

Three ^{TOTALLY AWESOME} Steps to Modernizing Workplace Communications ²⁰¹⁸

1 STOP pretending that prohibiting text messaging for business is all that and a bag of chips

2/3 of firms with a prohibition policy don't believe they can prove it's working

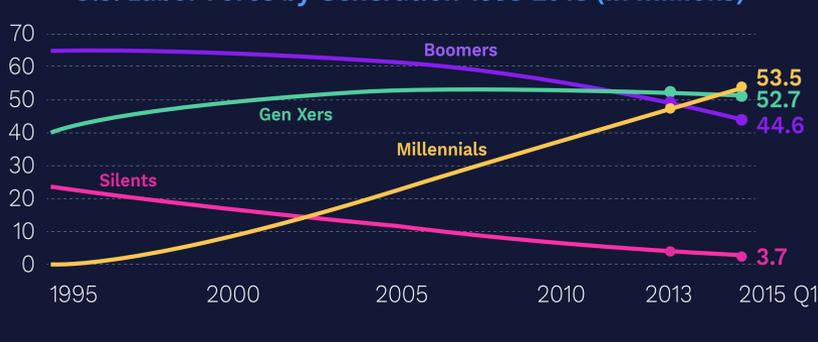
one firm with a prohibition policy received a **\$1,500,000 FINE** in part, for failing to retain more than one million texts sent from firm-issued devices

Gen Xers and millennials rode the wave of digital communication technology into the modern era

Millennial preferences are now driving text use in business

By 2025, 75% of the workforce will be millennials

U.S. Labor Force by Generation 1995-2015 (in millions)



Average number of texts sent by a millennial each day

75

Most text messages are read within

5 SECONDS

89% of consumers want to use text messaging to communicate with businesses

Expecting employees NOT to text, is like expecting parachute pants to make a comeback

2 COLLABORATE using new tools

Like the mixtape brought all your favorite songs together, collaboration platforms empower your employees with messaging, collaborative file sharing, and third-party integrations

86% of employees attribute failures in the workplace to a lack of collaboration and communication

Social collaboration improves team efficiency by

20%

77 of the Fortune **100**

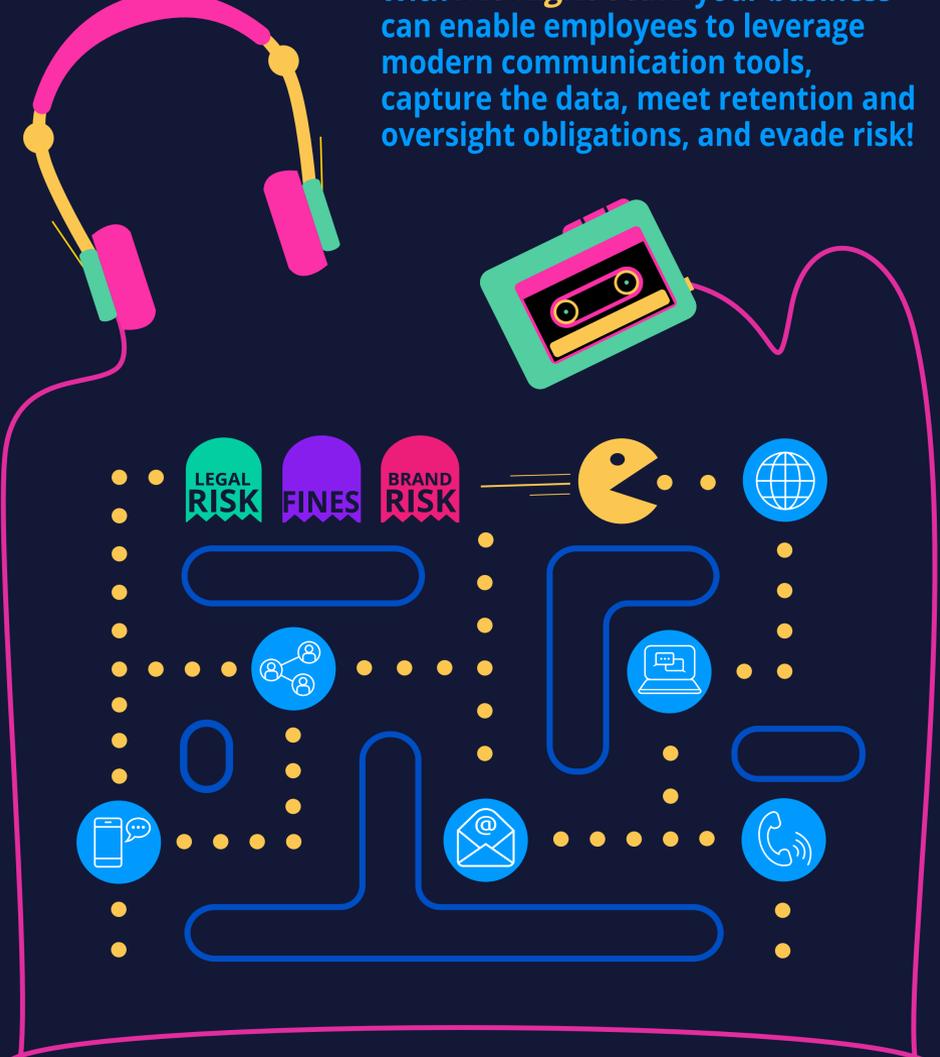
empower their employees to communicate and collaborate using Slack

6,000,000 daily active users on Slack message an average of **320** minutes per day

30,000 organizations use Workplace by Facebook

3 LISTEN by capturing it all using The Archiving Platform from Smarsh

With *The Right Stuff* your business can enable employees to leverage modern communication tools, capture the data, meet retention and oversight obligations, and evade risk!



smarsh
Capture. Reveal. Respond.

SOURCES: Brookings, <https://www.brookings.edu/blog/brookings-now/2014/07/17/brookings-data-now-75-percent-of-2025-workforce-will-be-millennials/>; TextRequest, <https://www.textrequest.com/blog/many-texts-people-send-per-day/>; BBC, <http://www.bbc.com/news/business-4166820>; Textquest, <https://www.textquest.com/blog/texting-statistics-answer-questions/>; Our Social Times, <https://www.oursocialtimes.com/blog/2012/09/nick-stein-work-post-2.html>; Fortune, <http://fortune.com/2016/05/25/slack-3-million-daily-active-users/>; DMR, <https://expandedramblings.com/index.php/slack-statistics/>; Forbes, <https://www.forbes.com/sites/kathleenchaykowski/2017/10/26/facebook-workplace-spreads-to-30000-businesses-nonprofits>