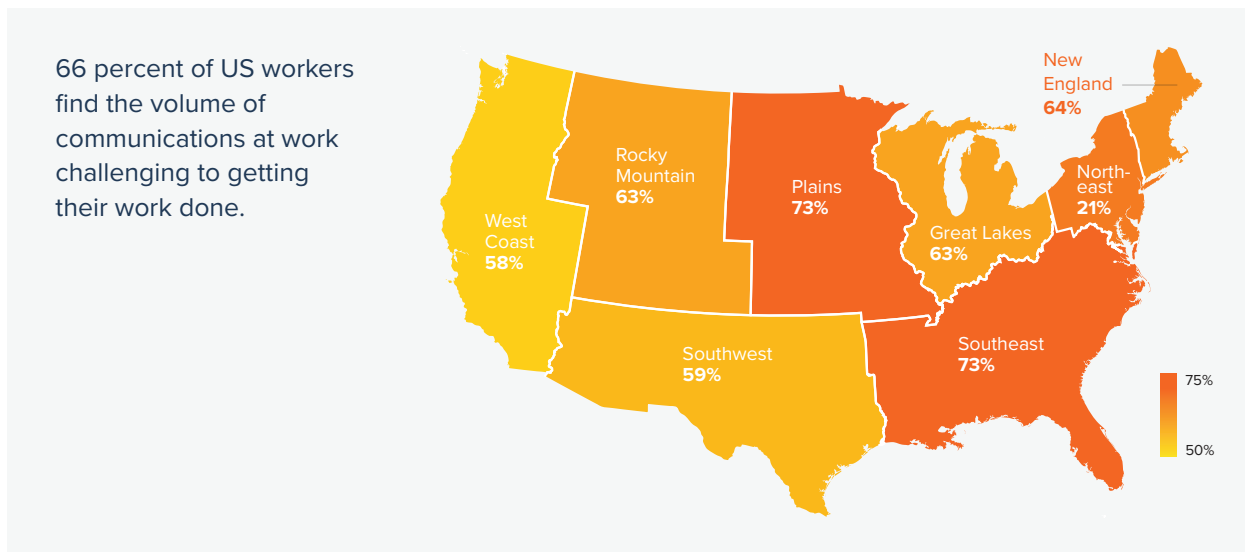
## West Coast workers excel in the age of app overload

On average, 21 percent of US workers navigate between apps six or more times per hour. West Coast workers (i.e., workers in California, Nevada, Oregon, and Washington) are the hardest hit by app overload, with 30 percent indicating they toggle between **at least six apps every hour**.



Surprisingly, despite bearing the biggest app burden, West Coast workers are the **least challenged** by their communications workload; they are the closest to workplace zen.

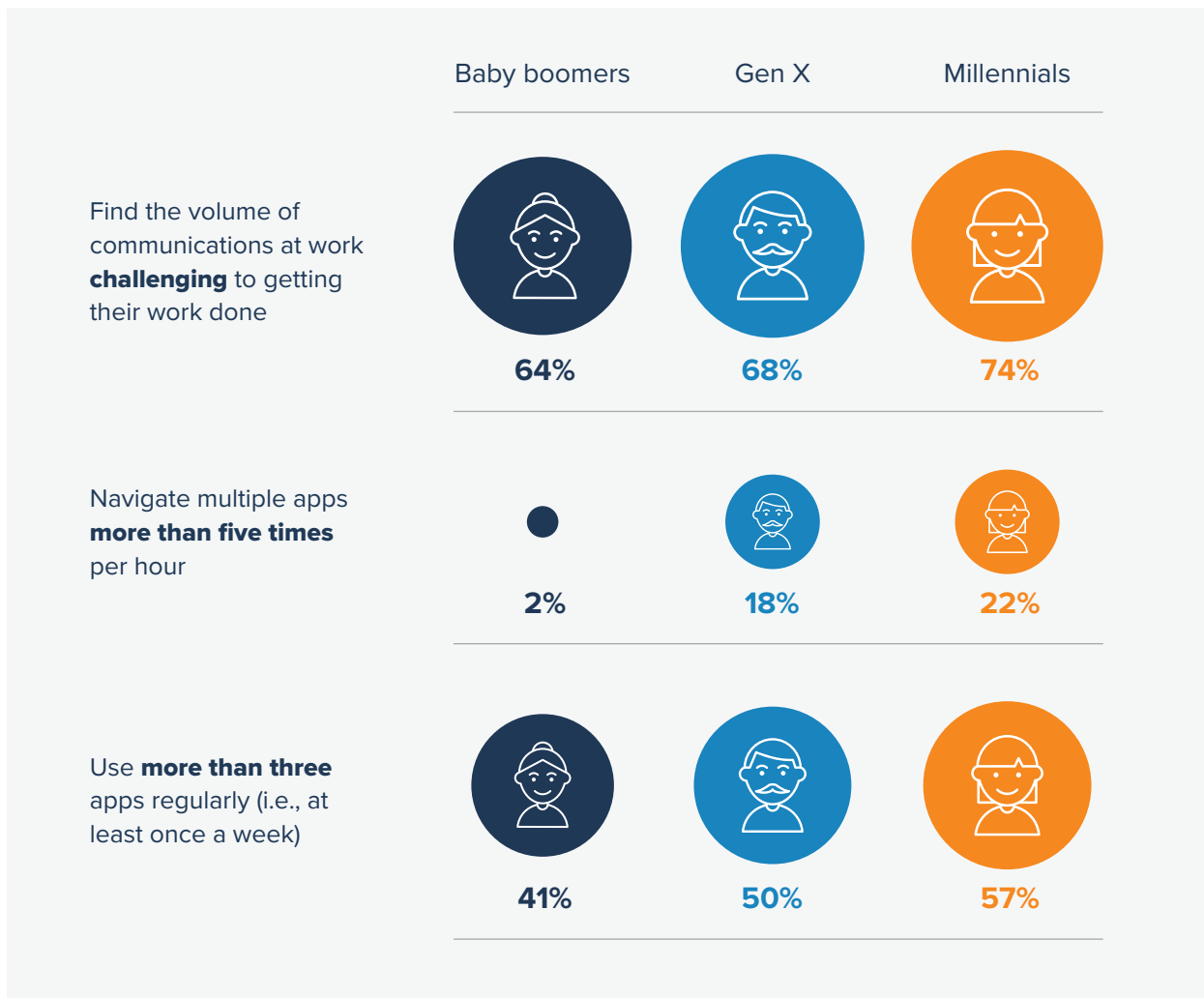
How is this possible? A large concentration of these workers reside in Silicon Valley, San Francisco, and Seattle—[three of the top six high-tech metro areas in the US](#)—making them **intrinsically more tech savvy** and able to **excel in the midst of app chaos**.



## Baby boomers are rising above the communications chaos

Workers 55+ are bucking the trends in communication apps. This group uses **significantly fewer apps** than any other group of workers—less than half use more than three apps regularly. They also use communications apps with less frequency—**only 2 percent navigate apps more than five times an hour**.

What happens when a group of workers spends less time navigating various apps? They feel a lot **less overwhelmed** by their communications load. The value of a single communications platform comes to life here.



## CONCLUSION

There is no denying that **app overload is costing companies billions in lost productivity**. While all workers are negatively impacted by communications chaos, women, West Coast workers, and baby boomers come out ahead of their counterparts.

Businesses need to counter app overload with a solution that enables their workforces to quiet the chaos and achieve workplace zen. For the majority of workers, a **single platform integrating all their communications channels** is at the top of their wish list. This unified experience is key to bringing much-needed simplicity to today's workplace.

## ABOUT THE RESEARCH

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. Regions are organized by Bureau of Economic Analysis region definitions.

## ABOUT RINGCENTRAL

RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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