U.S. SURVEY REPORT 2025

Unveiling Trends in Digital Workplace Transformation

Prepared by: Zoho Workplace

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Methodology

QUESTIONNAIRE

Performance indicators

Workplace indicators

	Productivity	Collaboration	Security preparedness	Employee experience	Change
Workplace tools	Email, tasks, calendar, file sharing, office tools, support desk, GenAI	Team chat, video conference, social intranet	File storage, access control, MFA, vault, reports	Unified dashboards and search Widgets and extensions Cross-functional access Navigation	Integrated systems Employee onboarding Adoption of new Workplace suite AI integration
Processes	Recurring tasks, reminders, respond calendar sync, ticket management	Project management, approvals, updates, delegation, assigning	Incident report, provisioning, password rotation, compliance		

DEMOGRAPHICS

This survey analyzed patterns across demographics to uncover correlations that highlight opportunities for improvement in workplace tools, processes, and culture.

Professional experience	< 1 year 1-5 | 6-10 years | 11-20 years | > 20 years
Industry/sector	Healthcare | Technology | Government | Education | Finance | Retail | Manufacturing
Organization size	Small (1-100) | Medium (101-1,000) | Large (1,001-10,000) | Very large (10,000 +)
Mode of work	Remote | Office | Hybrid | Travel
Department	Operations (HR, payroll, finance) | Internal support (IT, facilities) | Sales/pre-sales | Marketing operations | Customer support | Partner/vendor-facing
Workplace tools	Office suite | Team chat | Project management | Domain specific ERP | Helpdesk/support desk | Analytics | IT/security monitoring

The survey report for each of the demography calculates a maturity score and attributes one of the four stages of digital workplace transformation.

GLOBAL MATURITY STANDING

Region	Level	Average score	% Deviation from world average
World	Level 3	62.3	
Asia	Level 3	63.2	0.9
Europe	Level 2.a	59.4	-2.9
ANZ	Level 3	60.1	-2.2
India	Level 3	64.6	2.3
US	**Level 3**	**61.0**	**-1.3**

The United States is at Level 3, with an average score of 61.0, 1.3% below the global average of 62.3.

Globally, Level 3 is the benchmark for most regions. Asia (63.2) exceeds the global average by 0.9%. The ANZ region also aligns with Level 3 but trails the global average slightly with a score of 60.1 (-2.2%). In contrast, Europe falls below the global average, achieving Level 2.a with a score of 59.4 (-2.9%).

MATURITY INDICATORS

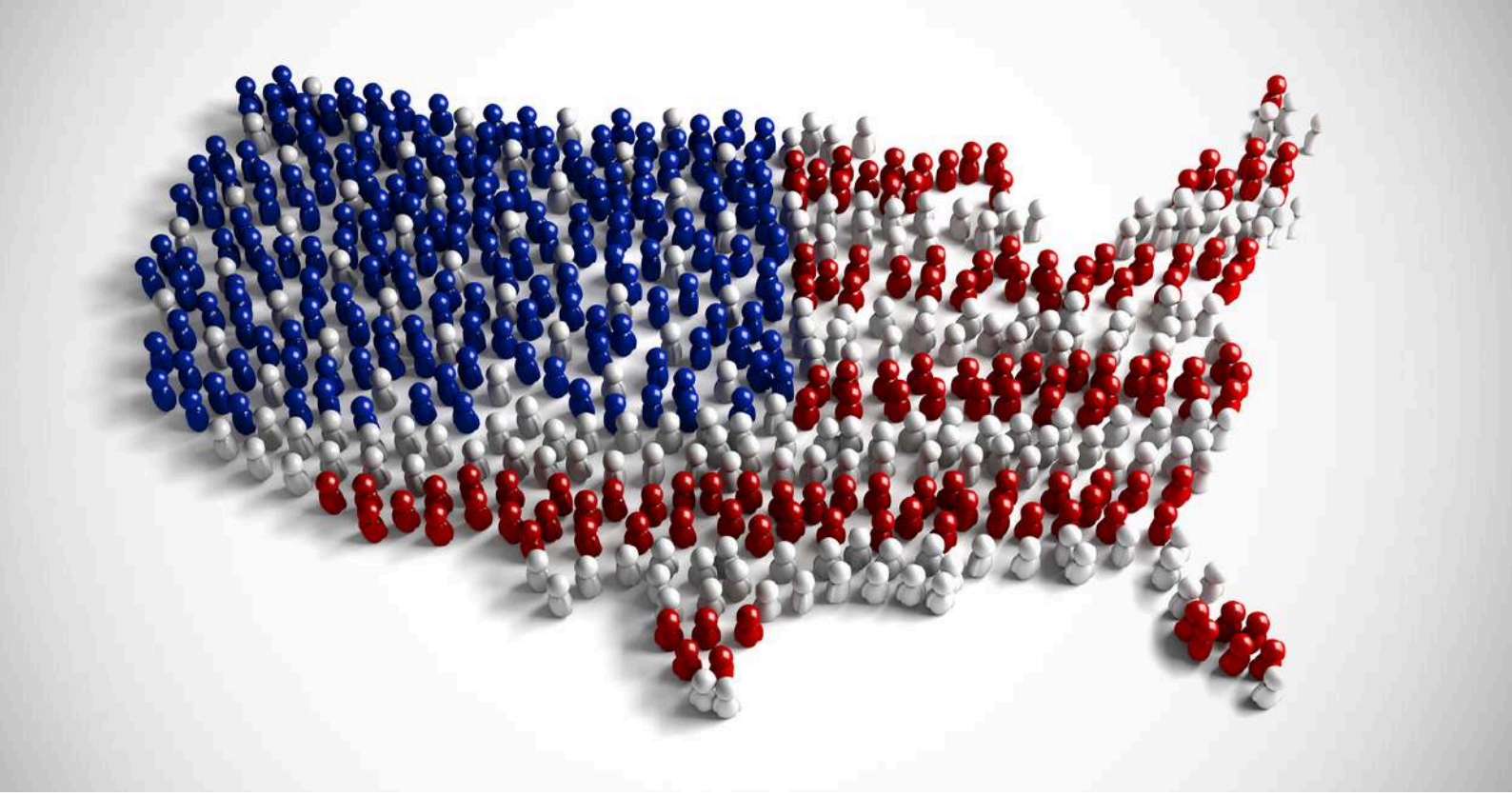
Workplace indicators	• Tools • Processes
Employee performance indicators	• Productivity • Collaboration • Security preparedness

Legend for key indicators:

- 🟢 **Strong**
- 🟡 **Average**
- 🔴 **Needs improvement**

Region	Workplace indicators	Employee performance indicators
World average	🟡 Tools | 🟡 Processes	🟡 Productivity | 🟡 Collaboration | 🟡 Security
Asia	🔴 Tools | 🟡 Processes	🟢 Productivity | 🟢 Collaboration | 🟢 Security
Europe	🟢 Tools | 🟢 Processes	🔴 Productivity | 🔴 Collaboration | 🔴 Security
ANZ	🔴 Tools | 🔴 Processes	🔴 Productivity | 🔴 Collaboration | 🟡 Security
India	🟡 Tools | 🔴 Processes	🟢 Productivity | 🟢 Collaboration | 🔴 Security
USA	🟢 Tools | 🟡 Processes	🟡 Productivity | 🟢 Collaboration | 🟡 Security

The U.S. workplace digital maturity indicators shows an evolving landscape, with strong foundations in collaboration and tools. To advance toward higher maturity levels, organizations must adopt more integrated and scalable digital solutions, focusing on seamless user experiences and robust security frameworks.



THE UNITED STATES

Level	Percentage (respondents)
Level 1	0%
Level 1.a	2.4%
Level 2	4.0%
Level 2.a	35.2%
Level 3	42.8%
Level 3.a	10.7%
Level 4	2.0%
Level 4.a	0%

More than 600 responses of professionals across the United States were analyzed, and respondents were categorized by maturity levels.

Maturity distribution in the U.S. skews towards transitional Level 2 (35.2%) or the early stages of Level 3 (42.8%), with only 10.7% demonstrating advanced maturity (Level 3.a).

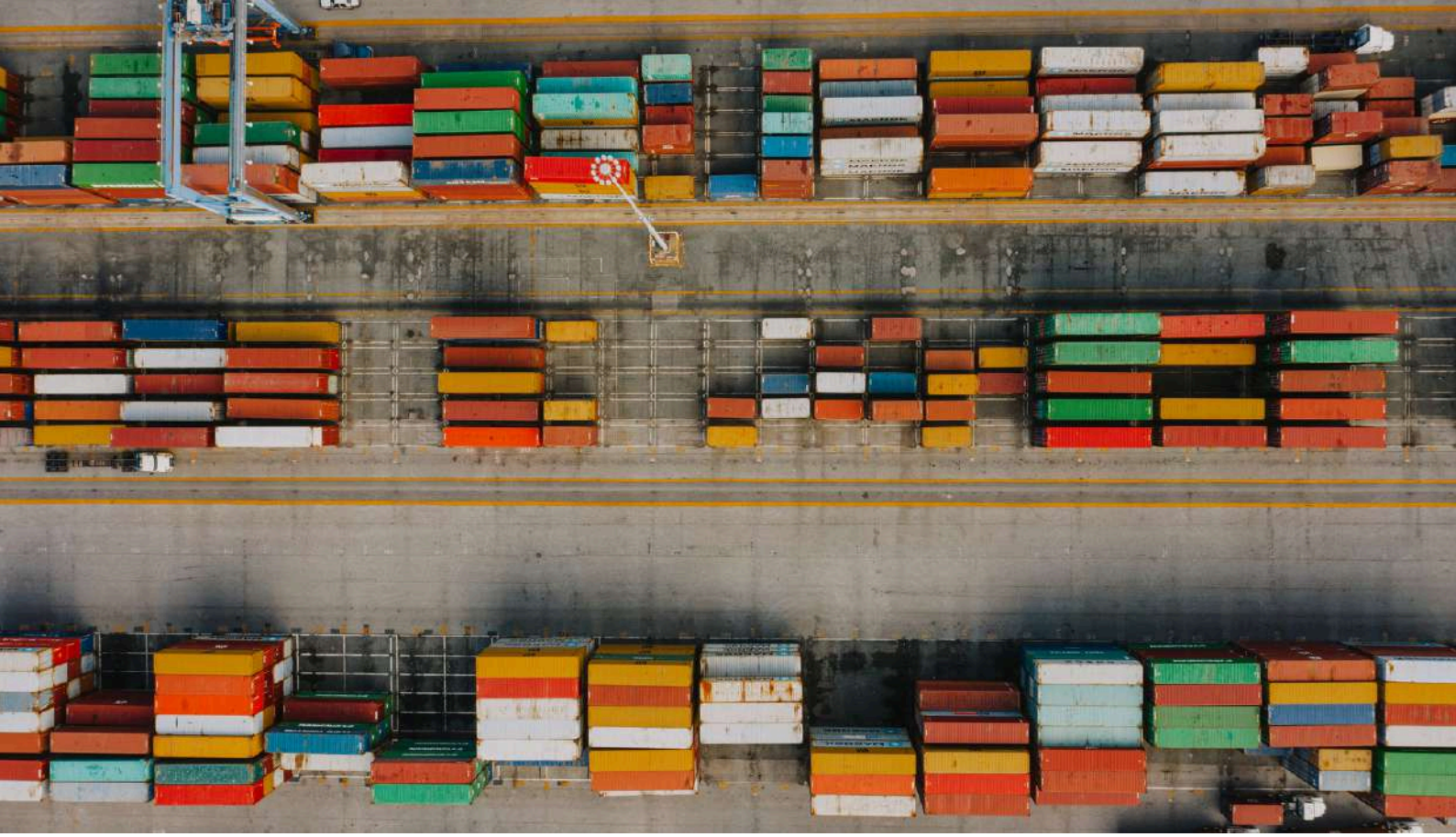
MATURITY BY EXPERIENCE

Experience Level	Score	Workplace indicators	Employee performance indicators
Less than 1 year	47.9	Tools Processes	Productivity Collaboration Security
1 - 5 years	59.9	Tools Processes	Productivity Collaboration Security
6 - 10 years	61.5	Tools Processes	Productivity Collaboration Security
11 - 20 years	63.4	Tools Processes	Productivity Collaboration Security
More than 20 years	59.7	Tools Processes	Productivity Collaboration Security

- Early-career professionals often adhere closely to established processes, contributing to a more structured approach in areas like task management and collaboration.
- Senior employees, on the other hand, rely on their deep organizational knowledge and experience to navigate workflows efficiently, often prioritizing practicality over formal procedures. This balance highlights the differing ways workplace tools and processes are utilized across experience levels, shaping collaboration and productivity.

MATURITY BY SECTOR

Sector	Maturity score	Workplace indicators	Employee performance indicators
Technology	66.2	Tools Processes	Productivity Collaboration Security
Government	62.4	Tools Processes	Productivity Collaboration Security
Finance	62.2	Tools Processes	Productivity Collaboration Security
Manufacturing	59.8	Tools Processes	Productivity Collaboration Security
Education	59.5	Tools Processes	Productivity Collaboration Security
Healthcare	59.3	Tools Processes	Productivity Collaboration Security
Retail	58.3	Tools Processes	Productivity Collaboration Security
Entertainment	59.0	Tools Processes	Productivity Collaboration Security
Hospitality	55.7	Tools Processes	Productivity Collaboration Security
Logistics	53.5	Tools Processes	Productivity Collaboration Security



- Sectors like Technology and Finance heavily depend on advanced technology, necessitating investment in cutting-edge workplace and operational tools to maintain competitiveness, which boosts workplace productivity and security.

- Government, Healthcare, and Education sectors prioritize strong processes due to strict regulatory requirements and the need for standardized protocols, enhancing collaboration and compliance.

- Entertainment and hospitality sectors face challenges in adopting workplace tools due to decentralized operations and workforce diversity (e.g., gig workers).

- The correlation lies in how industry-specific demands drive the emphasis on tools or processes, directly impacting performance indicators.

MATURITY BY ORGANIZATION SIZE

	Organization size (employee count)	Maturity score	Workplace indicators	Employee performance indicators
MICRO	1-10	60.04	Tools Processes	Productivity Collaboration Security
SMALL	11-100	57.37	Tools Processes	Productivity Collaboration Security
MEDIUM	101-1,000	61.51	Tools Processes	Productivity Collaboration Security
LARGE	1,001-5,000	61.66	Tools Processes	Productivity Collaboration Security
	5,001-10,000	63.45	Tools Processes	Productivity Collaboration Security
V. LARGE	10,001-50,000	63.46	Tools Processes	Productivity Collaboration Security
ENTERPRISE	50,000+	61.57	Tools Processes	Productivity Collaboration Security

- Small and micro organizations struggle with poor tools and processes, limiting productivity and collaboration. Investing in lightweight, scalable solutions can build a foundation for growth without overwhelming limited resources.

- Mid-size organizations leverage strong processes (🟢) to compensate for average tools (🟡), maintaining operational stability. Increased project complexity and client requirements for compliance incentivize mid-size organizations to upgrade their tools to unlock greater productivity and security.

- Large and very large organizations excel in productivity, collaboration, and security (🟢) due to advanced tools (🟢), but process maturity (🟡) weakens as scale increases.

- Across large, very large, and enterprise organizations, maintaining process maturity becomes increasingly challenging as scale grows, despite investments in sophisticated tools. For enterprise organizations (50,001+ employees), poor process maturity and security preparedness reflect the difficulty of managing complexity and scale effectively.

- Enterprise organizations face process inefficiency (🔴) and security vulnerabilities (🔴) due to the complexities of scale, reliance on legacy systems, and siloed operations. While they invest in advanced tools, poor integration, bureaucratic resistance, and a broad attack surface exacerbate inefficiencies and risks.

MATURITY BY WORK MODE

Work mode	Total maturity	Workplace indicators	Employee performance indicators
Hybrid	62.6	🟢 Tools 🟡 Processes	🟢 Productivity 🟢 Collaboration 🟡 Security
Remote	62.5	🟢 Tools 🟡 Processes	🟡 Productivity 🟢 Collaboration 🟢 Security
Office	59.3	🟡 Tools 🟢 Processes	🟡 Productivity 🟡 Collaboration 🔴 Security
Travel	56.2	🔴 Tools 🔴 Processes	🔴 Productivity 🔴 Collaboration 🔴 Security

- Remote and hybrid work modes, being more recent phenomenon, offer flexibility in setting custom processes, tools, and security protocols.
- Remote workforces excel in virtual collaboration with digital tools and strong cybersecurity measures. However, productivity varies based on employees' self-management skills and access to reliable infrastructure.
- Hybrid environments combine the best of both worlds—advanced tools facilitate remote tasks, while in-office processes provide stability. However, the transition between physical and digital work modes often exposes vulnerabilities due to inconsistent security protocols.
- Traditional office setups rely on structured workflows and well-established processes. Security challenges, however, arise from physical vulnerabilities and outdated practices, reflecting a slower shift toward digital transformation.

MATURITY BY TEAM SIZE

Team size	Total maturity	Workplace indicators	Employee performance indicators
Very large (51+)	63.9	🟢 Tools 🟡 Processes	🟢 Productivity 🟢 Collaboration 🟢 Security
Large (16-50)	61.6	🟡 Tools 🟡 Processes	🟡 Productivity 🟢 Collaboration 🟡 Security
Medium (6-15)	60.8	🟡 Tools 🟢 Processes	🟡 Productivity 🟢 Collaboration 🟡 Security
Small (2-5)	58.8	🔴 Tools 🟡 Processes	🔴 Productivity 🔴 Collaboration 🟡 Security

- Very large teams (51+) benefit from advanced tools and well-defined organizational processes. However, their reliance on deep institutional knowledge and practical workflows often results in bypassing formal procedures, leading to average process maturity (🟡).
- Respondents from the large teams (16-50) in this survey were from the development teams in mid-to-large organizations. They often use moderately integrated tools and processes (🟡) as their focus shifts towards meeting immediate project demands
- Smaller (2-5) and medium-sized (6-15) teams adhere easily to processes due to their manageable size. This streamlined structure fosters better collaboration, but limited resources or investments can hinder access to advanced tools, impacting productivity.

MATURITY BY TEAM/FUNCTION

Function	Maturity score	Workplace indicators	Employee performance indicators
Internal services (IT, admin support, operations)	64.8	Tools Processes	Productivity Collaboration Security
Administrative (HR, payroll, finance)	63.2	Tools Processes	Productivity Collaboration Security
Marketing operations (design, campaigns, content)	60.6	Tools Processes	Productivity Collaboration Security
Development (dev, test, QA)	60.5	Tools Processes	Productivity Collaboration Security
Leadership	60.0	Tools Processes	Productivity Collaboration Security
Partner/vendor facing	58.6	Tools Processes	Productivity Collaboration Security
Customer support	58.3	Tools Processes	Productivity Collaboration Security
Prospect-facing (sales/pre-sales, social media)	58.3	Tools Processes	Productivity Collaboration Security

- External-facing teams (partner/vendor, customer support, prospect-facing) struggle with maturity and both workplace and performance indicators due to limiting flexibility to adapt to evolving tools or workflows.

- Another trend we noticed in our survey is that respondents in the external-facing roles largely come from the mid-sized and large organizations.

- Internal support teams use a diverse range of tools like IT monitoring and provisioning, seamlessly integrating with workplace and operational systems, which drives their high tool maturity (🟢). In contrast, customer support teams, especially in non-tech organizations, operate with siloed workflows and have limited access to advanced tools and integrations, resulting in lower tool and process maturity.

- Marketing and development roles are inherently exposed to external content, references, and third-party platforms, increasing their risk of security breaches. Their focus on speed and creativity in deliverables often deprioritizes strict security measures, leaving critical workflows more vulnerable.

- Administrative, marketing, and development functions operate with well-structured, repetitive workflows that are integral to their roles. Processes like payroll compliance, content approval pipelines, and testing protocols foster consistency, collaboration, and output quality, explaining their strong process maturity (🟢).

ANALYSIS BY INDICATORS OF PERFORMANCE

Task delegation
Progress tracking
Work calendar
Service requests

Cross-department collaboration
Team notifications
Organization-wide announcements
Feedback and review

Workplace security tools
Flagging attacks
Sharing accesses

Analytics
AI for the workplace
Document management

Change in the workplace

Employee experience

WORKPLACE PRODUCTIVITY

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TASK DELEGATION

How tasks are delegated within a workplace fundamentally influences team productivity and organizational effectiveness.

Maturity

Delegation	High adoption	Low adoption
Automated workflow	• Marketing operations: 16% • Very large teams (>50): 13% • Large organizations (501-5000): 13%	• Hospitality teams: 0% • Logistics: 0%
Task allocation (via tool)	• Mid-size organizations: 37% • Government: 36% • Finance: 34% • Healthcare: 33% • Internal support teams: 32%	• Technology: 24% • Customer support teams: 28%
Email documentation	• Logistics sector: 33% • Sales teams: 25%	• Marketing operations: 13% • Smaller teams (2-5): 11%
Manual outreach (teammate)	• Experienced employees (>20 years): 64% • Leadership roles: 63% • Smaller organizations: 65% • Smaller teams (2-5): 62%	• Marketing operations: 32% • Dev, Test, QA teams: 30%

- Manual delegation is prevalent across organizations, with even the lowest adoption rates exceeding 30%, indicating a strong reliance on traditional methods.
- Advanced delegation through automated workflows is not widely used, with maximum adoption rates around 15% to 16%.
- About one-third of respondents use task management tools to delegate tasks and share context, showing a moderate shift toward digital solutions.
- Incorporating delegation workflow functionalities into workplace tools is essential because manual delegation often lacks proper ownership tracking and accountability.

PROGRESS TRACKING

Efficient task progress management by the managers/leadership identifies bottlenecks, reallocates resources, and adapts strategies in real time. It also minimizes delays, fosters accountability, and enhances productivity by aligning teams with project goals.

Maturity

Progress tracking	High adoption	Low adoption
Project board reviews	• Small teams (2-5 members): 31% • Large teams (16-50 members): 31% • Marketing operations: 32%	• Very large team (51+ employees): 13%
Routine team meetings	• Leadership: 59% • Retail: 54% • Small organizations (1-100): 53% • Remote work employees: 51%	• Education: 30% • Government: 32%
Milestone-based updates	• Travel teams: 25% • Customer support employees: 19% • Very large team (51+ employees): 11%	• Admin teams: 3% • Marketing operations: 3%
On-demand updates only	• Less than 5 years experience: 29% • Medium teams (6-15 members): 29% • Education: 39% • Marketing operations: 29%	• Retail: 11% • Leadership: 14% • Healthcare: 15%

- Despite more than 60% of employees saying too many meetings reduce productivity, progress tracking still heavily relies on regular team meetings, especially among leadership.
- Less than 20% of respondents use project board reviews, even though they're the most effective method for tracking tasks and projects.
- About one-third of respondents rely on milestone-based and on-demand updates, which offer unclear progress insights; these groups also have low workplace digital maturity scores.

WORK CALENDAR

Workplace calendars can be used to centralize schedules, reminders, and project timelines. Their effectiveness in enhancing productivity and time management depends on how employees use the calendar in their workplace.

Maturity

Calendar updation	High adoption	Low adoption
Sync and automate workplace calendar	• 6-10 years of experience: 56% • Finance: 59% • Government: 68% • Large organizations (501-5,000): 58% • Marketing operations: 63%	• More than 20 years of experience: 35% • Very large teams (51+): 32%
Manually update the workplace calendar	• 20+ years of experience: 36% • Technology: 37% • Internal services/support: 37% • Government: 14%	• <1 year of experience: 17% • Dev, Test, QA teams: 17% • Prospect facing (sales/pre-sales, social media): 19%
Using personal or third-party calendars	• < 1 year experience: 33% • Technology: 10%	• Finance: 9% • Government: 0% • Administrative (HR, payroll, finance): 6%
Informal/do not use a digital calendar	• Individuals: 17% • Prospect facing (sales/pre-sales, social media): 19% • Government: 18%	• 11-20 years of experience: 7% • Healthcare: 7% • Finance: 5% • Technology: 2%

- Workplace digital calendars are essential for reminders, meetings, and task management, helping individuals and teams stay organized. More than 70% of the respondents use some form of organization-provided workplace calendar.
- More than 50% of people sync and automate their workplace calendars across workplace tools, enhancing efficiency and coordination.
- At least 10% of total respondents, and 18% in the government sector, do not use a digital calendar.

SERVICE REQUESTS

By streamlining how service and support requests are submitted, tracked, and resolved, teams can minimize delays and ensure that resources are allocated and issues resolved promptly and effectively.

Maturity

Raising support requests	High adoption	Low adoption
Structured and automated request management	• Technology: 42% • Small organizations (1-100): 33% • Hybrid work setups: 27%	• Education: 20% • Travel: 10%
Email-based ticketing and tracking	• Government: 32% • Finance: 32% • Medium-sized organizations (101-500): 30%	• Large organizations (1000-10,000): 21% • Retail: 11%
Informal and manual request channels	• Leadership: 35% • Very large organizations 10,000+: 32%	• Finance: 20% • Healthcare: 16%

- More than 60% respondents use some form of ticketing system, indicating a strong trend toward structured service request management.
- Despite advanced options, more than 45% respondents prefer email-based ticketing and tracking over more sophisticated platforms.
- With a 42% adoption rate, the technology sector is more inclined toward advanced ticketing solutions embracing efficiency-oriented tools.
- The persistence of informal and manual request channels in very large organizations (10,000+ employees) likely stems from longstanding habits, legacy systems, and departmental silos.

USING WORKPLACE FOR COLLABORATION

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CHANNELS OF ANNOUNCEMENTS

ANNOUNCEMENTS WITHIN TEAMS

Maturity

Channels	High adoption	Low adoption
Social intranet platform for announcements	• Government: 36% • Education: 28%	• Technology: 16% • Healthcare: 15%
Formal team chat channels	• Less than 1 year of experience: 67% • Healthcare: 53% • Technology: 66% • Small teams (2-5 employees): 53%	• Retail: 31% • Education: 27%
Private third-party chat applications	• Large team (16-50): 31% • Partner/vendor facing: 35%	• Small team (2-5): 10% • Leadership: 13%
Informal updates during calls	• Hospitality: 37% • More than 20 years experience: 25%	• Government: 9% • Technology: 2%

ORGANIZATION-WIDE ANNOUNCEMENTS

Dedicated organization-wide communication channels	• Education: 47% • Government: 45% • Manufacturing: 45% • Technology: 51%	• Small and mid-size organizations: 3%
Official email announcements	• Retail: 46% • Technology: 41% • Very large organizations: 44%	• Retail: 31% • Education: 27%
Separate organizational social	• Finance: 22% • Healthcare: 21%	• Technology: 7% • Small organizations (1 - 100 employees): 8%
During scheduled meetings	• Hospitality: 14% • Small organizations (1-100 employees): 25%	• Finance: 3% • Technology: 1%

CHANNELS OF ANNOUNCEMENTS

Channels of announcements operate at multiple levels, from organization-wide broadcasts to team-specific updates, each serving distinct purposes. While organization-wide channels share overarching policies or changes, team-level announcements focus on details that matter to smaller groups.

Keeping these channels distinct helps avoid confusion and ensures that each message reaches its intended audience. Tailoring this approach to the organization's size and context promotes clarity and cohesion without unnecessary overlap.

- As many organizations embrace social intranets for announcements—particularly large organizations, sectors like technology (51%), government (45%), and education (47%)—unclear guidelines risk confusion over channel usage and create multi-channel fragmentation.

- Government and education sectors, which integrate social intranet usage with well-defined processes, demonstrate higher digital maturity and effectively use these platforms for both organization-wide and team-level announcements.

- More than 50% of the respondents rely on organization-provisioned team chats (e.g., Technology: 66%, small teams: 53%) for team announcements, while more than 35% of respondents favor email (e.g., Retail: 46%, Technology: 41%) for organization-wide updates, highlighting distinct preferences based on the announcement's reach.

- Some large teams (31%) or partner/vendor-facing teams (35%) lean on private third-party apps or other informal methods. These selections indicate that organizations—especially in environments not fully adapted to digital transformation—adopt channels that best fit their workflows, culture, and available resources rather than adhering to a one-size-fits-all model.

CHANNELS: CROSS-TEAM DEPENDENCIES

In interdependent workplaces, cross-departmental collaborations minimize operational delays and prevent missed deadlines by streamlining service requests and responsibilities and achieving project goals.

Maturity

Channels	High adoption	Low adoption
Self-service request	• Very large organizations (10,000+ employees): 19% • Employees with more than 20 years of experience: 12%	• Education: 5% • Employees with 1-5 years of experience: 7% • Technology: 7%
Workflow-driven task management	• Partner/vendor facing teams: 70% • Marketing operations: 42%	• Leadership: 25% • Customer support teams: 22% • More than 20 years of experience: 21%
Email ticketing	• Development teams: 23% • Manufacturing: 23% • Retail: 23%	• Small organizations (1-100 employees): 12% • Remote employees: 11% • Technology: 11%
Chat-centered collaboration	• Small teams (2-5 members): 54% • Education: 52% • Technology: 52% • Remote work: 51% • Leadership: 55%	• Retail: 31% • Prospect facing teams (sales/pre-sales, social media): 36%

- Despite the tech sector's use of advanced ticketing tools for internal support, cross-team collaboration for services such as design, branding, compliance or legal review, often remains chat-based (52%).
- More than 40% of respondents favor chat for such tasks, suggesting a need for more formal, yet user-friendly, tools that service teams can handle effectively.
- Around 30% respondents believe that difficulties in collaboration and request handling significantly impact productivity and the overall employee experience.

DOCUMENT FEEDBACK

Document feedback practices in the workplace shape clarity, efficiency, and the overall progress of work. The method of feedback reflects how feedback, reviews, and improvements on documents are done.

Maturity

Feedback methods	High adoption	Low adoption
Document edit/ track changes	• Marketing operations (design, campaign, content): 29% • Very large organizations (5,001+ employees): 26%	• Medium team (6-15): 6% • Leadership: 6% • 20+ years experience: 10%
In-line comments	• Medium sized organizations (101-500 employees): 33%	• Development (Dev, Test, QA): 4% • Customer support: 14% • Partner/vendor facing: 10%
Feedback on team channel	• Development (Dev, Test, QA): 42% • Small team (2-5): 11%	• Marketing operations (design, campaign, content): 9%
In person or via team chat	• Small organizations (1-100 employees): 54% • Partner/vendor-facing teams: 70%	

- More than 70% of respondents report that feedback directly enhances their productivity. Feedback on documents, emails, presentations, and code is essential for tasks like responding to RFPs and preparing reports.
- Methods like inline comments and co-editing streamline workflows and reduce delays, improving employee experience. This approach is common in all organization sizes, particularly in roles that rely on docs.
- 42% of development teams use team channels for feedback. Also, leadership and executives (20+ years) prefer team chats over document-based feedback, favoring interactive communication to suit their roles.

INSIGHTS INTO SECURITY TOOLS AND PRACTICES

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CYBERSECURITY TOOLS AND PROTOCOLS

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HANDLING SUSPICIOUS EMAILS

Effective handling of suspicious emails is critical to maintaining organizational security. A well-defined process ensures that threats like phishing, malware, and social engineering are identified and mitigated before causing harm.

Maturity

Handling methods	High adoption	Low adoption
Automated security alerts and actions	• Government: 36% • Development: 26%	• Administrative (HR, payroll, finance): 9% • 1-5 years of experience: 9% • Education: 8%
Flagging suspicious emails via email client	• 11-20 years of experience: 40% • Government: 55% • Technology: 42% • Remote employees: 42% • Small team (2-5): 44% • Marketing operations (design, campaign, content): 49%	• Government: 14% • Retail: 21% • Mid-sized organizations: 22%
Following organizational protocols for reporting	• Manufacturing: 34% • Retail: 32% • Leadership: 31%	• Finance: 16% • Marketing operations (design, campaign, content): 16%
Manual review without tools	• Finance: 35% • Hybrid work employees: 36% • Administrative (HR, payroll, finance): 39%	• Government: 14% • Development (Dev, Test, QA): 19%

- Less than 6% of workplaces implement advanced security alert systems for suspicious emails, though the government sector stands out with a 36% adoption rate.
- Only about 55% of organizations have any direct means for employees to identify and raise an alert about suspicious emails within the email client, indicating a significant gap in proactive threat detection.
- More than 35% of total respondents and 39% of respondents in administrative roles (HR, payroll, finance), highlight a critical exposure point where routine business functions could be compromised.

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HANDLING ACCESS TO SHARED ACCOUNTS

How shared account credentials are managed can significantly impact an organization's security posture. Implementing structured, secure practices ensures traceability and controlled access and minimizes credential leaks and misuse, reducing the likelihood of security incidents.

Maturity

Credential-handling methods	High adoption	Low adoption
Password management tool	• Finance: 35% • Very large team (51+): 36%	• Marketing operations (design, campaign, content): 16% • Government: 14%
Approval-based access requests (IT provisioned)	• 11-20 years of experience: 40% • Government: 55% • Technology: 42% • Remote employees: 42% • Marketing operations: 49%	• Retail: 21% • More than 20 years of experience: 31%
Stored and managed on Excel or other spreadsheets	• Administrative (HR, payroll, finance): 33% • Partner/vendor facing: 30	• 11-20 years of experience: 17% • More than 20 years of experience: 13%
Ad-hoc sharing or team chat	• More than 20 years of experience: 32% • Retail: 32%	• Technology: 8% • Government: 9% • Internal services (IT, admin support, operations): 9% • Administrative (HR, payroll, finance): 7%

- Although 40% of respondents use a password management system and 22% have IT-provisioned access, at least 40% still depend on Excel spreadsheets or ad-hoc credential sharing, posing serious security vulnerabilities.
- The fact that 33% of administrative (HR, payroll, finance) respondents and 32% of highly (20+ years) experienced executives follow these unsafe practices is particularly concerning.
- It's often observed that teams and roles with less technical orientation tend to adopt lower-maturity tools and practices.

TOOLS IN THE DIGITAL WORKPLACE

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DATA ANALYTICS

Maturity

Analytics tool integrated with real-time monitoring systems. (e.g., system uptime, security events, live data)

- Retail sector: 48%
- Finance: 41%
- Technology: 26%
- IT and security teams: 44%
- Development, QA: 43%

Integrated analytics to track key project performance metrics (e.g., sales performance, project milestones, customer satisfaction)

- Manufacturing sector: 37%
- Internal support team: 39%
- Sales/pre-sales teams: 50%
- Development (Dev, Test, QA): 43%

Analytics for strategic planning (e.g., forecasting, marketing analysis, budgeting)

- Government: 46%
- Finance: 31%
- Leadership roles: 43%
- More than 20 years experience: 39%
- Marketing teams: 54%

Low dependence on reports generated by other teams (e.g., financial reports, strategic summaries)

- Government: 26%
- 11-20 years experience: 36%
- Travel: 25%

Percentage of demography adopted

AI ADOPTION IN THE WORKPLACE

AI APPLICATIONS

CONTENT ENHANCEMENT

44%

Internal and Customer support teams, Finance, Healthcare

WORKFLOW AND TASK AUTOMATION

32%

Internal services, Marketing, Technology, Manufacturing, Project management tools, ERP

CONTENT GENERATION

31%

Marketing, Development, Technology

AI-DRIVEN CHATBOTS

25%

Customer support, Retail, Manufacturing, Customer-facing and ERP tools

SEARCH AND KNOWLEDGE RETRIEVAL

25%

Development, Internal services, Technology, Education, Collaboration tools, Search tools

RESOURCE ALLOCATION AND OPTIMIZATION

25%

Partner/vendor facing, Logistics, Finance, ERP

REPORTING AND DATA VISUALIZATION

20%

Internal services, Leadership, Government, Technology, Analytics and dashboards

THREAT DETECTION AND SECURITY MONITORING

18%

IT operations, Finance, Government, Security and IT monitoring tools

PREDICTIVE ANALYTICS FOR BUSINESS INSIGHTS

12%

Leadership, Manufacturing, Analytics and dashboards, ERP

Adoption percentage

USAGE PATTERNS: DOCUMENT MANAGEMENT

DOCUMENT FEATURES AND FUNCTIONALTIES

DOCUMENT SHARING AND PERMISSIONS

57%

REAL-TIME COLLABORATION

44%

VERSION CONTROL

42%

INTEGRATIONS WITH WORKPLACE TOOLS

37%

- Technology: 47%
- Admin (HR, payroll, finance): 48%

ABILITY TO WORK OFFLINE

29%

- 11-20 years of experience: 39%
- Hybrid employees: 42%
- Very large team(51+): 43%

TEMPLATES AND FORMATTING

26%

REVIEW AND APPROVAL WORKFLOWS

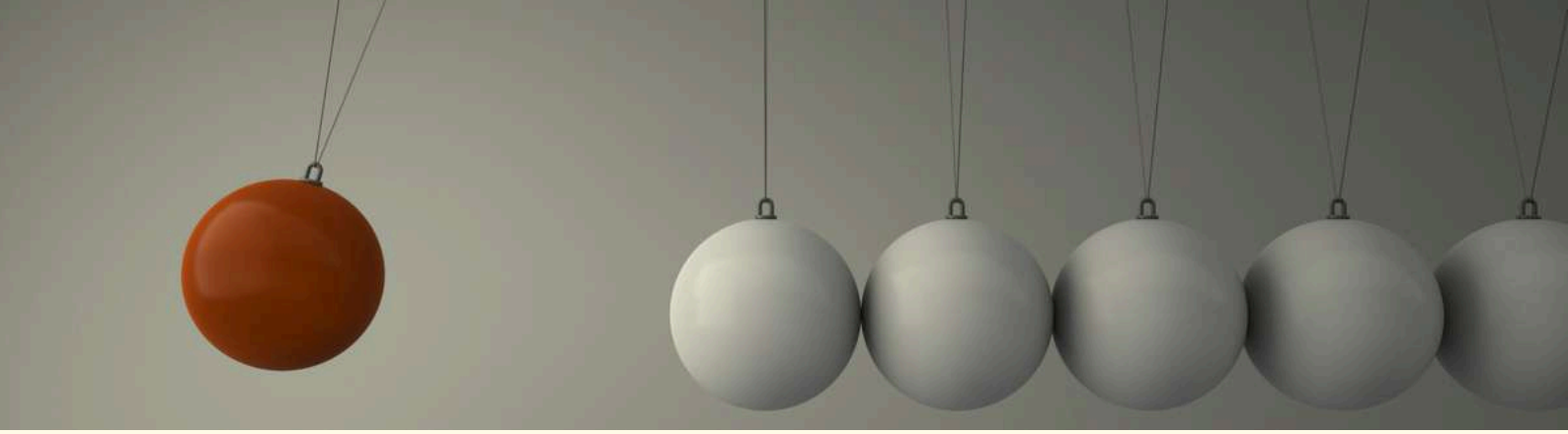
20%

AI FUNCTIONALITIES

18%

- Technology: 28%
- Hybrid employees: 27%
- Very large teams: 31%
- Internal services/support teams: 25%

Adoption percentage



CHANGE MANAGEMENT

Changes in the scale and type of tools in the workplace directly correlate to workplace maturity; these transformations help organizations to holistically redesign their operations, aligning tools with strategic goals.

Maturity

Types of change	% experienced change	High adoption
Complete overhaul of workplace tools (O365, Zoho Workplace, Zoho One)	26%	• Technology: 35% • Very large organizations (5,001+ employees): 34%
Major upgrade/replacement of key tools (e.g., ERP, CRM, help desk)	33%	• Government: 36%, • Manufacturing: 37%
Implementation/replacement of generic tools (e.g., project management tools, collaboration tools, etc.)	47%	Large organizations (501-5,000 employees): 32%
No significant tool changes	18%	Small organizations: 33%

Employees who have experienced major changes in their workplace achieved the highest maturity score (78), compared to the respondents who have never experienced any significant change in their workplace (55).

EMPLOYEE EXPERIENCE AND WORKPLACE MATURITY

Category	Positive experience (%)	Maturity score
Very large organizations (5,001+)	90%	62.7
Medium organizations (101-500)	86%	61.7
11-20 years	89%	63.4
Internal services/support	89%	64.8
Administrative (HR, Payroll, Finance)	86%	63.2
Very large teams (51+ members)	86%	63.9
Large teams (16-50 members)	85%	61.6
Remote work environment	86%	62.5
Technology	85%	66.2
Government	65%	62.4
Finance	68%	62.2

Demographics with high digital workplace maturity scores have higher percentages of respondents with positive workplace experiences. This suggests that mature digital tools and processes significantly enhance the positive workplace experience.

Despite low digital workplace maturity scores, some demographics report high levels of positive workplace experiences with their tools and processes. This suggests that mature digital tools and processes aren't always necessary for a positive workplace experience across all groups. Instead, positive experiences may derive from factors like strong team dynamics, effective leadership, job autonomy, the nature of the work itself, or a supportive organizational culture.

Category	Positive experience (%)	Maturity score
1-5 years	76%	59.9
More than 20 years	78%	59.7
Leadership	85%	60.0
Prospect-facing roles	87%	58.3
Customer support	81%	58.3
Marketing operations	72%	60.6
Education	89%	59.5
Manufacturing	84%	59.8
Healthcare	78%	59.3
Retail	77%	58.3
Small organizations (1-100)	75%	58.3
Office work environment	80%	59.9
Travel workers	90%	56.2
Medium teams (6-15 members)	80%	60.8
Small teams (2-5 members)	78%	58.8

SHADOW APPLICATIONS

Tools not officially provisioned or approved by an organization's IT team.

File sharing and storage (e.g., Dropbox, Box)	Manufacturing: 61% Hybrid and remote employees: 53% Very large teams (51+): 64%
Project management (e.g., Trello, Asana)	6-10 years of experience: 42% Finance: 46% Development teams: 49%
Communication (e.g., WhatsApp, Telegram)	Government: 35% Hybrid employees: 34% Development teams: 42%
Training and learning (e.g., Coursera, Udemy)	1-5 years experience: 42% Technology: 45% Prospect-facing teams: 46%
Voice and video calling (e.g., Skype, Zoom, Webex)	11-20 years of experience: 25% Education: 24% Leadership: 27%
Appointment booking (e.g., Calendly, Acuity Scheduling)	Finance: 24% Prospect-facing teams: 20%
Password management (e.g., LastPass, 1Password)	Internal services: 23% Leadership: 22%
Survey and form creation (e.g., SurveyMonkey, Typeform)	< 10 years of experience: 25% Prospect-facing teams: 21%
AI tools (e.g., ChatGPT, Midjourney, Gemini, SlidesAI)	6-10 years of experience: 23% Technology: 26% Leadership: 20%

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SURVEY REPORT

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