



# The real cost of poor communication

Data and insights on workplace productivity

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# Communication matters now more than ever

Lounges, cafés, bedrooms, and kitchens have become the new office for millions of workers around the world. And as hybrid and remote work continue to grow, digital communication has become the backbone of workplace collaboration and productivity.

According to Forbes Advisor, **employees now spend an average of 20 hours each week using digital communication tools**. Even though that might sound like a lot it's not all bad, with 45% of workers saying that these tools make them feel more connected to their teams.

Yet, while digital communication enables flexibility, between constant notifications, endless emails, and scattered apps, many employees are feeling the strain of being overloaded.



# The price of poor communication

Poor communication drains productivity, increases stress, and costs companies real money.

Research from Axios HQ found that ineffective communication can cost organizations between **\$10,000 and \$55,000 per employee, per year** in lost productivity. Their study also went on to estimate that the total cost of poor communication is over **\$2 trillion annually** in the U.S. alone.

Additionally, the Holmes Report found that large enterprises lose an average of **\$62.4 million per year** due to communication breakdowns.

And according to Fierce Inc, **86% of employees and executives cite poor collaboration and communication as a key reason for workplace failure**, while teams that communicate effectively can improve productivity by as much as 25%.

## \$2 trillion

Estimated total cost of poor communication annually in the U.S. alone.

## 86%

Cite poor collaboration and communication as a key reason for workplace failure

# The challenge of getting the digital tone right

It's not just what we say that matters, it's how we say it. In today's digital-first workplaces, much of our communication happens through screens and text, where tone and nuance are easily lost.

As **Florida International University College** notes, relying too heavily on text-based communication for complex tasks such as negotiation or problem-solving "can lower a person's interest and performance on work started after the communication."

The average worker now spends 88% of their week communicating, through emails, meetings, and messages. According to **Microsoft**, the average worker receives 117 emails per day but send only 31, highlighting the imbalance and overload many face.

It's no surprise that 42% of workers report stress when trying to strike the right tone digitally (**Forbes Advisor**). Nearly half say ineffective communication negatively impacts their productivity, job satisfaction, and overall well-being.

**88%**

Of the week is spent on communication

**42%**

Of workers report stress when trying to strike the right tone digitally

**50%**

Say poor communication impacts their productivity negatively

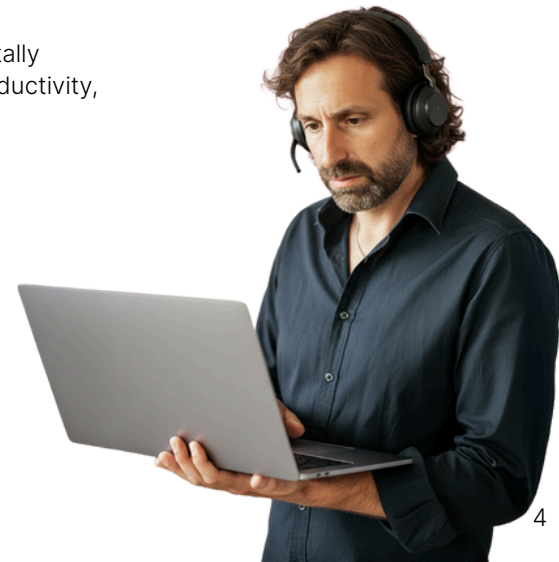


**117**

Emails are received/day

**31**

Emails are sent/day





“

Nothing in life is more important  
than the ability to communicate  
effectively

”

**Gerald Ford**

*38th U.S. president*



# The benefits of getting communication right

# 1.

## Boosting employee productivity

When communication flows clearly, productivity soars.

A McKinsey report found that **well-connected teams can boost productivity by 20–25%**. Expert Market adds that better communication technology and training can increase productivity by up to 30%.

Poor communication, on the other hand, remains a leading barrier: 28% of employees cite it as the main reason for missed deadlines. According to **Pumble**, effective communication can lead to 25% productivity gains, and fixing internal communication strategies could save companies tens of thousands of dollars per employee per year.

# 20%

Boost in productivity for those that are well-connected

# 28%

Cite poor communication as reason for missed deadlines

# 2.

## Strengthening employee engagement

Engagement and communication are deeply linked. The Gallup State of the Global Workplace 2024 report estimates that disengaged employees cost the global economy \$8.9 trillion in lost productivity.

According to **Officevibe**, 43% of highly engaged employees receive feedback from their managers at least once a week, highlighting how regular, two-way communication is a key driver of engagement.

# \$8.9 trillion

Lost in productivity due to disengaged employees.



# 3.

## Reducing turnover and increasing retention

Good communication is proven to be a deciding factor that keeps people from leaving their workplace. Gallup also found that engaged employees are 51% less likely to leave in low-turnover organizations and 21% less likely in high-turnover ones.

Various studies found that companies with effective internal communication processes were 50% more likely to reduce employee turnover, and nearly 70% of workers said they'd be more productive if communication processes were improved.

# 50%

More likely to reduce employee turnover with effective internal communication processes

# 70%

Of workers said they'd be more productive if communication processes were improved



# 4.

## Enhancing customer experience

The ripple effect of great communication extends beyond employees. Engaged and well-informed teams deliver better customer experiences and are more effective at attracting new customers.



# Why voice still matters

In an era dominated by messaging apps, voice remains one of the most powerful forms of communication. It carries tone, emotion, and nuance, things that text often strips away.

A 2024 Grammarly study found that **55% of employees spend too much time crafting or decoding messages**, and **53% worry about misinterpreting tone**. Forbes Advisor adds that 42% of workers experience stress trying to ensure their tone sounds right in written communication. Voice eliminates that ambiguity, helping people connect faster and with more empathy.

And despite the rise of digital tools, voice is still a preferred medium. According to Expert Market, **65% of customers prefer to contact businesses by phone**. However, 86% of those calls are placed on hold before speaking to someone, that leading to 32% of those customers to hang up immediately, representing a major missed opportunity.

As McKinsey reports, live voice interactions still account for a large portion of contact center traffic across industries, delivering 20–30% cost savings and 10% customer satisfaction increases when paired with voice analytics. Businesses that fail to analyze and integrate voice risk missing critical customer insights.

## 55%

Of employees spend too much time crafting or decoding messages

## 65%

Of customers prefer to contact businesses by phone



# The power of integrated communication tools

The modern workplace is overflowing with apps. Employees toggle between tools hundreds of times a day, causing lost time, fragmented focus, and fatigue.

A Lokalise survey found that 79% of companies haven't addressed tool fatigue. **17% of employees switch between platforms more than 100 times per day**, costing an average of 44 hours per year in wasted time. Similarly, a Harvard Business Review report showed that workers toggle 1,200 times daily, losing nearly 4 hours each week.

According to McKinsey, employees spend 1.8 hours per day just searching for information across disconnected tools. But when organizations integrate communication, knowledge, and workflows into a unified platform, they report reduced tool sprawl, better focus, and calmer, faster days (Intelligent CIO).

As Intermedia notes, consolidating multiple communication tools into a single system enhances collaboration, simplifies workflows, reduces costs, and strengthens security and compliance. Unified communication isn't just convenient, it's a strategic advantage.

79%

Of companies haven't addressed tool fatigue

1,200

Daily toggles between platforms

1,8 h

Spent on searching for information across disconnected tools



# How Dstny can help

At Dstny, we believe great communication starts with simplicity. Our mission is to make business communications feel natural, connected, and human, no matter where teams work.

Dstny helps organizations bring together voice, messaging, and integrations in one seamless ecosystem. Our solutions enable employees to communicate more effectively, internally and externally, by connecting their favorite collaboration tools, CRMs, and analytics into a unified experience.

Whether it's empowering teams with smarter voice solutions, reducing app fatigue through integration, or creating seamless customer experiences, Dstny helps businesses turn communication into a competitive advantage.

**Want to learn more?** Contact your local Dstny office today.



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Explore partnership opportunities and discover how Dstny can help you deliver seamless communication solutions at [www.dstny.com](http://www.dstny.com)

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