



# Report: Global State of Internal Communications 2023



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# 1. Introduction

Looking back on Global State of Internal Communications survey data spanning the past four years, it is evident that the role of internal communications has had to evolve rapidly in response to new market factors with each passing year.

In 2023, the workplace is defined by uncertainty around trends like inflation, competition for talent, quiet quitting, and varying workplace structures. Internal communicators are responsible for navigating this complex landscape while supporting leadership vision, enabling people managers, advocating for employees, and developing their own career trajectory.

Results from the 2023 Global State of Internal Communications survey provide a unique insight into the outlook for internal communications in the face of these compounded circumstances.



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## 2. Executive Summary

This report highlights key trends shaping internal communications in 2023. The following insights come from our **Global State of Internal Communications 2023 Survey** and are supported by secondary research sources.

### Report Highlights

#### Industry Trends

- Higher employee satisfaction and better leadership communication are key priorities for internal communicators in 2023
- Employee experience and proving internal communications ROI are the top two internal communications trends
- 49% of respondents say their organization has been negatively affected by external market conditions
- Inflation and recession fears have had the biggest negative impact on companies
- Budget cuts or drop in employee morale are two of the leading consequences of external market conditions

#### Culture

- 58% of companies experience moderate employee engagement levels
- 53% of companies experience moderate organizational alignment
- 66% of companies have a formal employee recognition system
- 88% of companies collect employee feedback

- 
- 72% of respondents consider internal communications measurement their biggest challenge
  - 76% of respondents find it difficult to showcase the impact of internal communications

### Channels & Tools

- A majority of internal communicators still do not use any third-party internal communications solutions
- Email newsletters and intranets are the most popular internal communications channels
- 91% of respondents rely on email in a hybrid/remote environment
- Most internal communicators still don't have an internal communications budget
- Email open/click rates are the most popular internal communications KPI
- Employee feedback is the most popular way of proving internal communications impact

### Strategy & Leadership

- 52% of companies do not have a long-term internal communications strategy
- Content creation is the most time-consuming part of an internal communicator's job
- 75% of internal communicators feel that leadership recognizes the value of internal communications
- For leaders, improved company culture is the biggest perceived benefit of internal communications
- Internal communications have the biggest impact on employee retention and people manager enablement

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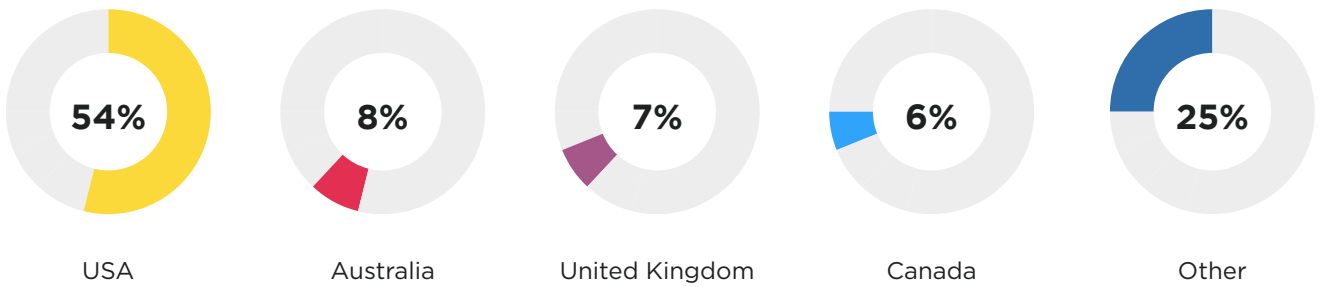
## Work Structure

- Hybrid workplaces are the most common workplace structure in 2023
- 61% of companies changed their workplace structure in the past year
- 53% of companies had an action plan for re-opening their offices
- 51% of respondents were satisfied with how leadership enabled a return to the office
- Internal communications has a growing significance in most organizations
- 58% of respondents have deskless employees at their companies
- Frontline employee engagement is a key priority for companies with a deskless workforce

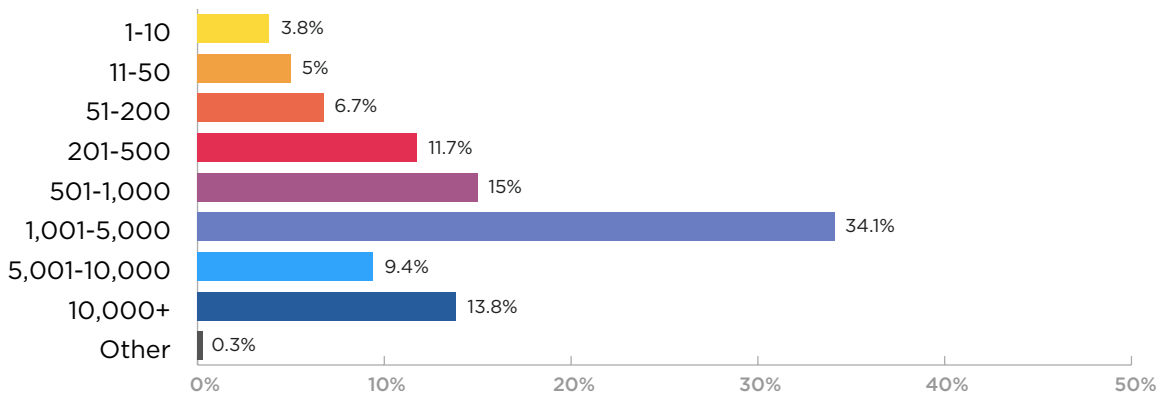


# 3. Respondent Profile

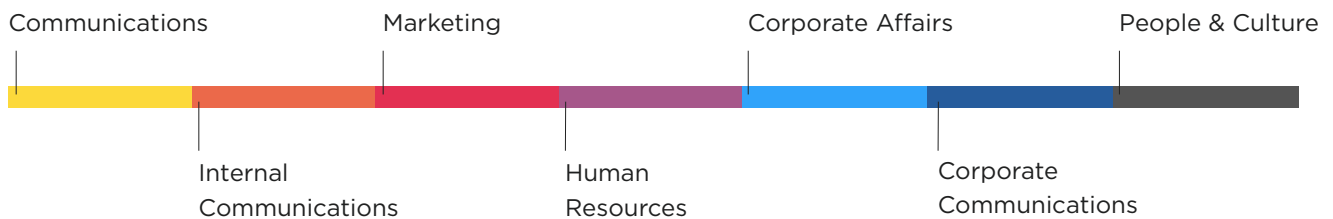
## 3.1 Geography



## 3.2 Company size

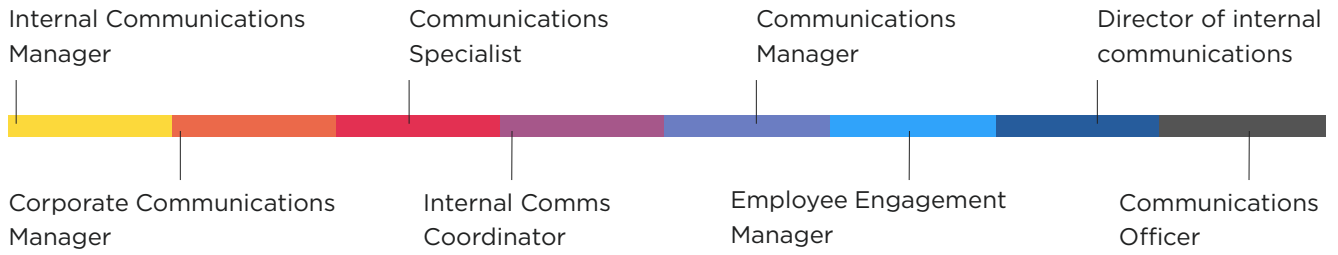


## 3.3 Departments of respondents

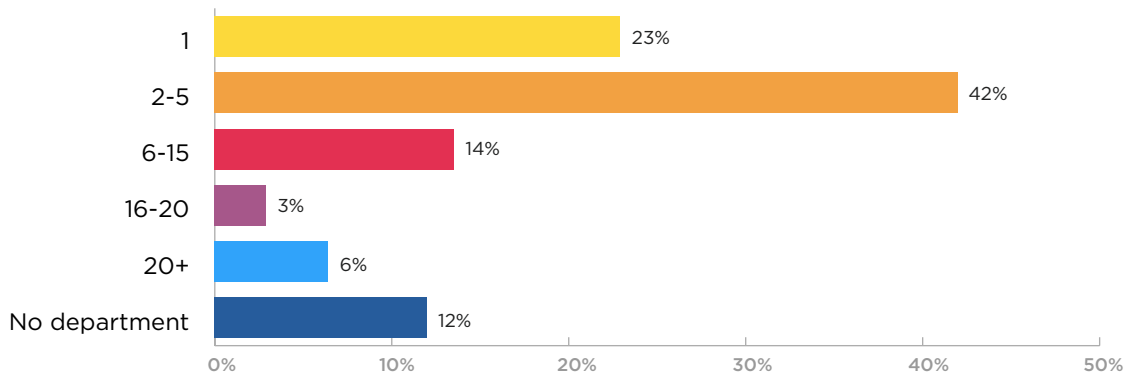




### 3.4 Job titles of respondents



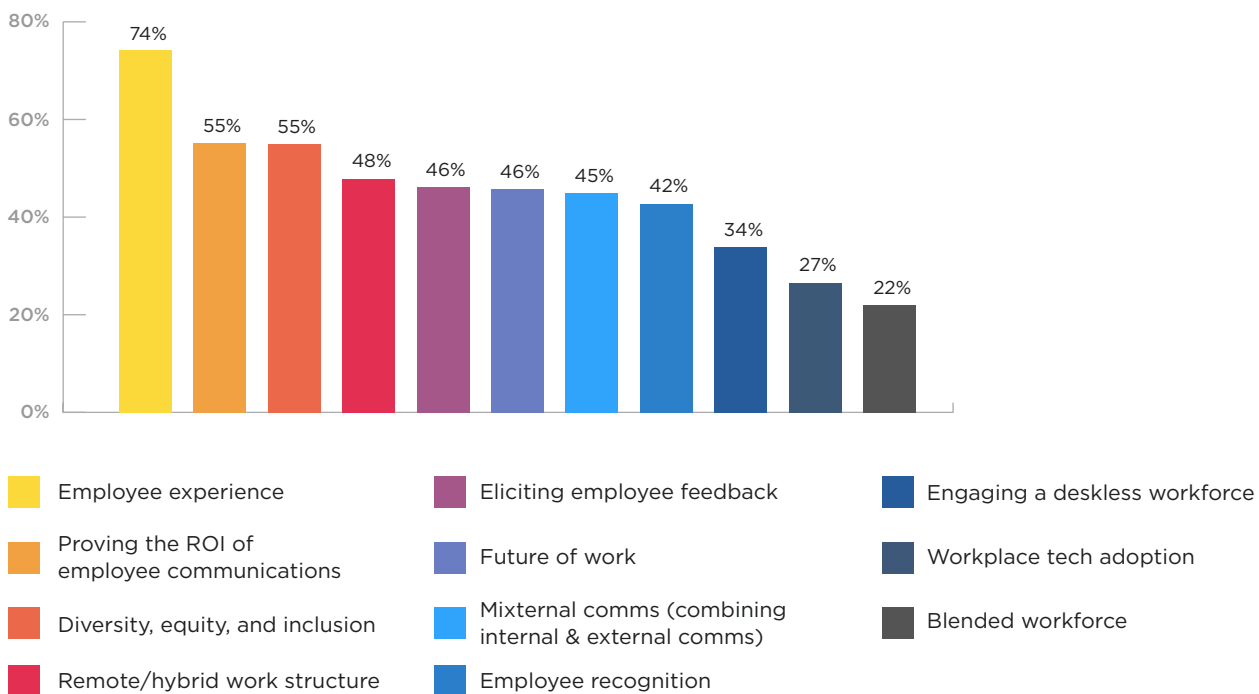
### 3.5 Size of internal communications team



# 4. Industry Insights

## 4.1 Trends

### Most Popular Trends of 2023



**Employee experience** is the leading trend shaping internal communications for four consecutive years. In 2020, the focus was on creating unique employee experiences to attract and retain the best talent. By 2021, the focus had shifted to building strong employee experiences for a remote workforce. In 2022, many workplaces had begun settling into a hybrid work structure, where employee experience was all about creating a smooth transition back to a physical office. This year, we see employee experience go beyond the physical experience to encompass factors that define an employee’s life at a company.

This involves understanding and addressing your employees’ current expectations. For example, you can support employee well-being by helping them tackle burnout and prioritize a healthy work/life balance, or build employee trust and alignment by developing a stronger leadership communication strategy.

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It comes as no surprise that ***proving internal communications ROI*** is another topic of high interest to internal communicators in 2023. Internal communications have been critical to organizational stability and success over the past few years. Yet, the tangible results of internal communications are hard to quantify. While the function holds a high value to leadership and employees, it is difficult for internal communicators to build a strong case for increased budgets and more resources without a way to showcase their impact. Identifying tools and approaches to measure internal communications ROI is therefore a top trend of 2023.

Internal communicators are also very interested in ***Diversity, Equity, and Inclusion (DEI)***. Although the responsibility of DEI doesn't fall solely on internal communications, they can play an important role in spreading awareness around the subject, giving diversity a greater voice in the company, and amplifying the company's DEI initiatives.

***Remote/hybrid work structures*** are extremely relevant to an internal communicator's work. Internal communications are often considered the backbone of an engaged remote/hybrid workforce because communication is the primary method of keeping these employees connected and aligned with company goals.

***Eliciting employee feedback*** will always be a priority for internal communicators as this is the most accurate way of knowing whether their efforts are working, and discovering a deeper understanding of existing gaps.

The ***Future of Work*** remains a leading trend. An internal communicator's job goes beyond influencing the workplace of today and includes preparing for the workplace of the future.

***Mixternal comms*** is a relatively new trend that has seen growing interest among internal communicators. This buzzword refers to the internal and external messaging that feeds into driving brand reputation and positioning.

***Employee recognition*** is another important focus area as companies strive toward building superior employee experiences and improving employee wellbeing. Creating a workplace where employees feel valued and recognized for their work is key for retaining talent and keeping employees engaged.

***Engaging a deskless workforce*** is another topic of high interest to internal communicators. About 80% of the global workforce is deskless. Yet, most traditional employee engagement approaches cater only to desk workers. With this in mind, internal communicators are exploring creative ways of connecting with the deskless workforce.

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## 4.2 Goals

### Q. What is the main priority for internal communications this year?



*Higher employee satisfaction and better leadership communication are top priorities for IC in 2023*

**Higher employee satisfaction:** Improving employee satisfaction has ranked as the top internal communications goal for three consecutive years. Employee satisfaction is dependent on a variety of factors—from job role and career prospects to quality of leadership and workplace culture. For internal communicators, creating an employee-focused culture through effective, engaging communication is a primary area of focus. As per Trade Press Services, effective internal communications motivate 85% of employees to become more engaged in the workplace.

**Better leadership communication:** Consistent and authentic communication from leadership boosts employee morale and helps build trust in the workplace. Internal communicators can play a key role in facilitating a dialogue between leaders and their employees. This can be achieved by building strategies that include one-on-one conversations with leaders, employee appreciation opportunities, and leaders acting on employee feedback. This trend ranked second as a top internal communications focus in 2023

**Increased workplace participation:** Encouraging employee participation came in third as a key internal communications goal. Involving employees in decision-making has become extremely challenging without daily workplace interactions. According to SalesForce, employees who feel their voices are heard are 4.6 times more likely to feel motivated and perform their best at work. Internal communicators are focused on building two-way communication channels in order to develop a culture where managers include employees in decision-making, and employees feel confident and driven to share their opinions freely. A statistic from Oak Engage highlights that 69% of employees say they would work harder if they felt their efforts were more recognized.

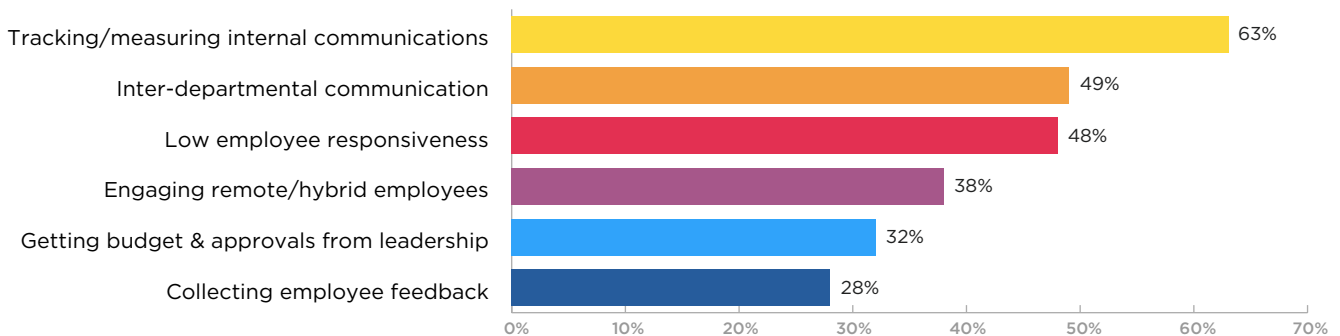
**Culture change:** Internal communicators ranked culture change as the fourth most important trend for 2023. Employees across the globe are seeing a shift in their workplace culture. This might be driven by a new work environment, slow down in hiring and promotions, or structural changes within the organization. Internal communicators will need to be on top of their communications strategy to lead a smooth change management process.

**Improved productivity:** Employee productivity is directly linked to employee engagement. According to Gallup, companies with higher engagement experience 21% greater productivity. With employee engagement being a key metric of success for internal communicators, it is no surprise that improved productivity is among the top five internal communications trends for 2023.

**Lower attrition rate:** Starting mid-2021, we saw a wave of employee exits, now commonly termed as “The Great Resignation”. Employees leaving can be a huge cost to a company. According to Glassdoor, it costs organizations in the U.S. \$4000 to replace an employee. As employers seek to retain employees and reduce attrition, they will need to understand why employees are leaving in the first place. Some of the top reasons why employees leave their jobs are because they don’t feel valued, don’t see a future in the company, and don’t feel heard. Internal communications play a significant role in improving retention by fostering a transparent feedback culture, enabling a two-way conversation between employees and their leaders, or giving recognition to employees.

## 4.3 Challenges

### Q. What are the main internal communications challenges you face?

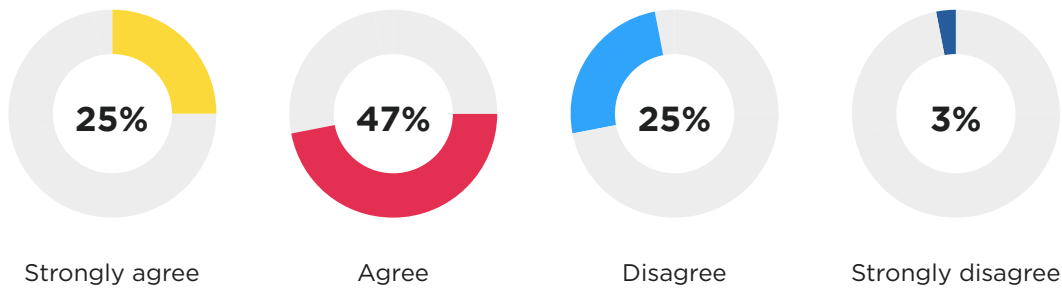


*Tracking and measuring internal communications remains the internal communications challenge for three consecutive years*

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**Tracking/measuring internal communications:** In 2023, 63% of internal communicators consider measurement their biggest challenge. Most internal communicators neither have the bandwidth or resources to focus on measurement nor do they have the budget to invest in tools that will help them with it.

**Q. “Measuring internal communications is the biggest challenge for me”. To what extent do you agree with this statement?**



*72% of internal communicators consider internal communications measurement their biggest challenge*

Measurement has persisted as a glaring internal communications challenge for four years. The good news is that a shrinking percentage of internal communicators consider measurement their biggest challenge. This year, 72% of respondents said internal communications measurement is their biggest challenge, compared to 84% last year.

**Inter-departmental communication:** 49% of internal communicators now consider inter-departmental communication their biggest challenge, compared to 35% the previous year. With teams dispersed and unable to interact on a daily basis, workplace collaboration needs to be a more concerted effort than it previously was. Internal communicators need to continually innovate, experiment with new tools and tactics, and get creative to bolster cross-departmental collaboration.

**Low employee responsiveness:** 48% of internal communicators struggle with low levels of employee responsiveness. This can be hard, especially with limited face-to-face interactions between employees and their managers. It’s also difficult for employees to feel psychologically safe expressing feedback when they’re working from home. As per Gallup, only 3 in 10 employees feel that their opinions are valued at work. By increasing this number to 6, companies can expect to see a 27% decrease in turnover and a 12% increase in productivity.

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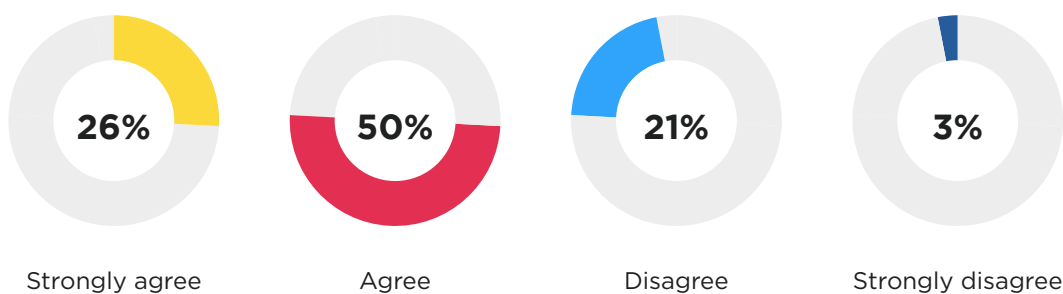
**Engaging remote/hybrid employees:** According to Buffer, 20% of remote workers viewed their existing internal communications as a barrier. Companies have had to rely almost entirely on communication to build and maintain their company culture, making remote/hybrid worker engagement a top challenge for 38% of respondents. Internal communicators are tasked with creating a holistic strategy that supports virtual recruitment, fosters collaboration, provides employee recognition, and gathers employee feedback.

**Getting budget approvals from leadership:** The percentage of internal communicators that face challenges getting budgets and approvals from leadership has increased significantly (32% this year vs 18% the previous year). This strongly correlates to most organizations' financial decisions in response to inflation, recession fears, and volatile global markets.

**Collecting employee feedback:** The good news is only 28% of respondents consider collecting honest employee feedback their biggest challenge this year, compared to 42% in the previous year. As per this survey, 88% of companies already collect employee feedback. Yet, receiving candid and honest feedback can be a challenge. There are several tools such as pulse surveys, rating scales, eNPS, and anonymous comments that can help address this.

[Discover employee feedback tools and strategies](#)

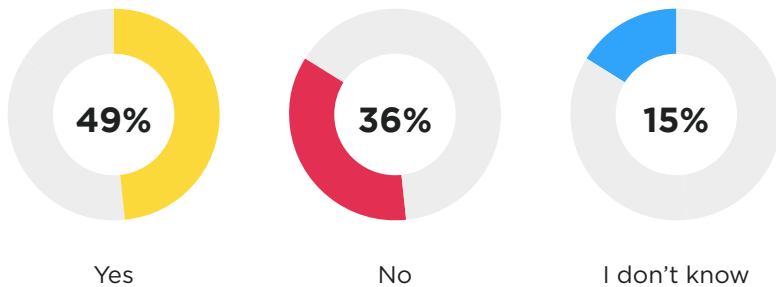
**Q. "It is difficult to showcase the impact of internal communications in my organization". To what extent do you agree with this statement?**



Interestingly, 50% of internal communicators agree and 26% strongly agree that it is difficult to showcase the impact of internal communications. This is an understandable scenario as internal communicators influence various stages of the employee experience through varying channels, which can be difficult to quantify.

## 4.4 Market factors

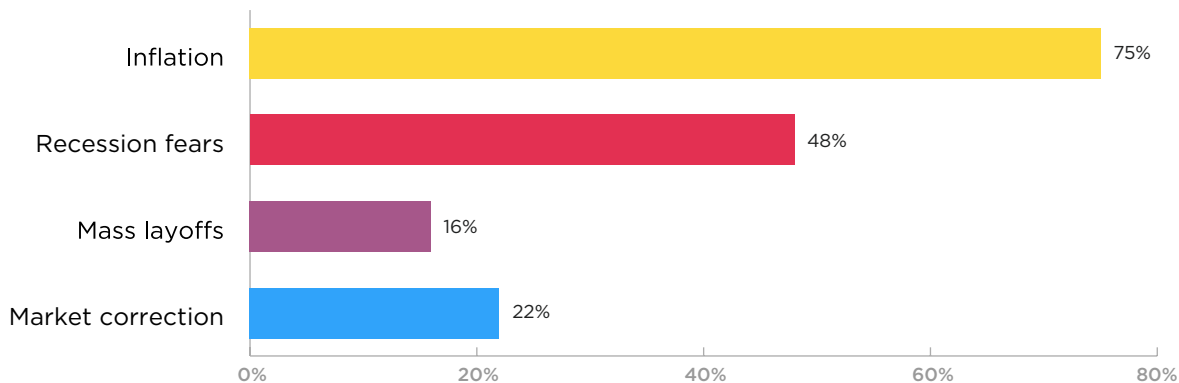
**Q. Has your team/organization been negatively affected by external market conditions? (Eg. Inflation, possible recession, the Great Resignation, etc.)?**



*A majority of respondents have been negatively affected by external market factors*

Global markets have been extremely volatile over the past year. Global conflict, inflation, recession fears, and the Great Resignation have had fluctuating impacts on companies across geographies. 49% of respondents said their company has been negatively impacted by external market conditions.

**Q. Which market situation has affected your company?**



*75% of respondents say their company has been most affected by inflation*

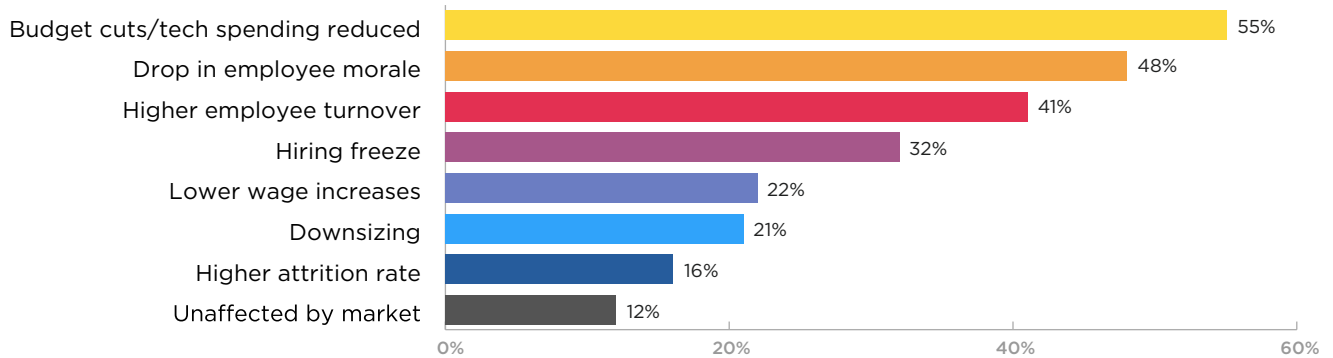
75% of respondents believe that inflation has impacted their company the most. Inflation has led to higher prices, fewer hires, lower average raises, and more layoffs.

48% respondents state that recession fears have affected their company the most, followed by 16% who cited mass layoffs and 22% who cited market correction as the leading market factor affecting their organization.



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## Q. How has your team/organization been affected by current market conditions?



*Most companies have been faced with budget cuts*

Inflation has greatly affected the financial decisions of companies. This is evidenced in the above responses.

55% of companies have experienced budget cuts and reduced spending on tech purchases as a result of the uncertain market conditions. 48% of companies saw a drop in employee morale and 41% experienced higher employee turnover. Wage increases have declined for 22% of companies, while 21% companies have downsized in response to inflation and recession fears. 16% of companies have seen an increase in their attrition rate. This can be closely tied to the significant drop in employee morale as well.

Only 12% of respondents said that they have not been affected by external market conditions so far.

### Key takeaways:

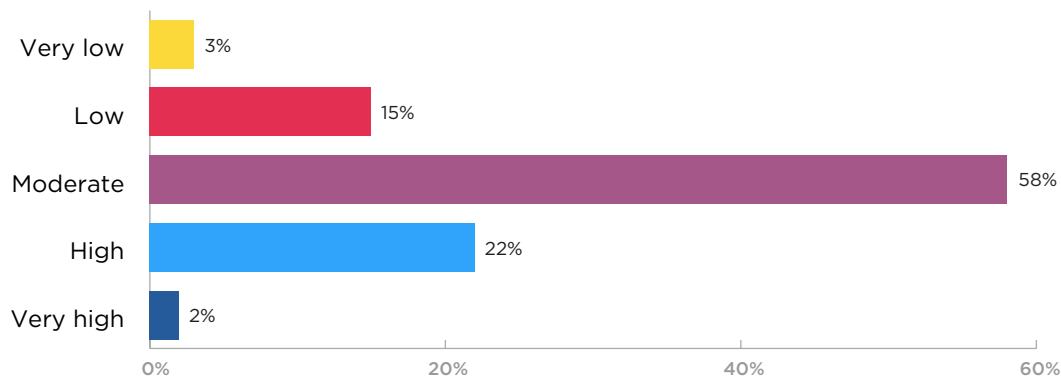
- 49% of respondents say they have been negatively affected by external market factors
- 75% of respondents say their company has been affected by inflation
- 55% of companies have been faced with budget cuts and reduced spending of tech purchase

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## 5. Culture

### 5.1 Employee engagement

Q. How would you describe the current employee engagement levels at your organization?



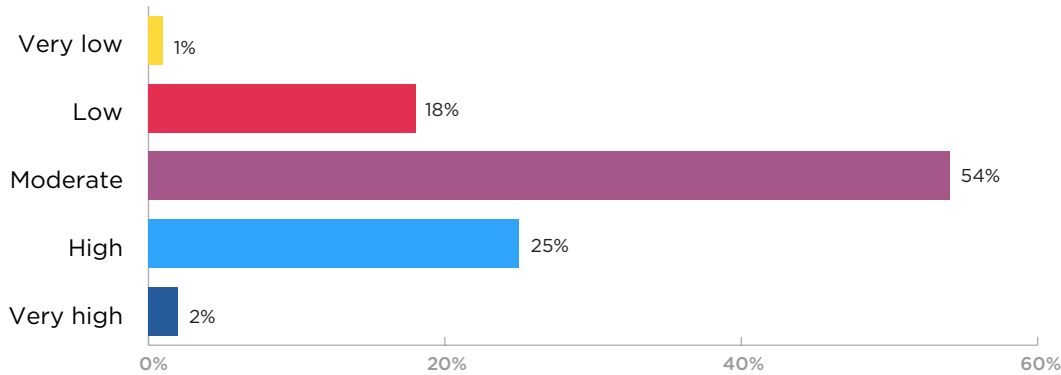
*58% respondents have moderate employee engagement levels at their company*

A larger percentage (58%) of companies have reported moderate employee engagement levels at their organization this year compared to the previous year (48%). This is supported by [Gallup's annual employee engagement survey](#) that revealed the lowest levels of employee engagement across U.S. companies last year since 2020.

In our study, we see fewer companies (18%) with low or very low employee engagement levels this year compared to the previous year (24%). However, there is also a smaller percentage of companies (24%) with high or very high employee engagement levels this year compared to 28% in the previous year.

## 5.2 Organizational alignment

Q. How would you rate your organizational alignment?

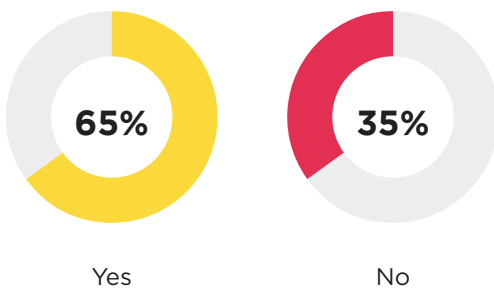


*54% respondents have moderate organizational alignment at their company*

As defined by [CMOE](#), “organizational alignment is the process of creating unity between the company’s ultimate vision of success and the way leaders and individual contributors drive business results.” 27% of companies have high or very high organizational alignment, while 19% have low or very low organizational alignment. A majority of companies (54%) experience moderate levels of organizational alignment. This tells us that 73% of companies still have more to do when it comes to unifying their people toward a shared vision and mission.

## 5.3 Employee recognition

Q. Do you have a formal employee recognition system in your organization?

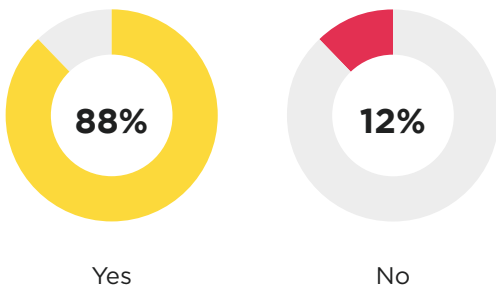


*65% respondents have a formal employee recognition system at their companies*

According to [Great Place to Work](#), the best companies to work for excel in employee recognition. As companies aim to prioritize employee experience and increase employee satisfaction, we can see 65% of respondents already have a formal employee recognition system at their company.

## 5.4 Employee feedback

### Q. Do you collect employee feedback at your organization?

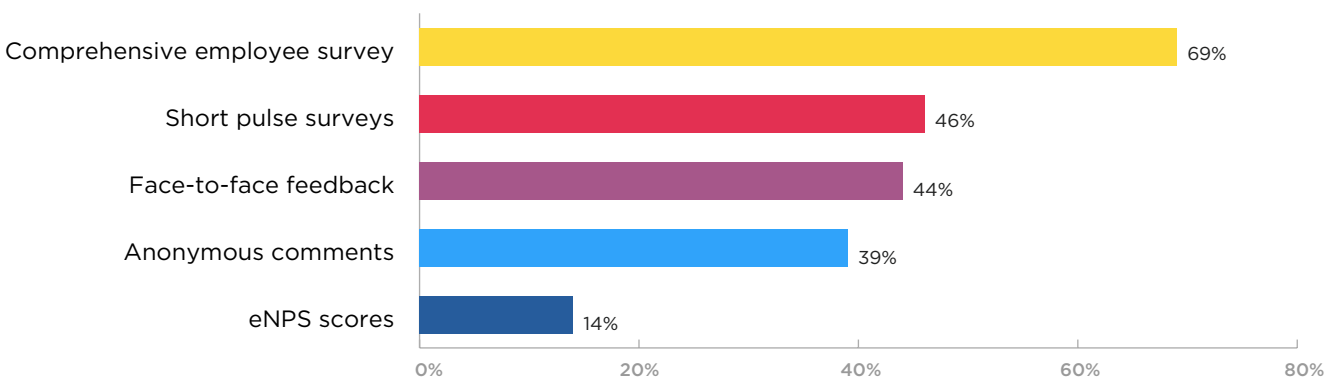


*88% companies collect employee feedback*

At the end of the day, all internal communications goals are tied to improving employee engagement and satisfaction. Unsurprisingly, 88% of respondents gather employee feedback, which is the most accurate and effective way to know whether your internal communications initiatives are working.

Yet, it is telling that 58% of companies only experience moderate employee engagement. This could mean that while a majority of companies gather employee feedback, they need to ensure they are proactively acting on the feedback to see a significant improvement in employee satisfaction and engagement.

### Q. What type of employee feedback is the most effective in your organization?



*Comprehensive employee engagement surveys are the most common employee feedback channel*

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69% of internal communicators find comprehensive employee engagement surveys the most effective method of gathering employee feedback. These surveys provide a holistic insight into a company's overall employee engagement levels, employee opinions, gaps, and expectations. The only drawback of longer surveys is that it might take longer to consolidate and analyze the feedback, which in result would lead to a delayed response in terms of actionable solutions.

46% of internal communicators find quick pulse surveys the most effective way to collect employee feedback. Pulse surveys enable you to understand employee sentiment in the present moment or about a specific event.

44% rely on face-to-face conversations for employee feedback.

**Key takeaways:**

- 58% respondents have moderate employee engagement levels at their company
- 54% respondents have moderate organizational alignment at their company
- 65% respondents have a formal employee recognition system at their companies
- 88% companies collect employee feedback
- Comprehensive employee engagement surveys are the most common employee feedback channel



## 6. Channels & Tools

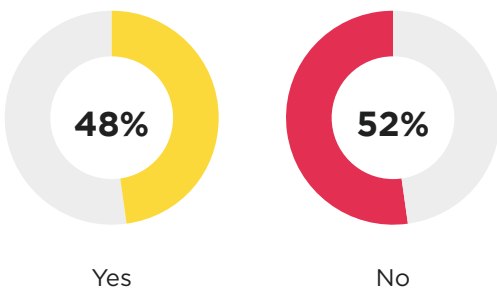
**Q. Which of the following adds the most value to your work?  
(Rank in order of importance)**



*Webinars & templates are the most valuable resources for internal communicators*

Webinars are considered the most valuable internal communications resource, followed by templates and practical resources that can add direct value to an internal communicator’s work. Virtual and in-person conferences ranked as the third most popular way for internal communicators to gain knowledge and practice know-how.

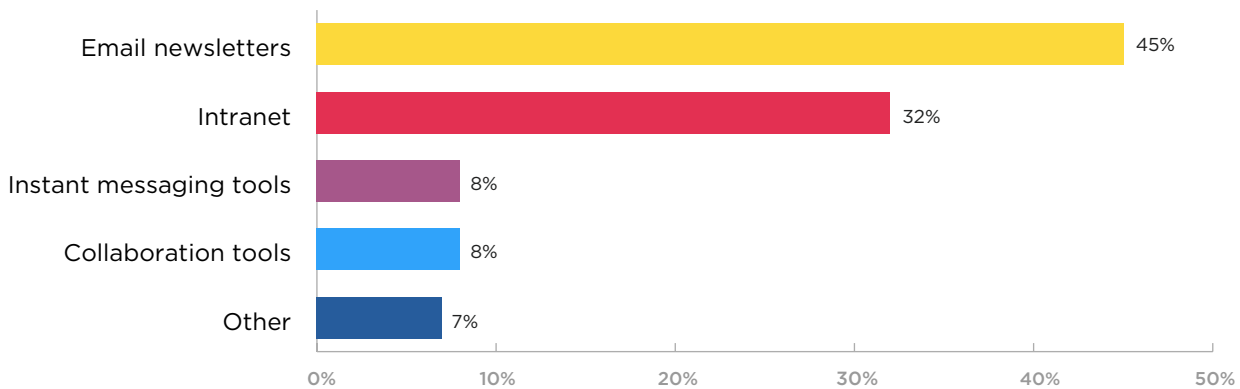
**Q. Do you use any third-party internal communications solution?  
If yes, which one/s?**



*Majority internal communicators still do not use any third-party IC solutions*

While 52% of internal communicators still don't use a third-party internal communications solution, an increasing percentage do (48% this year vs 31% the previous year). Despite budget cuts and reduced spending, this changing stat proves that internal communications is broadening as a function with a wider scope of work, and consequently a greater need for tools to support internal communications goals.

**Q. Which of the following do you rely on the most for your internal communications?**

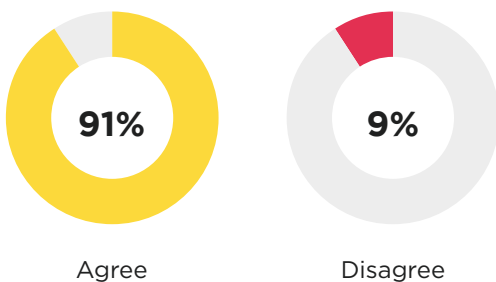


*Email newsletters and intranet are the most popular internal communications channels*

45% of internal communicators rely most on email newsletters for employee communication, followed by 32% that mainly use intranets. 8% drive internal communications through instant messaging tools like Slack or Microsoft Team, or collaboration tools such as Asana, Monday, or Trello.

[Try ContactMonkey's free Email Builder for your next employee newsletter](#)

**Q. "I rely more on email to communicate with employees in a remote/hybrid environment." Do you agree or disagree with this statement?**

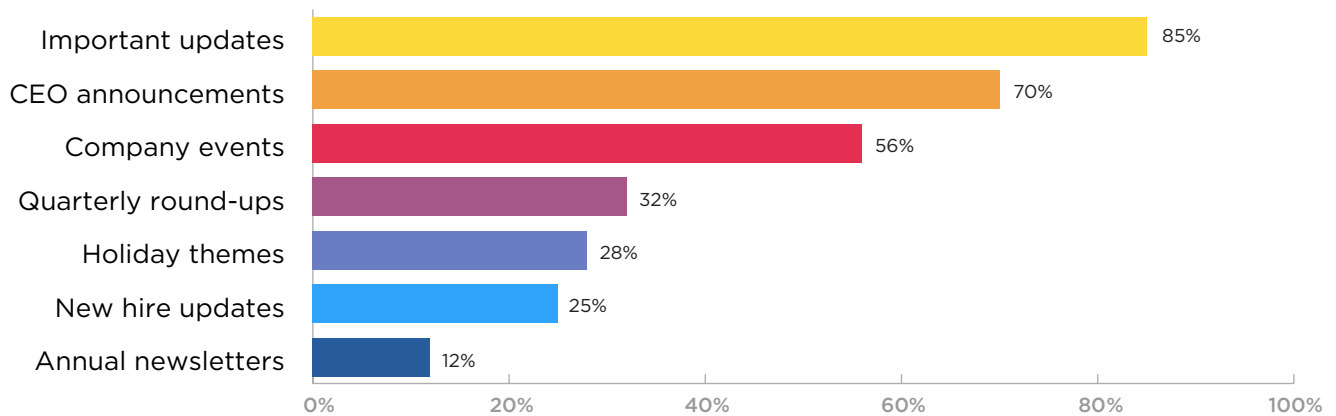


*91% of respondents rely more on email in a hybrid/remote environment*

91% of respondents say they rely even more on email in a remote/hybrid work environment. Email is a reliable way to personalize communication, ensure consistent messaging across the organization, and schedule updates so they reach all employees at the right time—regardless of time zone differences. Email is also commonly used to keep employees informed on company events such as town halls, team-building sessions, information sessions, cultural events, and more. 2023 is seeing a rising emphasis on leadership communication. Email connects employees at every level to leadership by enabling direct communication from the CEO’s office.

[Here are 20 content ideas for your next employee newsletter](#)

**Q. What kind of newsletters do you send your employees? Select all that apply.**



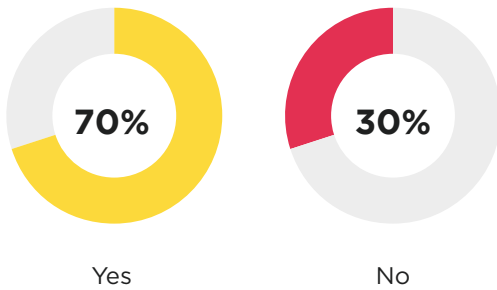
*Important updates, CEO office announcements, and company event updates are the most common employee newsletters*

Important updates are the most common kind of employee newsletters. This could include changes in work structure, crisis-related communication, and major company announcements. The second most common email newsletter is CEO office announcements. With a rising demand for stronger leadership communication, intentional email communication from leadership is important for every organization. Information about and invitation to company events and third most common internal email topic.



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**Q. Do you have an emergency alert/crisis communications system in place at your organization?**



*70% companies have a crisis communications system*

In recent years, workplaces have grappled with uncertainty from the pandemic, social unrest, the rise of social media as an outlet for employee rage and grievances, and market factors like inflation. It is inevitable for an organization to face a crisis—whether it be on a company level or a global scale. As per our survey, 70% of companies have adopted a proactive rather than reactive approach to crisis management by having a crisis communications system in place.

If you do not have a crisis communications plan, [here is a guide](#) to get you started.

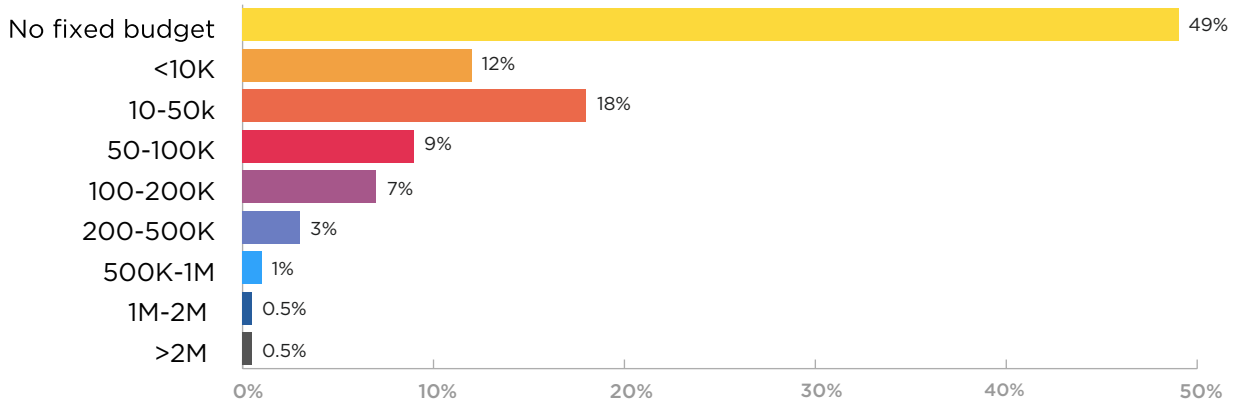
**Key takeaways:**

- Webinars and templates are the most valuable resources for internal communicators
- 52% internal communicators still do not use any third-party internal communications solutions
- Email newsletters and intranet are the most popular internal communications channels
- 91% of respondents rely more on email in a hybrid/remote environment
- Important updates, CEO office announcements, and company event updates are the most common employee newsletters
- 70% companies have a crisis communications system

# 7. Strategy & Leadership

## 7.1 Budget

Q. What range best describes your internal communications budget?

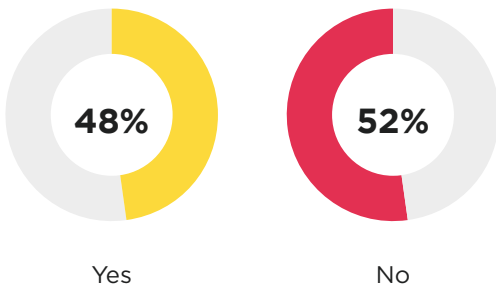


*Most internal communicators don't have an internal communications budget*

49% of respondents said their company does not have a fixed internal communications budget. This is a larger percentage compared to previous years. Cost cutting and stringent company budgets could be largely responsible for this. In preparation for an economic downturn, companies are taking measures such as reducing spend on technology, and maximizing existing resources. Rather than committing to an annual internal communications budget, most companies are likely to approve spending on a case-by-case basis.

## 7.2 Internal communications strategy

Q. Do you have a long-term strategy in place for your internal communications?

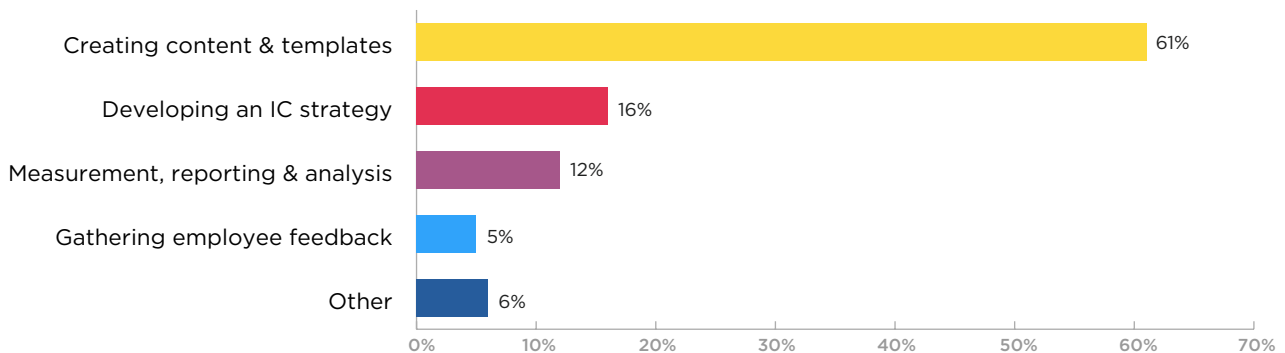


*52% companies don't have a long-term internal communications strategy*

Most companies still do not have a long-term internal communications strategy. This is supported by the fact that only 15% of internal communicators have the time to prioritize building an internal communications strategy, as most spend a bulk of their time on execution-based activities such as creating content and templates.

### 7.3 Time allocation

#### Q. Which of the following activities take up the most of your time?



*Content creation is the most time-consuming part of an internal communicators job*

61% of internal communicators spend a majority of their time creating internal communications content and templates. 16% internal communicators spend most of their time focused on developing an internal communications strategy, while only 12% spend time on measurement, reporting and analysis. This highlights a common internal communications challenge. Often, internal communicators are working with limited resources to support their communication efforts. When they get caught up in execution-based activities, it leaves them less time for focusing on strategy, measurement, and reporting. This speaks directly to the internal communications challenges discussed earlier in the report.



#### **METTLER TOLEDO**

Kate Kralej, Communications Specialist

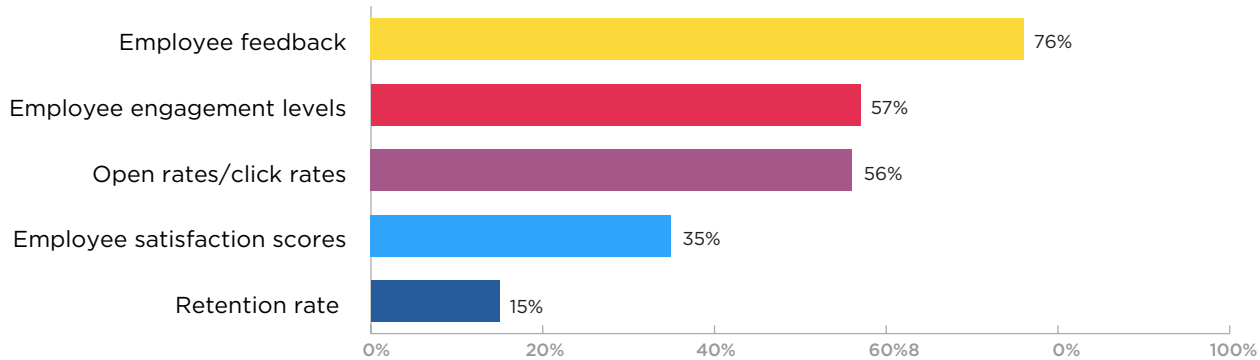
*“Once I started using ContactMonkey, I realized I was able to save 4 hours of work a week, which translated to 25 days saved per year!”*

[Try ContactMonkey for Free](#)

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## 7.4 Key Performance Indicators (KPI)

### Q. How do you prove the impact of your internal communications?



*Employee feedback is the most popular way of proving internal communications impact*

**Employee feedback:** The most vital measure of internal communications for 76% of respondents is employee feedback. All internal communications goals are ultimately geared toward creating a positive work culture for employees. Understanding how your workforce feels is essential to learning if your internal communications efforts are achieving their desired goals. 50% of internal communicators are tasked with increasing employee feedback levels.

**Employee engagement scores:** 57% of respondents rely on employee engagement scores as their main KPI. An employee engagement score tells you how satisfied your workforce is. High employee engagement is correlated with better productivity, higher retention, and, ultimately, an improved bottom line.

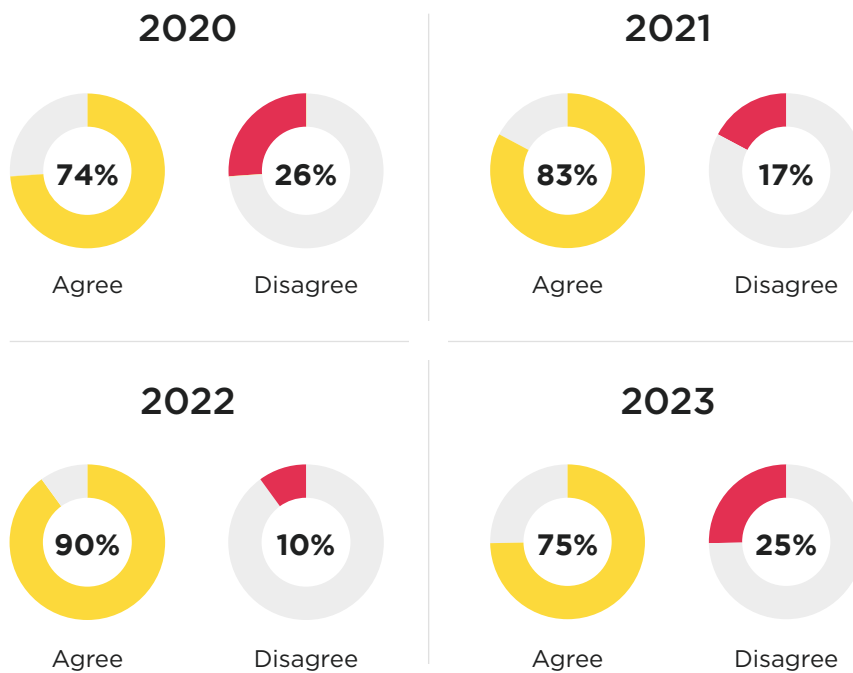
**Open rate & click rate:** With email being the most common communication channel among internal communicators, email open rates and click rates are the best way to prove impact for 56% of survey respondents, 64% of whom rely on these metrics as their top KPI.

**Employee satisfaction surveys:** 35% of respondents use employee satisfaction surveys to gauge internal communications effectiveness. These surveys help companies understand how fulfilled their employees feel at work. This is a key internal communications performance indicator, as all internal communications goals come down to how satisfied and engaged employees are.

**Retention rate:** As per our survey, a majority of internal communicators believe that their biggest impact is in improving employee retention or lowering attrition levels. 15% of survey responders look at their company’s retention rate to measure the impact of their efforts, which is often difficult for them to quantify.

## 7.5 Leadership attitude

**Q. “Leadership recognizes the value of internal communications in the organization”. Do you agree or disagree?**

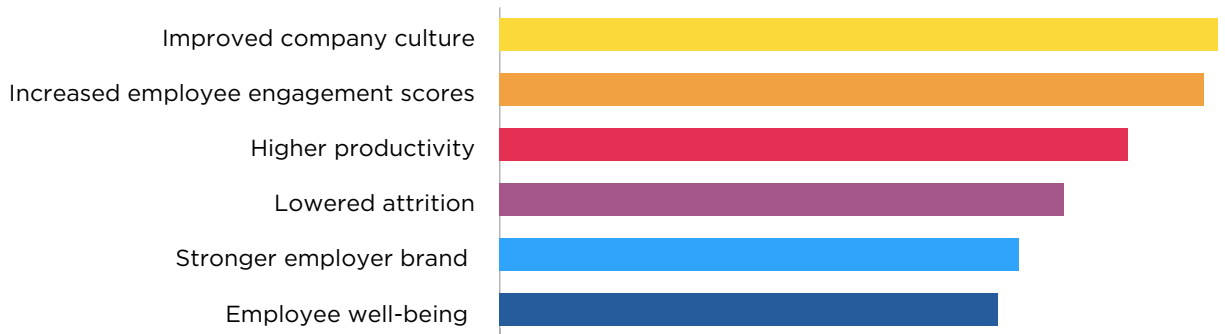


*75% of internal communicators feel that leadership recognizes the value of internal communications*

While a majority of respondents believe their leadership recognizes the value of internal communications, this year saw a larger percentage (25%) than previous years disagree with this statement. It is possible that in the face of market volatility and inflation leadership has shifted its focus away from internal communications to prioritize financial decisions like budget cuts.

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**Q. What do you think resonates most with your leadership when discussing the benefits of internal communications? Rank in order of importance.**



*For leaders, improved company culture is the biggest perceived benefit of internal communications*

Internal communicators believe that leadership values internal communications for its influence on building and improving the company culture. Communication is the backbone of a strong company culture. For example, the messaging and words a company uses to define its vision, mission, and value convey the organization’s personality. Further, the frequency of employee communication affects how connected employees feel to the company. This becomes even more relevant in remote or hybrid workplaces where daily face-to-face interactions cannot be relied on for keeping employees connected, informed, and engaged.

Leaders also view internal communications as a key driver of employee engagement. Whether this involves sharing company updates, enabling manager and leadership communication, communicating the company vision and values, or mining a two-way channel of communication by gathering employee feedback, internal communications is a key driver of every aspect of employee engagement.

While Marketing and Human Resources (HR) teams are often responsible for external employer branding to attract the best talent, internal communications play a huge role in building an employer brand among existing employees to drive retention.

Finally, leaders also value internal communications for its role in employee wellbeing.

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## 7.6 Influence

**Q. How would you rate your/internal communications' current ability to influence the following?**



*Internal communications influence on driving company culture*

According to respondents, internal communications has the greatest influence on:

**1. Driving company culture:** Every aspect of an internal communicator's job helps build and drive company culture. The frequency of internal communications, the messaging tone of voice used in internal communications, or the comms tools adopted to enable productivity and engagement are all key areas that impact a company's culture.

**2. Reaching a dispersed workforce:** Internal communications is indispensable in reaching and connecting a dispersed workforce. Whether it be hybrid, remote, or deskless employees, the communication channels and strategies adopted to engage them will be essential to helping employees feel involved, included, and integrated into the company.

**3. Team collaboration:** Internal communicators influence team collaboration by identifying softwares and resources that foster collaboration, and encouraging and training employees to use these tools effectively.

**4. Employee morale:** Employee morale is largely dependent on how connected, heard, and seen an employee feels within their organization. Internal communicators influence employee morale by keeping employees informed of company updates, events, and changes. Internal communicators enable employee recognition, drive a two way conversation between employees and their managers, collect employee feedback, and support leadership communication within the organization.

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### Key takeaways:

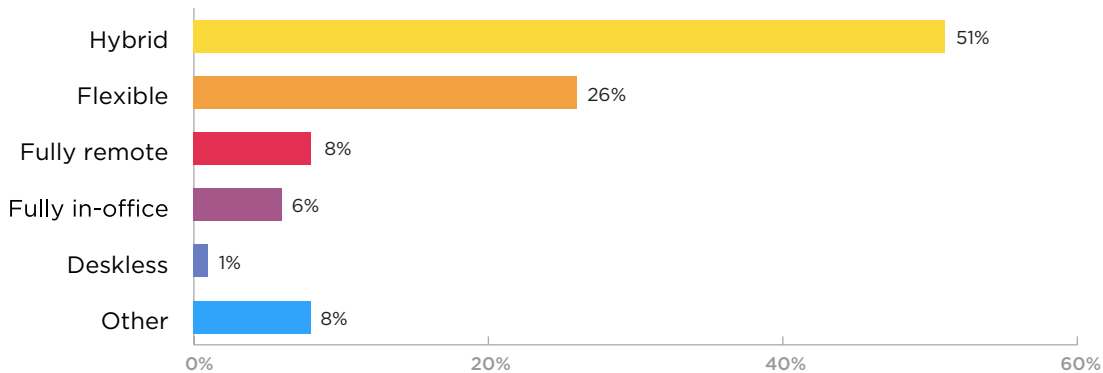
- Most internal communicators still don't have an internal communications budget
- Email open and click rates are the most popular internal communications KPI
- 52% companies don't have a long-term internal communications strategy
- Employee feedback is the most popular way of proving internal communications impact
- Content creation is the most time-consuming part of an internal communicators job
- 75% of internal communicators feel that leadership recognizes the value of internal communications
- For leaders, improved company culture is the biggest perceived benefit of internal communications
- Internal communications influences company culture the most





## 8. Work Structure

Q. What kind of working structure/environment does your company have?

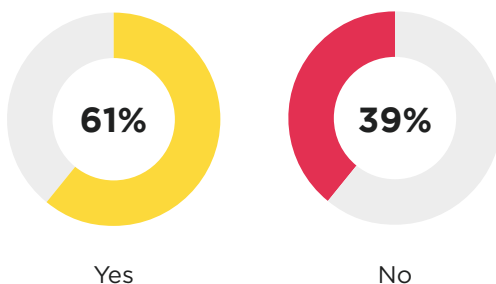


*Hybrid workplaces are the most common in 2023*

As of 2023, most companies have adopted a hybrid work structure. 51% of companies have a predetermined split between remote and in-office days. 26% have a flexible work structure, where they can choose when they want to work remotely and when they want to come into the office. These hybrid environments offer employees the best of both worlds. There are several benefits associated with remote work: saving on time and costs, more freedom, and fewer distractions. On the other hand, an in-office environment enables better collaboration, strong connections among co-workers, and higher likelihood of organizational alignment. Hybrid workplaces give employees the opportunity to experience a good balance of both benefits.

8% of companies have decided to stay remote, while 6% have chosen a fully in-office environment.

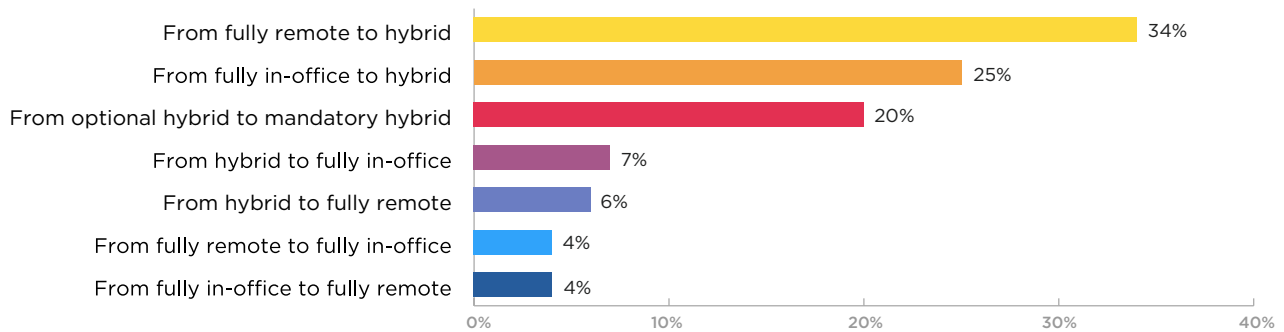
Q. Did your company change its work structure/environment in 2022?



*61% of companies changed their workplace structure this past year*

2022 saw 61% of companies change their workplace structure. This means that most companies are in the midst of a culture change, where a strong internal communications strategy becomes critical.

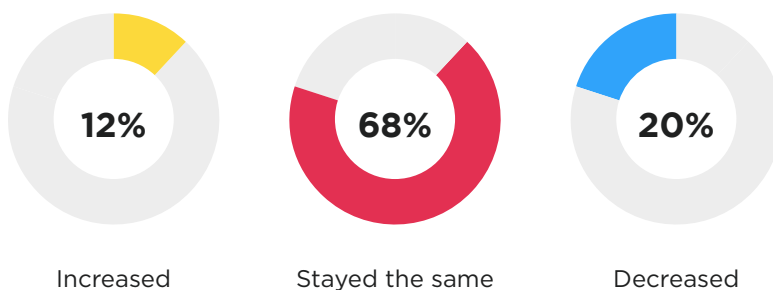
### Q. What work structure change did your company implement?



*Most companies shifted to a hybrid work structure*

As per the survey responses, 61% of companies that changed their work structure, shifted to a hybrid work environment—either from being fully remote or fully in-office. This further re-iterates that hybrid work structures are likely the workplace for the future.

### Q. How has changing the work environment affected employee engagement levels at your organization in 2022?

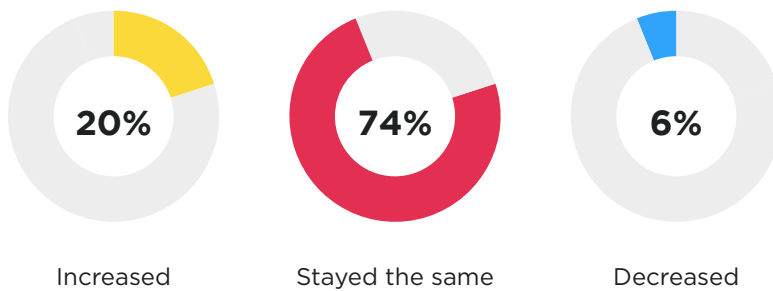


*Changing the work structure did not affect employee engagement levels for most (68%) respondents*

Despite a majority of companies changing their work structure this past year, 68% respondents feel the change did not affect employee engagement at their organization for better or worse. 20% respondents said the change decreased employee engagement levels. This could be due to the fact that any transition to a new environment has a period of adjustment before things settle. Only 12% of companies experienced an increase in employee engagement after changing their work structure.

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**Q. How has changing the work environment affected productivity levels at your organization in 2022?**

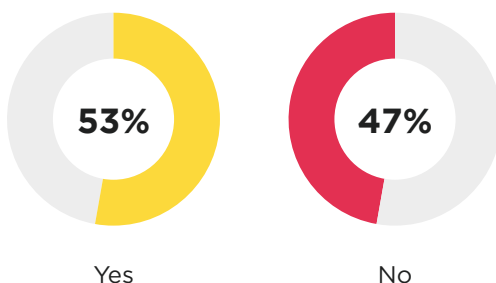


*Changing the work structure did not affect productivity levels for most (74%) respondents*

The debate about which work environment is most conducive for employee productivity is still unresolved. This is partially due to the fact that work environments influence people differently. Some thrive in quiet, familiar spaces. Others are more motivated when surrounded by peers or in an environment dedicated specifically for work, without the distraction of personal responsibilities.

On the other hand, driving a seamless change in work structure requires a lot of the same steps needed to engage a remote workforce. An organization with a strong internal communications approach is likely to influence productivity positively through their efforts in different work environments. On the other hand, an organization with weak or no internal comms is more likely to experience low employee productivity levels before and after a change in work structure. Therefore, a majority of respondents did not see any change in productivity levels after shifting to a new work environment.

**Q. Did you have a Back to Office action plan for when offices open?**

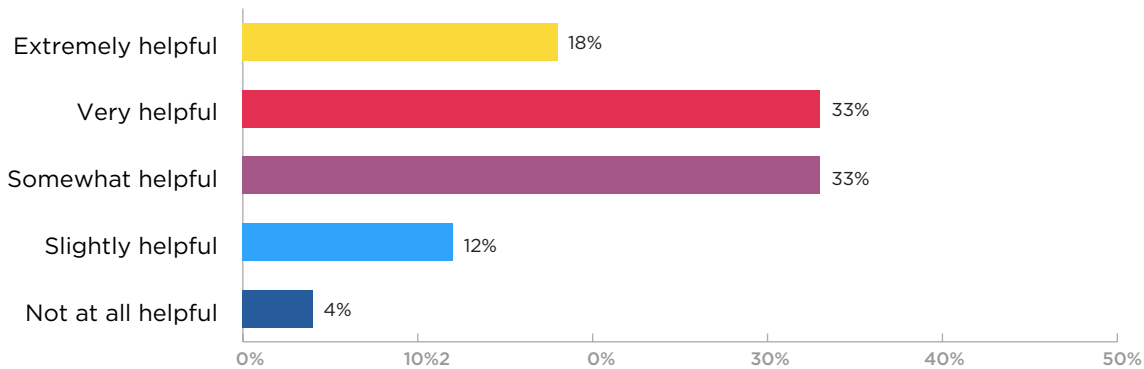


*53% companies had an action plan for re-opening their offices*

A majority (53%) of companies had a back-to-office action plan to help smooth employees' transition back to the physical workplace. These organizations would have

focused on building an internal communications strategy that keeps employees informed on expectations in a timely manner.

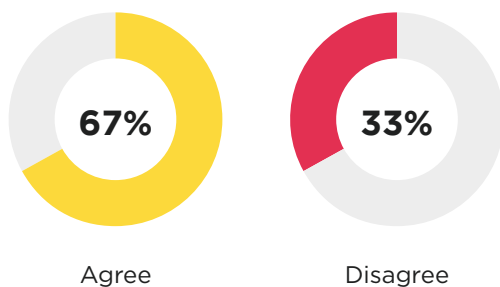
**Q. How do you feel the business/leadership has responded to/planned for people returning to the office?**



*51% respondents were satisfied with how leadership enabled a return to the office*

While over 50% of respondents felt their leadership was very helpful in the transition back to the physical office, 33% were only somewhat satisfied with their leadership’s response to the shift back to the office.

**Q. “Internal Comms has been elevated to a more critical position at your organization in 2022”. Do you agree or disagree?**



*Internal Communications has a growing significance in most organizations*

67% of internal communicators state that internal communications have become even more indispensable over the past year. We have seen this number increase steadily since 2020. With each passing year, the role of internal communications has become increasingly solidified. From first being a nice-to-have, internal communications became a necessity during COVID-19. As workplaces shift out of pandemic-era challenges into new, fast-evolving trends, internal communications are now a strategic partner to

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leadership. Key elements of a successful organization such as employee engagement, talent retention, and change management depend largely on internal communications.

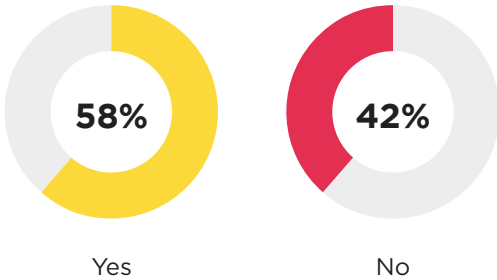
**Key takeaways:**

- Hybrid workplaces are the most common in 2023
- 53% companies had an action plan for re-opening their offices
- 61% of companies changed their workplace structure this past year
- Internal communications has a growing role in companies over the years
- 51% respondents were satisfied with how leadership enabled a return to the office
- Employee engagement and productivity levels were not significantly affected by a changing in work structure



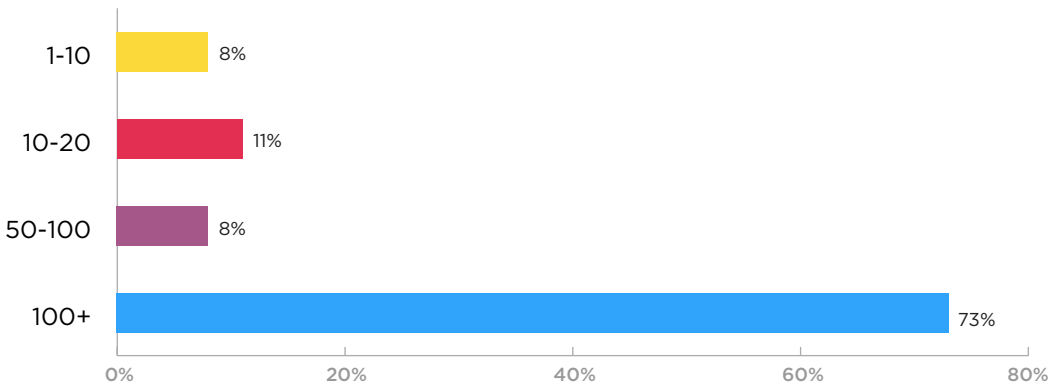
## 9. Deskless Workforce

Q. Does your company have deskless employees?



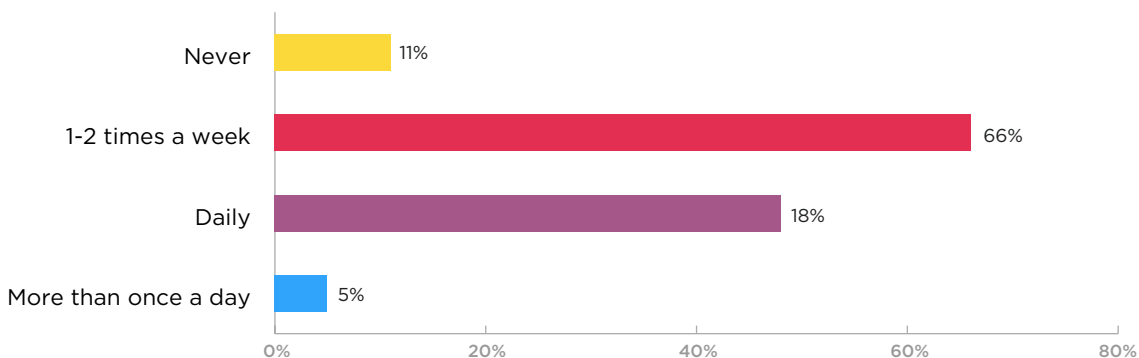
58% of respondents have deskless employees at their companies

Q. How many frontline/deskless employees does your organization have?



Most respondents have 100+ frontline/deskless employees

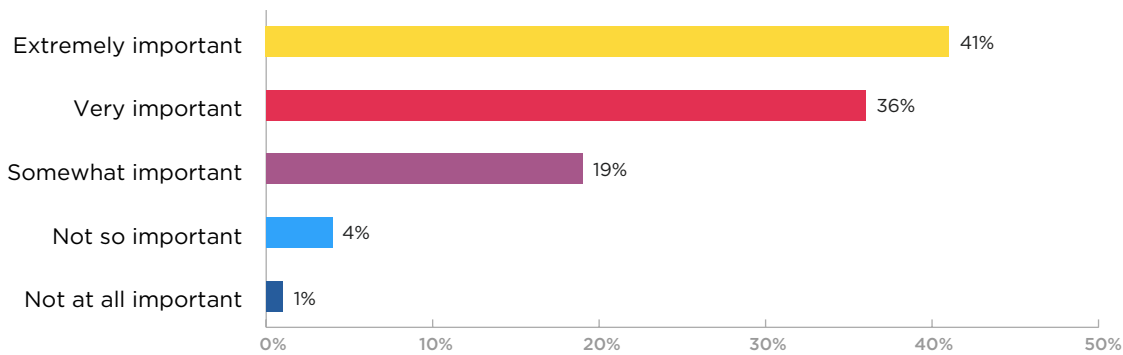
Q. How many frontline/deskless employees does your organization have?



Majority respondents communicate with deskless employees 1-2 times a week

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## Q. How important is frontline employee engagement for your organization?



*Frontline employee engagement is a huge priority for companies with a deskless workforce*

According to the 2022 Gartner Frontline Worker Experience Reinvented Survey, “58% of organizations that employ frontline workers have invested in improving their employee experience in the past year. About a third of those who haven’t intend to do so in the next 12 months.”

Deskless employees don’t have a dedicated work space, and have limited opportunities to connect with their peers and leadership. Engaging this segment of the workforce is a complex challenge for internal communicators. For one, deskless employee communication needs to be more frequent to keep deskless workers connected and involved with the organization. Secondly, internal communicators need to innovate on how to communicate with the deskless workforce as they can’t rely on the standard employee communication channels that require access to a desk and computer. Exploring alternative channels of communication such as SMS text messages are a useful way to reach a dispersed workforce easily and regularly.

[Check out ContactMonkey’s Employee SMS Text Messaging Solution for Reaching a Dispersed Workforce](#)

### Key takeaways:

- 58% of respondents have deskless employees at their companies
- Majority respondents communicate with deskless employees 1-2 times a week
- Frontline employee engagement is a main priority for 77% of companies with a deskless workforce

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## 13. Conclusion

Internal communicators have a huge mandate ahead of them. As of 2023, they have more responsibility and visibility at organizations than ever before. Internal communicators have to lead their companies through change, enable leadership communication, empower people managers, and engage employees while working to secure a seat among the C-suite—all this in the face of economic uncertainty, budget cuts, and resource constraints.

This presents an interesting challenge and opportunity for internal communicators to revisit, recalibrate, and realign their approach to prioritize an employee experience that addresses evolving employee needs. It will also be key to identify ways to prove impact, and build a strong business case for adopting valuable internal communications tools that will help them achieve their goals for 2023.







## About ContactMonkey

**ContactMonkey** is a powerful internal communications software that enables you to send timely updates to employees via your email client (Outlook and Gmail) or SMS.

ContactMonkey is modernizing the way the world's top organizations connect, communicate, and engage with their employees. In a rapidly changing world of work, our tool makes it easier for companies to engage remote, hybrid, and deskless workers—all through a single platform.

We help internal communications teams to create, send, and track employee newsletters, SMS updates, and crisis communications with the goal of boosting employee engagement, and productivity. With ContactMonkey, you can send beautiful HTML email newsletters or crisis communications via SMS, build segmented employee lists from your Azure Active Directory or HRIS, gather employee feedback, and measure employee email analytics (open rates, click rates, read rates, eNPS) to understand what truly engages your employees.

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Communication Strategy?**

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