

Market Analysis: Use of Word and PowerPoint

Originally conducted by Epinion for
SkabelonDesign
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**Skabelon
Design**

Brand Management
& Productivity
Tools for Microsoft Office

Templafy^T

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Introduction

01.

Introduction

Background and purpose

Templafy was created by the founders of SkabelonDesign as a cloud-based solution for template management. SkabelonDesign is a leading company in the implementation of visual identities and development of customer-specific template solutions in the Microsoft Office package. Over the best part of a decade, SkabelonDesign has built a solid customer base of both public and private clients from various sectors. SkabelonDesign and Templafy aim to continue this development and increase awareness of template use in Word and Powerpoint.

With this as their point of departure, Epinion conducted a B2B market analysis on behalf of SkabelonDesign. The focus of the market analysis was to highlight the following:

- To what extent are Word and PowerPoint used in certain selected branches?
- How great is the demand for help in using the Office package, and in which branches or company types is demand greatest?
- What type of help is usually sought, and does the assistance required vary from business to business or depending on employee position?

Structure of the report

After a brief summation of the report's key conclusions, we look at groups of companies that use Word and PowerPoint in their daily operations. In this section we outline the varying characteristics of the programs' users.

In the report's third and fourth sections we present the results of the survey with a particular focus on the differences between user groups. The composite result of the survey sample can be read in the final part of the report.

User Groups

Data and method

The survey was conducted as a telephone-based questionnaire survey among private companies in selected branches.

Data collection was performed by Epinion's telephone interviewers during the period from November 28 to December 8. In all, 227 telephone interviews were completed with people who use Microsoft Word and/or PowerPoint in their daily work.

Variable	Distribution of 227 interviews – Definition and number of interviews
Employee position	Persons with managerial responsibility: 85 interviews Persons without managerial responsibility: 142 interviews
Profession	Lawyers, auditors and consultants: 118 interviews Insurance, financial institutions and pensions: 109 interviews

Sample and order of calls

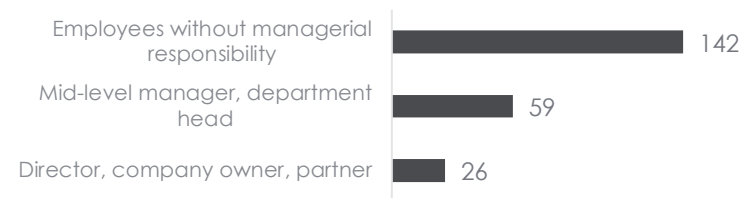
The sample, consisting of companies in the named sectors, was drawn from the Experian companies register. The companies were phoned in a prioritized sequence progressing from companies with the most employees to those with the fewest. This was intended to increase the likelihood of the largest companies participating in the survey.

At the same time, the data collection was regulated by a number of quotas to ensure a spread of responses across geographical location, sector and employee position. See the detailed distribution of responses on the following page.

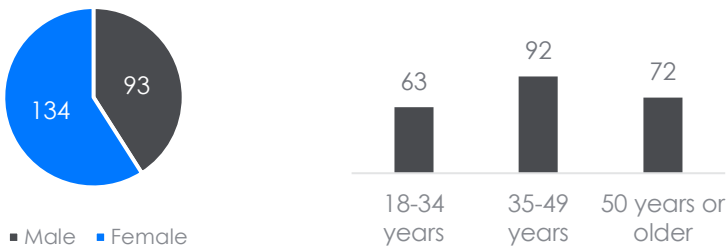
Distribution of responses

The responses from 227 telephone interviews were collated, and the sample composition is shown below:

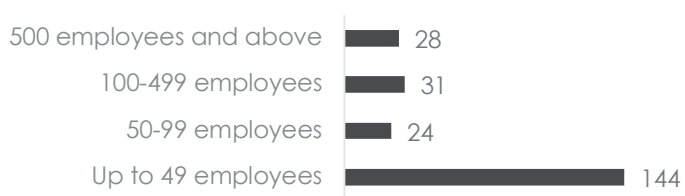
Respondents' position



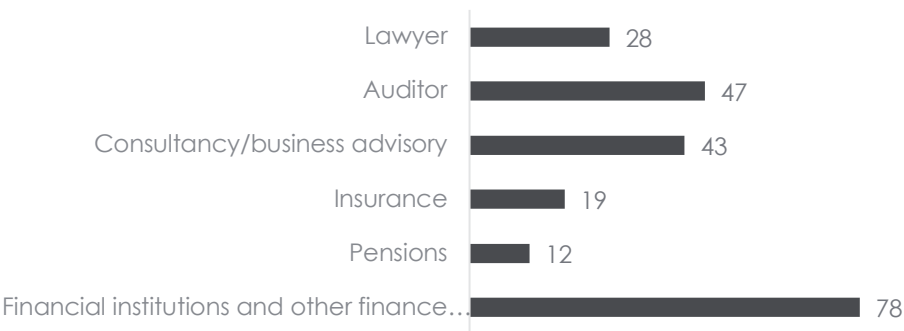
Respondents' gender and age



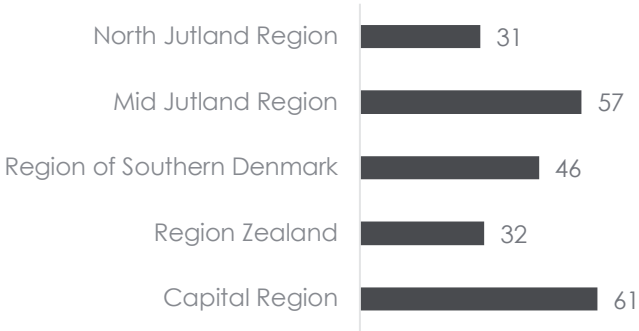
Number of company employees (size)



Company branch



Company region



⁶ Note: n=227. Please note that the results in the report express a snapshot picture and present relative conditions generated by the specific composition of the sample. The results are therefore indicative but not conclusively representative.

User Groups

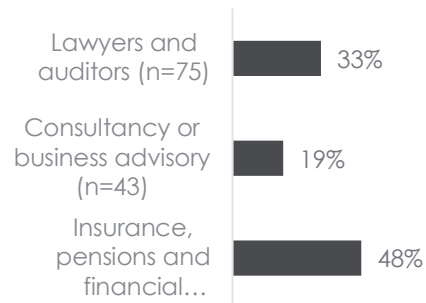
02.

User groups

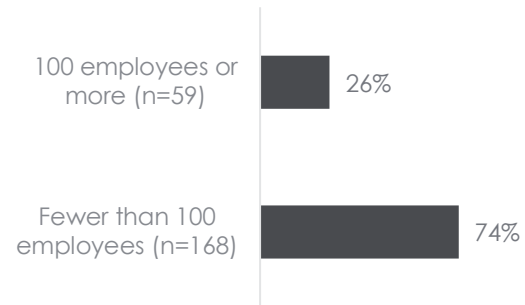
The results were analyzed through a gap analysis, with a focus on where the greatest differences were located.

When working with the received responses, Epinion analyzed the overarching tendencies in the use of Word and PowerPoint in companies, with a particular focus on the differences between businesses and employees. On this page you can see the sub-groups into which the results have been divided in the report.

Branch



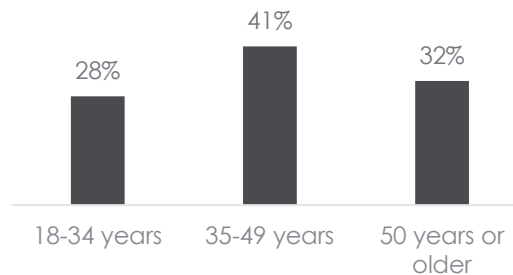
Company size



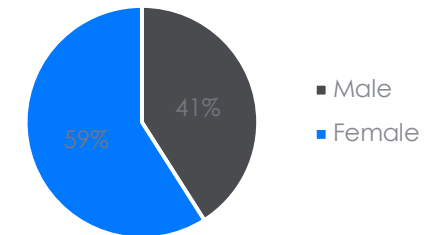
Employee position



Age



Gender

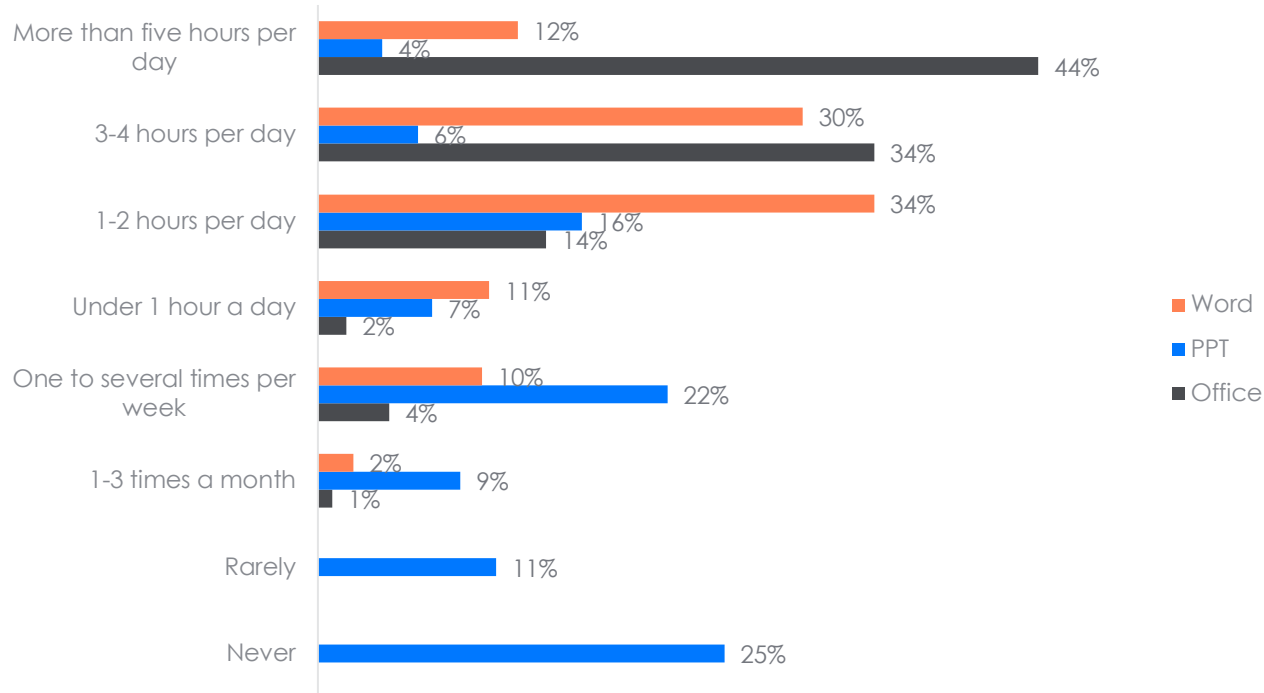


Use of Word and PowerPoint

03.

9 out of 10 use Word daily 1 out of 3 use PowerPoint daily

How often do you use Word/PowerPoint?



Almost all companies (95%) use the Office package on a daily basis, and 44% use Office for more than 5 hours a day.

One of the recurrent conclusions of the report is that the use of Microsoft Word is more widespread than the use of PowerPoint among the respondent companies.

As can be seen above, almost all companies use Word on a daily basis (88%). 76% use Word every day for over an hour. Every third company uses PowerPoint daily (33%) and 26% use PowerPoint every day for over an hour. On the next page, you can see the use of Word and PowerPoint for various types of company and employee.

Note: n=227.

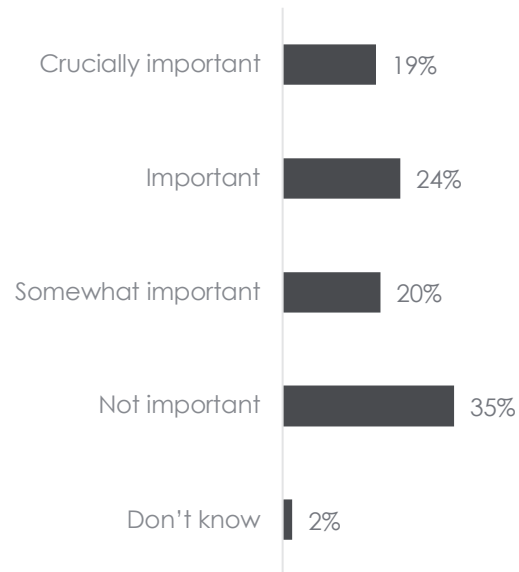
63% consider PowerPoint to be important in their daily work

The importance of PowerPoint in respondents' daily work follows a pattern that reflects the use of the programs on the preceding pages.

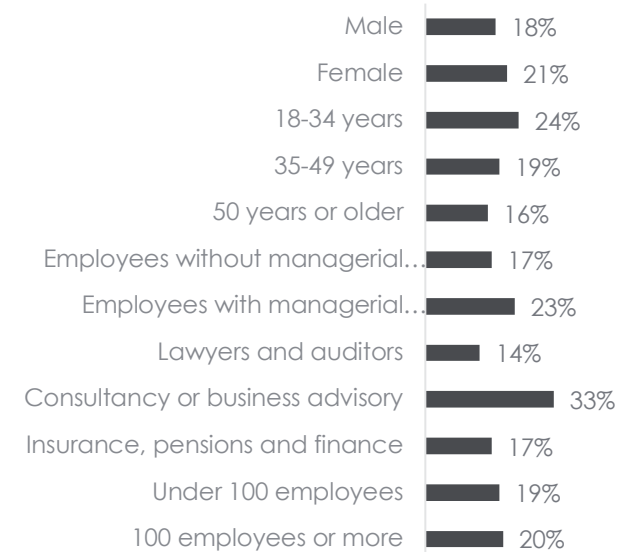
43% of respondents consider PowerPoint an "important" or "crucially important" part of their daily work.

The importance of PowerPoint in daily work is relatively constant across respondent companies. However, it is primarily employees in companies offering consultancy or business advisory services that consider the importance as slightly more "crucial" than employees in other branches.

How important is PowerPoint in your daily work?



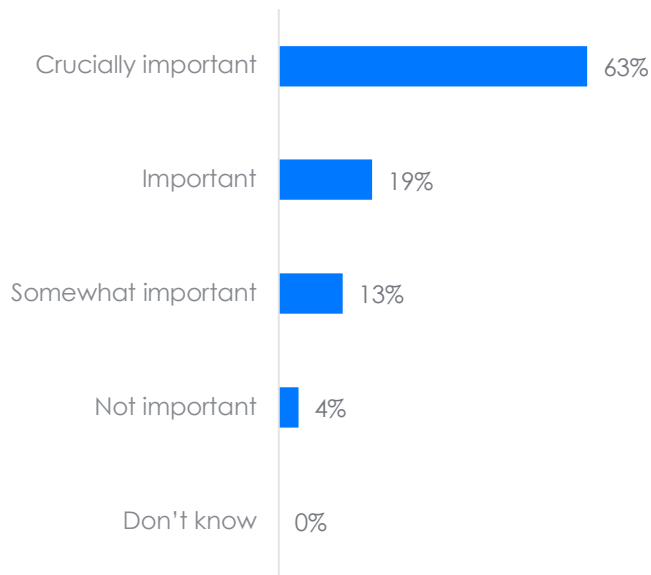
Importance of PowerPoint? Proportion of **crucially (important)** among groups



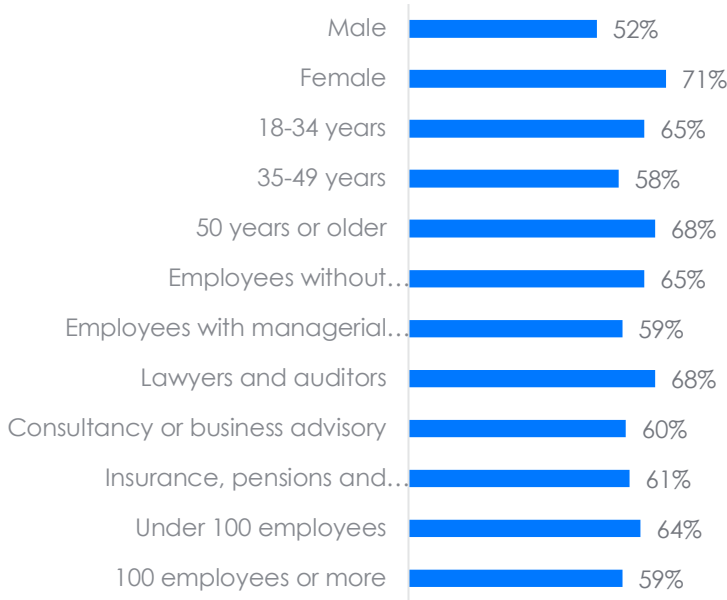
95% consider Word to be important in their daily work

The importance of Word in respondents' daily work follows a pattern that reflects the use of the programs on the preceding pages. 82% of respondents consider Word an "important" or "crucially important" part of their daily work. The employees who attribute greatest importance to Word in their daily work are employees in law or accounting/auditing firms.

How important is Word in your daily work?



Importance of Word? Proportion of **crucially (important)** among groups



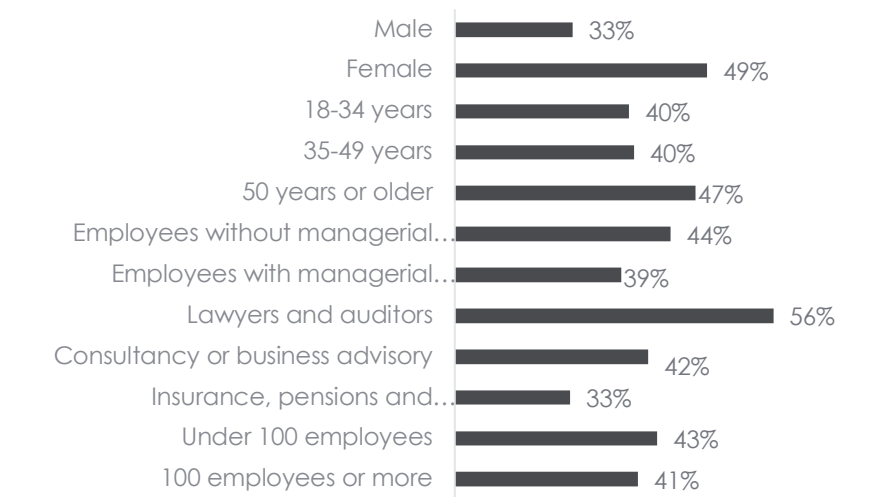
Lawyers and auditors use Word most often. Consultants use PowerPoint most often.

42% of all companies use Word for more than 3 hours daily. This includes 56% of lawyers and auditors using Word for over 3 hours a day.

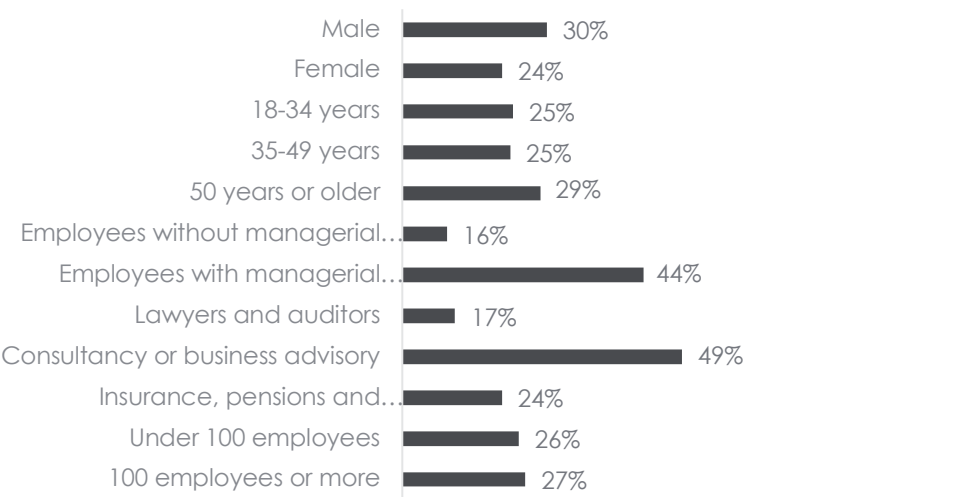
26% of all companies use PowerPoint for more than 1 hour daily. Use of PowerPoint is more widespread among employees who work in consulting and business advisory firms, where 49% use PowerPoint for more than 1 hour per day. Use of Word is also high among consultants; here 42% use the program more than 3 hours daily.

Employees with managerial responsibility also often use PowerPoint. 44% use PowerPoint over 3 hours a day.

How often do you use Word? Proportion of **over 3 hours a day** among groups



How often do you use PowerPoint? Proportion of **over 1 hour a day** among groups

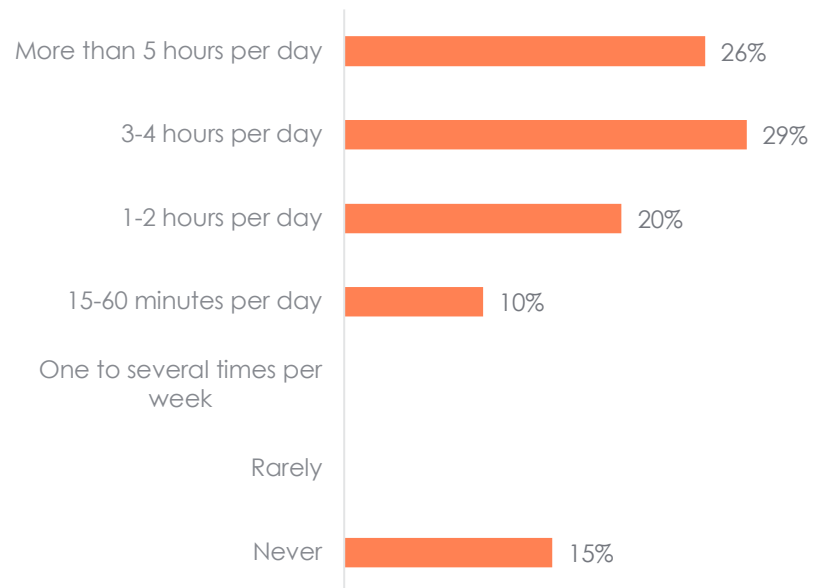


The majority of companies use Outlook daily

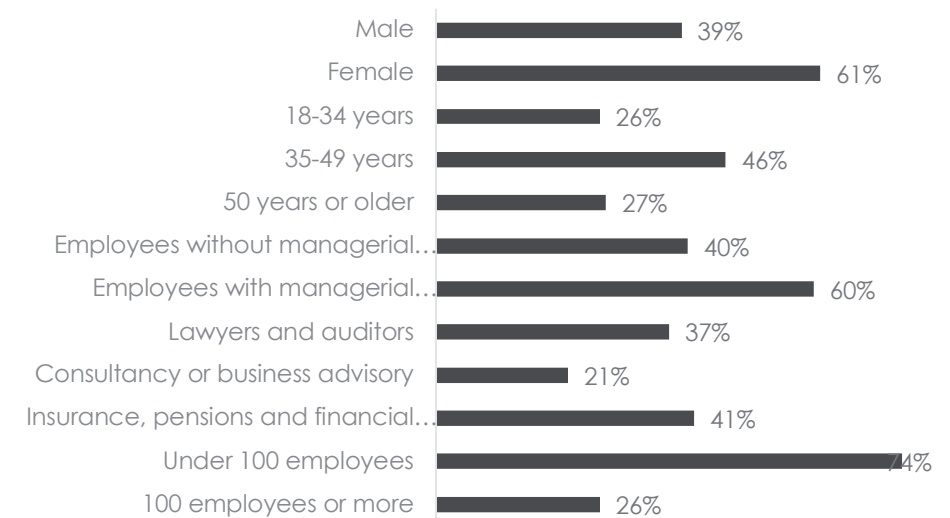
If we turn to Outlook, we see that 85% of those questioned use Outlook for emails, calendar management or other tasks on a daily basis.

Employees with managerial responsibility and employees in companies with fewer than 100 staff were those who used most time on Outlook. However, more than every fifth respondent spent over 1 hour a day on Outlook. The largest share was among lawyers and auditors (37%) and in the insurance, pensions and finance sectors (41%).

How often do you use Outlook (write emails, manage calendar and other tasks in Outlook)?



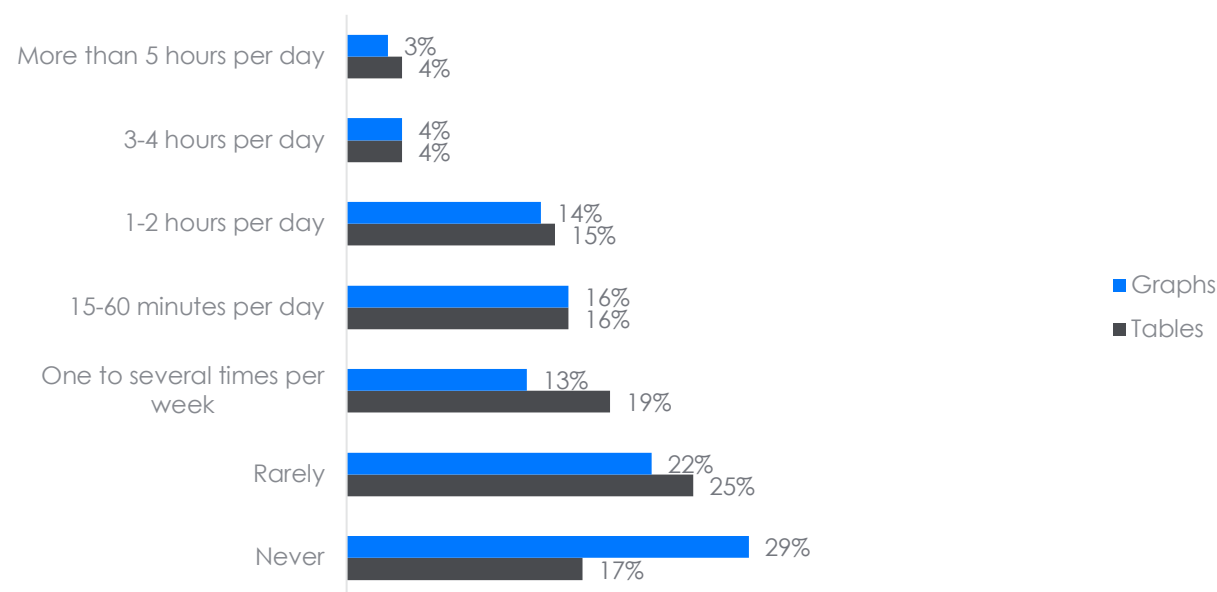
Proportion of over 1 hour a day among groups



4 out of 10 create graphs and tables daily

37% create graphs daily in Excel, Word and PowerPoint, and 39% create tables daily in Excel, Word and PowerPoint.

How often do you create graphs and tables in Excel, Word and PowerPoint?



Need for help in Word and PowerPoint

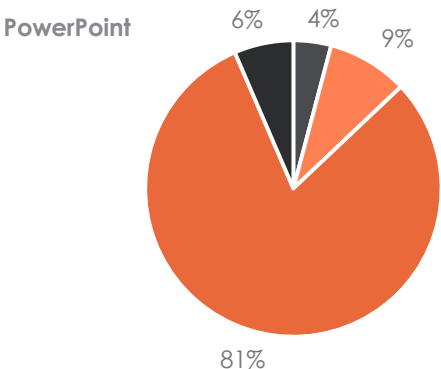
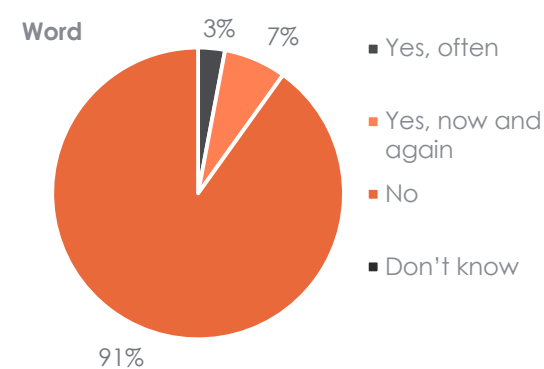
04.

Approximately every tenth respondent needs help with Word and/or PowerPoint

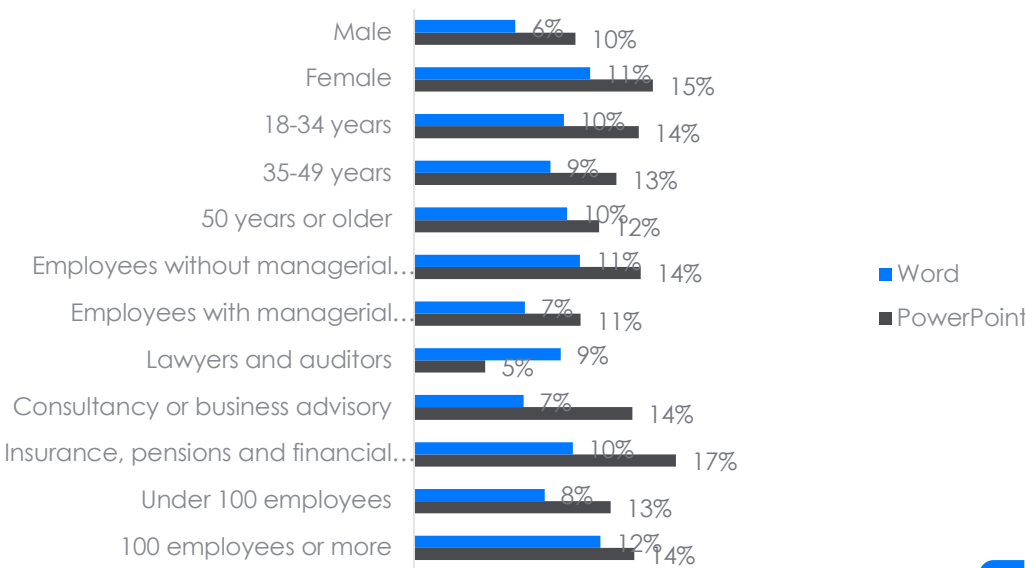
Approximately, an equally sized share of companies (approx. every tenth) need help from others in their work with Word and PowerPoint “often” or “now and again”.

When it comes to the various user groups there are some minor differences in the help with work in Word and PowerPoint that is sought from others (see the figure on the right). Employees in larger companies (100+ employees) have a slightly greater need for help with work in Word and PowerPoint than employees in smaller companies. This includes both employees with managerial responsibilities and those without. On average, 16% of respondents in consultancy, business advisory, insurance, pensions and finance companies seek help from others for their work in PowerPoint.

Do you need help from others?



Do you need help from others? YES proportion among groups

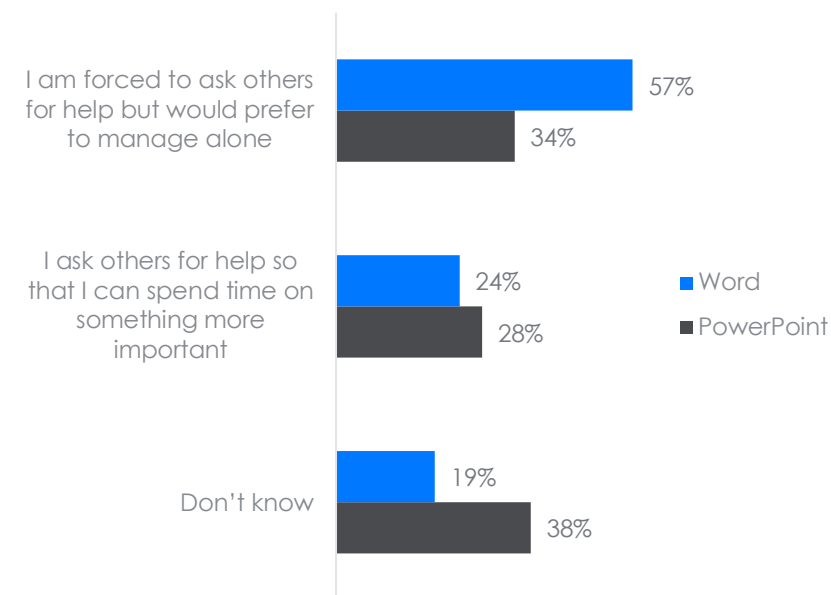


Work taking longer is the most significant consequence of seeking help from others

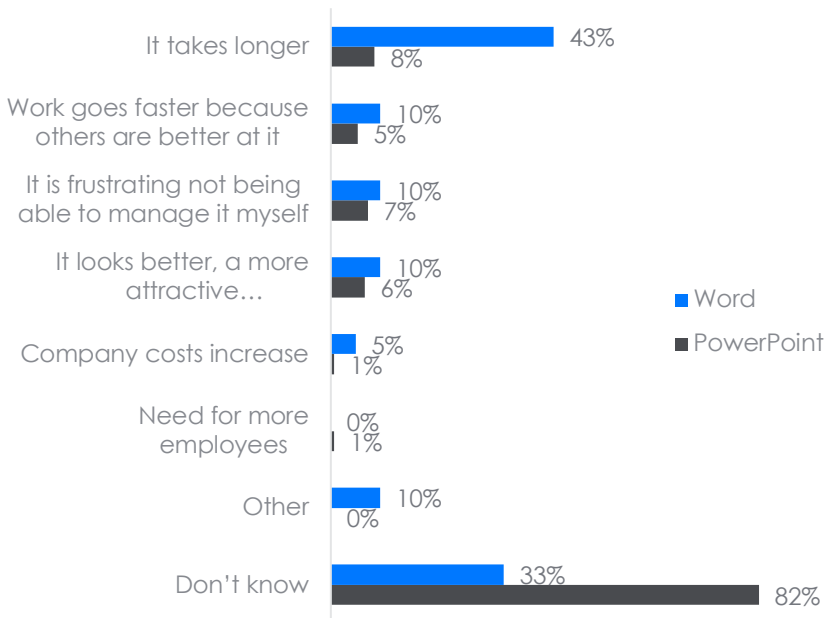
Approximately an equal-sized share of companies (approx. every tenth) need help from others in their work with Word and PowerPoint "often" or "now and again". At the same time, over half of those asked, who need help with Word would prefer to manage all the work alone without asking for others' help. The equivalent proportion for those who need help with work in PowerPoint is one third.

In the figure on the right you can see that the most significant consequence of respondents not completing the job in Word/PowerPoint alone is that the work takes longer. Among the next most important consequences is a frustration that the employee cannot complete all the work, but also that assistance from others results in a better outcome along with increased company costs.

In relation to seeking help from others, which statements best describe you?



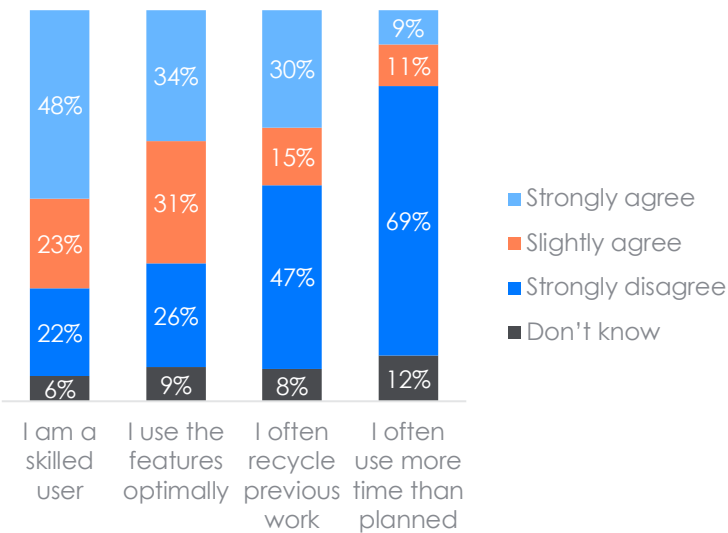
What are the most significant consequences of you not completing the job in Word/PowerPoint alone, but instead seeking help from others?



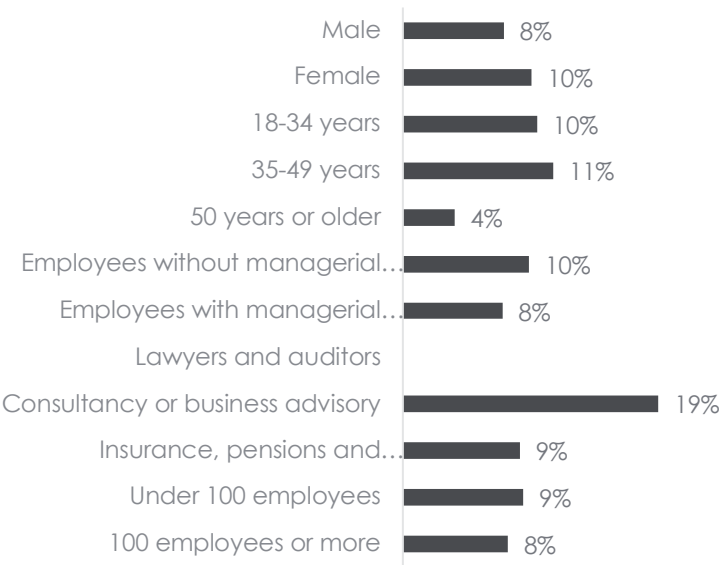
Every 5th user spends more time than planned in PowerPoint

Around every fourth respondent states that they could be using PowerPoint better (22% and 26% respond “strongly disagree” with the statements). 57% only “slightly agree” or “strongly disagree” with the statement that they use the features of PowerPoint optimally. Likewise, 20 % stated that they use more time than planned working with PowerPoint. Employees in consulting or advisory firms in particular spend longer time than planned in PowerPoint. Finally, it should be noted that 47% “never” recycle previous work (their own or others') when they work in Word or PowerPoint.

I will now read four statements and ask you to indicate your degree of agreement with each.



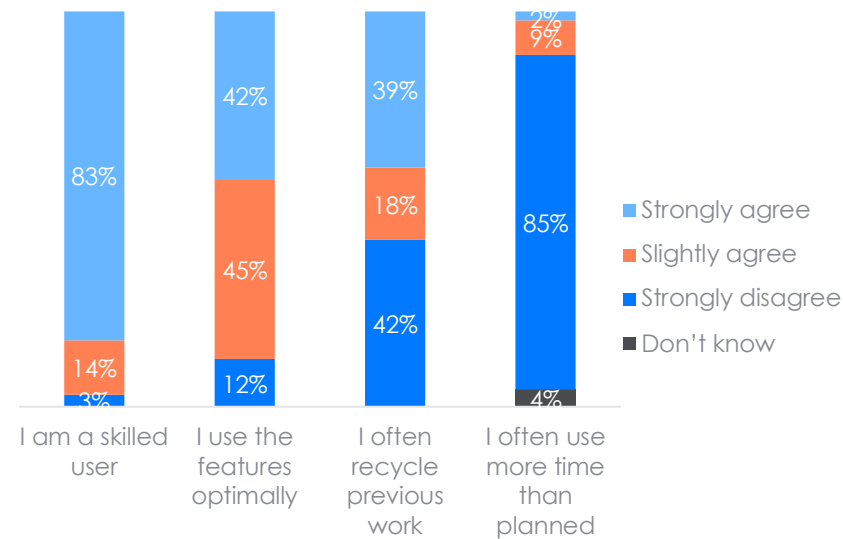
Do you use more time than planned? Proportion of **strongly agree** among groups.



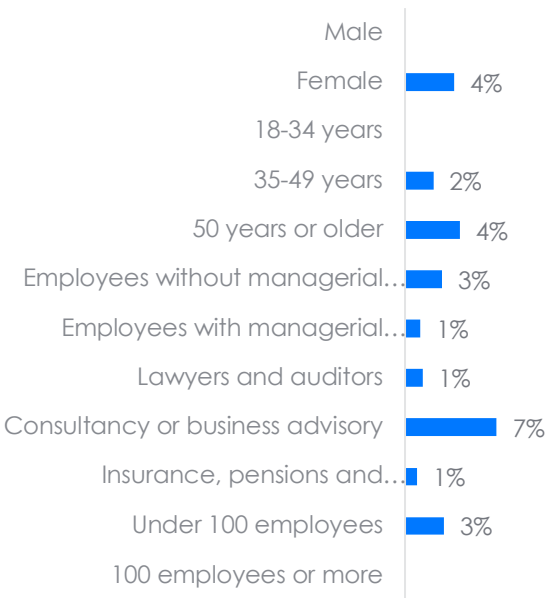
Every 10th user spends more time than planned in Word

By far the largest volume of respondents feel confident using Word ("strongly agree" or "slightly agree"). 57% responded "slightly agree" or "strongly disagree" that they use the features of Word optimally. 11 % likewise state that they often spend more time than planned working with Word. Employees in consulting or advisory firms in particular spend longer time than planned in Word. Finally, it should be noted that 39% "strongly agree" that they recycle previous work (their own or others') when they work in Word.

I will now read four statements and ask you to indicate your degree of agreement with each.



Do you use more time than planned? Proportion of **strongly agree** among groups



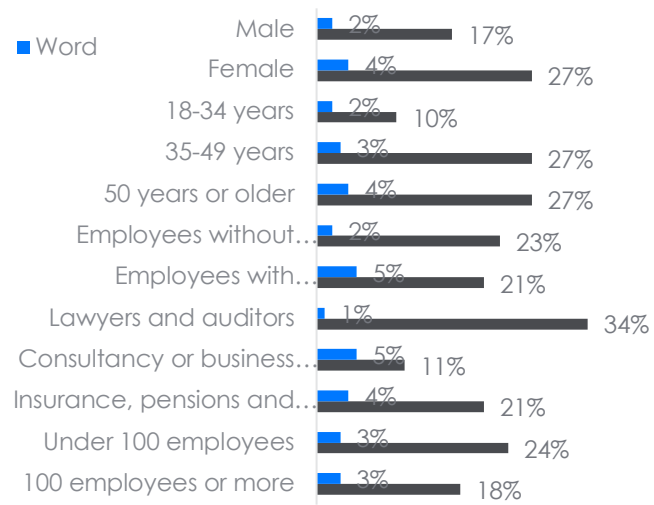
Companies face particular challenges with PowerPoint

3% and 22% of respondents “strongly disagree” that they are skilled users of Word and PowerPoint. While large variations do not exist when it comes to Word, lawyers and auditors in smaller companies (fewer than 100 employees) in particular feel less than skilled in using PowerPoint.

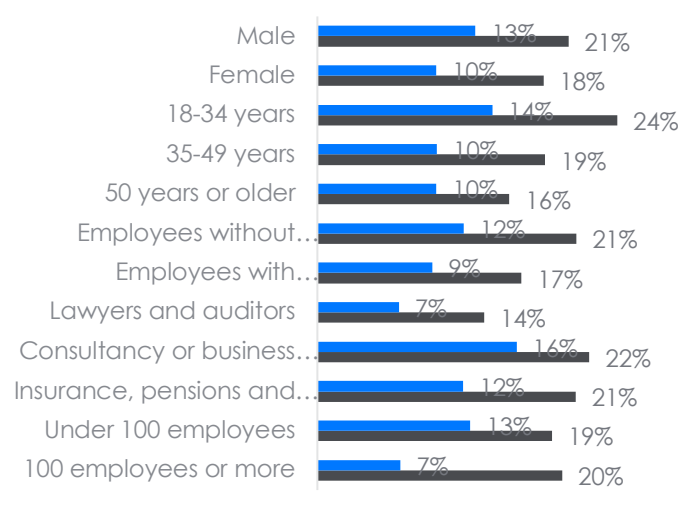
12 % and 26% of those asked “strongly disagree” with the statement that they use the features of Word and PowerPoint optimally. In relation to Word, its use among employees in smaller companies (fewer than 100 employees) could be more optimal. In using PowerPoint, however, it is young adults (18-34 years old) and employees without a managerial role who feel that they do not utilize the program's features optimally. For all groups, the proportion is large when it comes to using features optimally in PowerPoint.

42% and 47% of respondents “never” recycle previous work in Word and PowerPoint. In particular, employees without managerial responsibility and employees in insurance, pensions and finance do not recycle previous work when they use Word and PowerPoint.

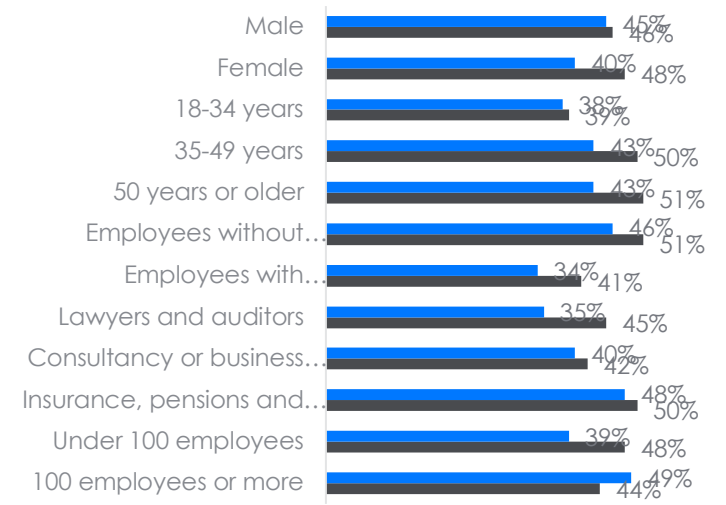
You are a skilled user. Proportion of **strongly disagree** among groups



You use program features optimally. Proportion of **strongly disagree** among groups



You often recycle previous work. Proportion of **strongly disagree** among groups

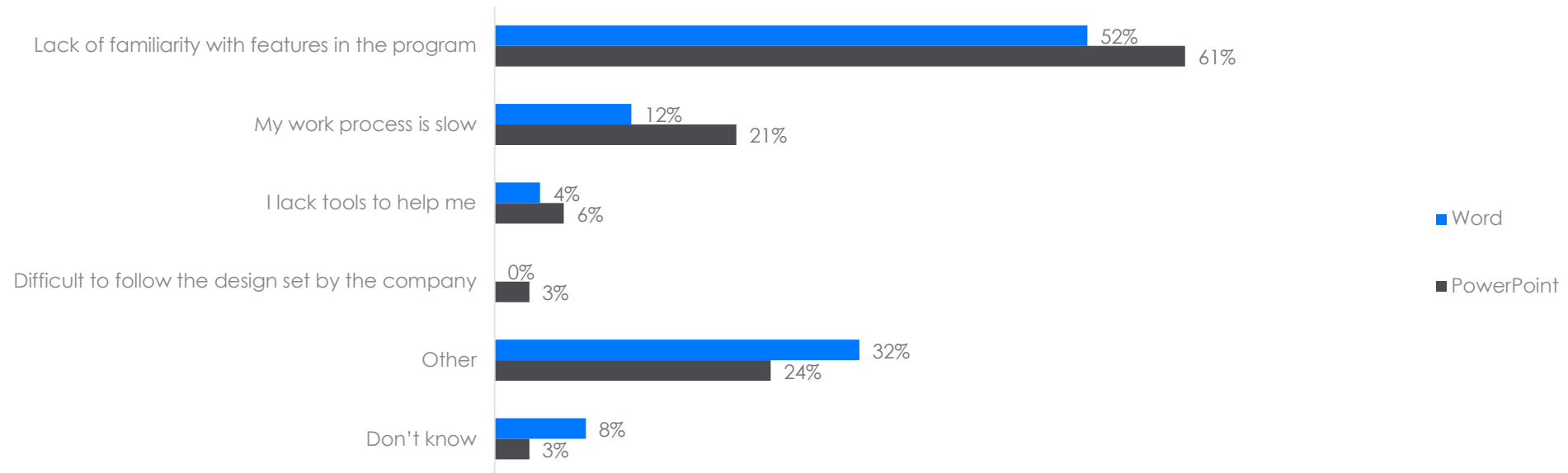


Limited familiarity with the programs means people spend more time than planned in Word and PowerPoint

Of the users who spend longer than planned in PowerPoint, 61% account for this as due to limited familiarity with program features. For Word, this figure is 52%.

The next most common reason was that respondents felt they worked slowly in Word and PowerPoint. This is also considered a somewhat larger problem when working with PowerPoint (21%) than with Word (12%).

What is the reason you use more time than planned?

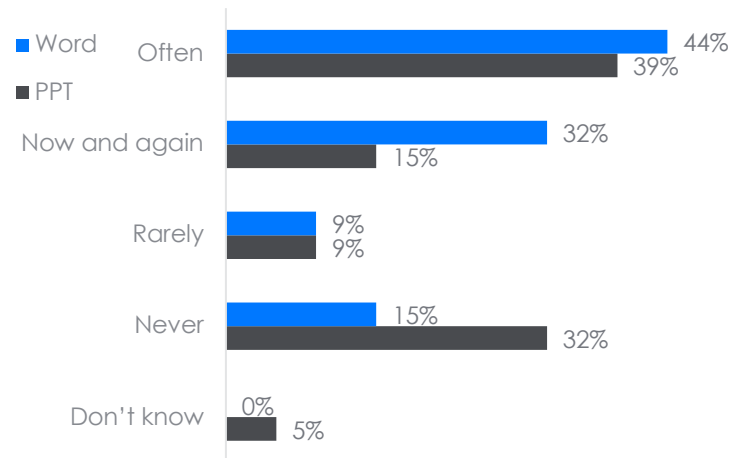


40% often share their work in Word and PowerPoint with external parties

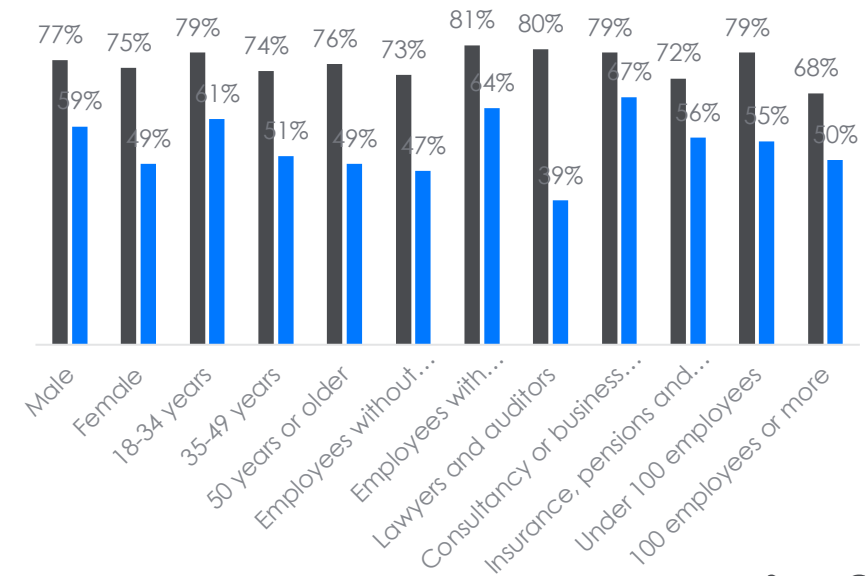
One final parameter where the need for help with work in Word and PowerPoint is highlighted is the preparation of documents or presentations for external use. These can be for both customers and partners, and therefore are also for marketing purposes. We have highlighted below how often respondents "share" their work externally: 76% share Word documents and 54% share PowerPoint presentations. Around 40% of those questioned "often" share their work in either Word or PowerPoint externally.

When we compare across user groups, the external use of Word documents is generally high, however it is slightly higher for employees in smaller companies (fewer than 100 employees) than for employees in larger companies (100+ employees). On the other hand, the external sharing of PowerPoint presentations is highest among employees with managerial responsibilities, employees in consultancy and business advisory, as well as in smaller firms (fewer than 100 employees).

How often are documents and presentations you prepared sent or shown to customers or partners?



External use Proportion of often and now and again among groups

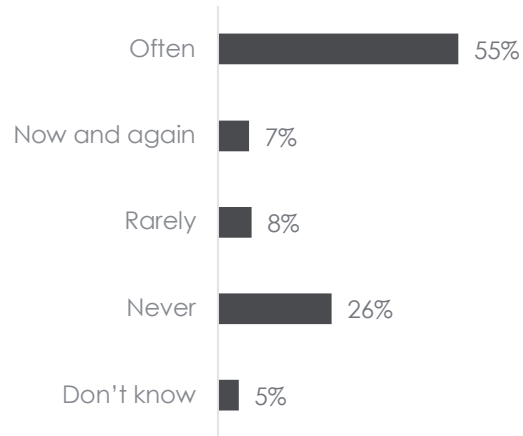


Existing help from company templates

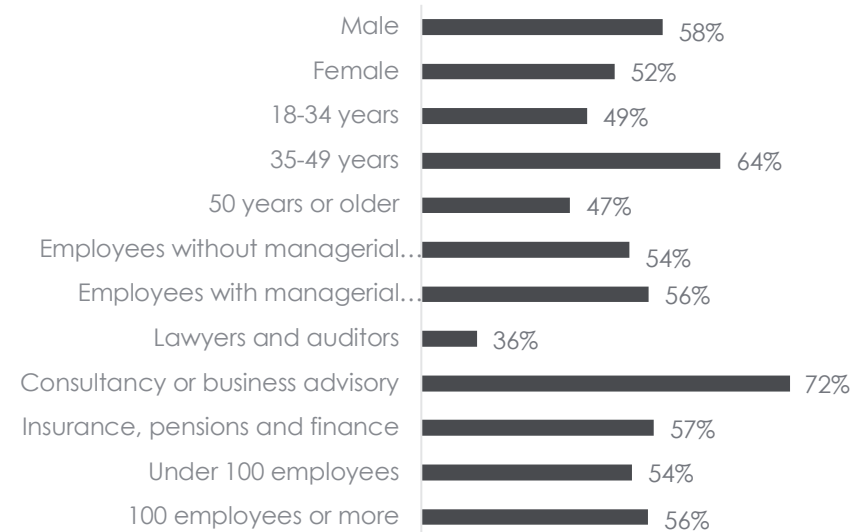
05.

Around half of users often use templates when they work in PowerPoint

How often do you use a template when you work in PowerPoint?



Use of templates in PowerPoint? Proportion of “often” among groups

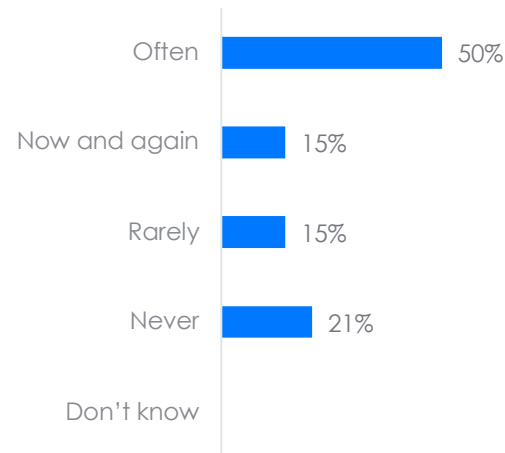


Around half of companies often use templates when they work in Word

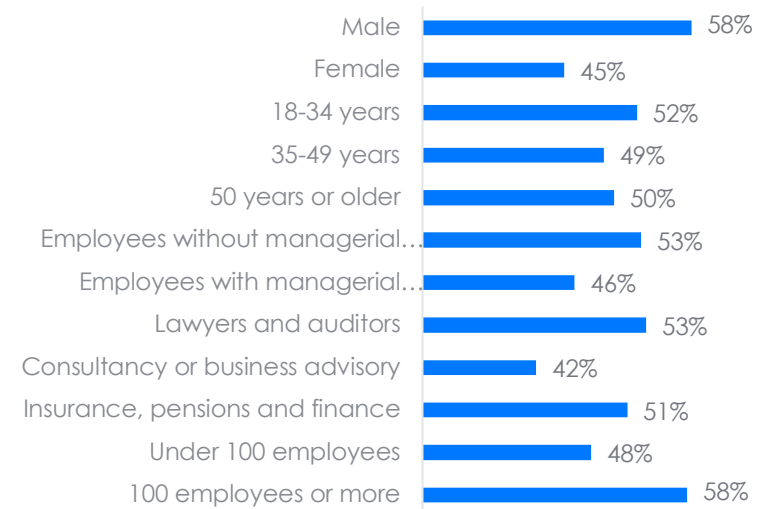
Earlier in the report it appeared that 6 out of 10 respondents did recycle previous Word documents or PowerPoint presentations in their daily work. This indicates that the remaining 40% do not recycle previous work and therefore potentially need help elsewhere. One of these help tools is company templates, which will be the focus in this section.

Below, it can be seen that around half of respondents “often” use a company template for Word or PowerPoint. Employees in consultancy or advisory firms, in particular, use a template in PowerPoint. While the larger companies (100+ employees) stand out in relation to their use of Word templates. 72% of “consultancy or business advisory” firms use PowerPoint templates. On the other side, around half of respondents use a template “never”, “rarely” or “occasionally”.

How often do you use a template when you work in Word?



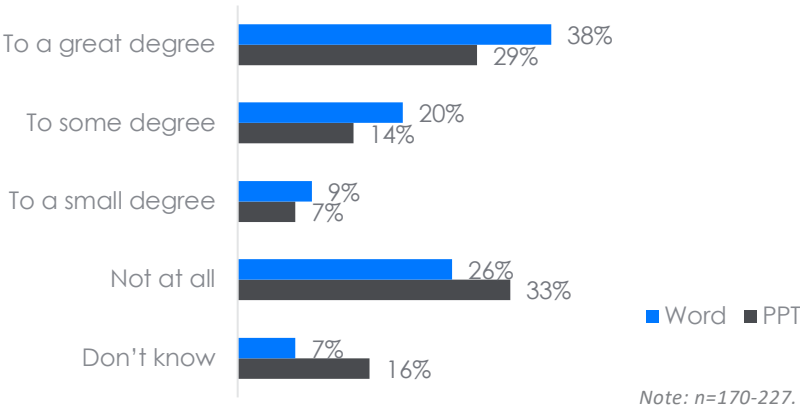
Use of template in Word? Proportion of “often” among groups



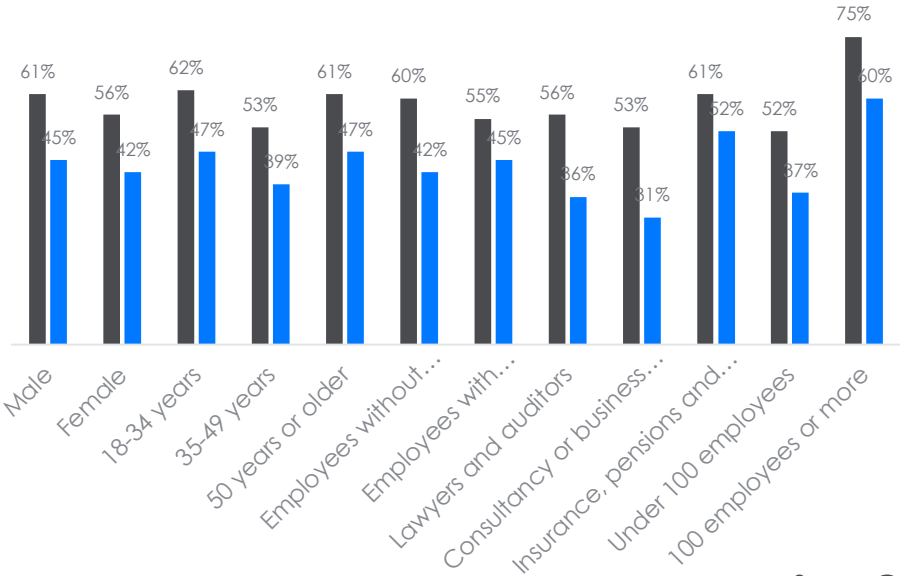
Company tools are especially widespread among larger companies

Below it can be seen that approximately 60% provide company tools to a “great” or “some” extent to make work in Word easier. While 4 out of 10 have tools available to make their work easier in PowerPoint, there are also a range of firms where employees experience inadequate help from their employer – 35% responded “to a small extent” or “not at all” relating to available Word tools and 40% respond “to a small extent” or “not at all” relating to available PowerPoint tools. It is – unsurprisingly – in the larger companies (100+ employees) that company tools are most widespread, while a lower inadequacy level is seen in companies within insurance, pensions and finance than in other branches.

To what extent does your company provide tools to make your work in Word and PowerPoint easier?



Tools available Proportion of “great or some extent” among groups



Conclusion

06.

Conclusion

PowerPoint

Every third company uses PowerPoint in their daily work

26% spend over an hour a day on PowerPoint, and 63% consider that PowerPoint is important for the performance of their daily work.

PowerPoint is especially used in the consultancy sector and by business advisors as well as by employees with managerial responsibilities. 72% of respondents in the “consultancy or business advisory” sector use PowerPoint templates.

Need for help with PowerPoint

13% need help with PowerPoint.

Around 30% answer either that they need to ask others for help but would prefer to manage themselves, or that they ask for help so they can spend time on more important things. Employees in insurance, pensions and finance, consultants and advisors in particular require help from others with PowerPoint.

Between 5-10% responded that the most significant consequence of asking others for help is that it takes more time, it is frustrating they cannot manage themselves, and that it generally results in a better outcome when they get help from others. 54% share their PowerPoint presentations with customers or partners (39% often).

33% have no tools available at all to facilitate their work in PowerPoint.

Half of the companies do not feel comfortable or skilled in using PowerPoint

45% of all companies responded “slightly agree”, or “strongly disagree” when asked if they were a skilled user of PowerPoint.

Half of those questioned (57%) “agree slightly” or “strongly disagree” with the statement that they use the features of PowerPoint optimally. 20% responded that they often spend more time than planned on PowerPoint. 34% “never” or “rarely” use a template.

The most widespread explanation for why it takes a longer time to work with PowerPoint is a lack of familiarity with the features of the program, and that the respondent's work process/flow is too slow.

Employees in consulting or advisory firms in particular spend more time than planned on PowerPoint.

Conclusion

Word

All companies use Word in their daily work

42% use Word for more than 3 hours daily, and 96% consider Word important for the performance of their daily work.

The companies that use Word to a very high degree are law firms, and those in the auditing/accounting sector. Also, employees without managerial responsibilities reported a high usage.

Need for help with Word

10% reported needing help with Word. 57% of these indicated that they would prefer to manage all the work alone without asking others for help. 24% of those who needed help responded that they ask others for help so that they can spend time on something more important.

The most significant consequence of asking others for help/advice with Word was that the job took longer. It is also relevant to mention that many find not being able to complete the job themselves frustrating, and that it generally results in a better outcome when they receive help from others. 76% reported sharing their Word documents with customers or partners.

Companies feel skilled in the use of Word, but there is room for improvement

The majority of all companies reported that they consider themselves skilled users of Word (83% strongly agree).

Half of those asked (57%) “agree slightly” or “strongly disagree” that they use the features of Word optimally. 11% answered that they often spend more time than planned on Word.

The most widespread explanation for why it takes a longer time is a lack of familiarity with the features of the program, and that the respondent's work process/flow is too slow.

36% never, or rarely, use a template when they work in Word. 35% responded that they had no, or few, tools available to make their work in Word easier.

Conclusion

Miscellaneous

Almost all companies use the Office package

Almost all companies (95%) use the Office package on a daily basis, while 44% use Office for more than 5 hours a day.

The majority of companies use Outlook daily

85% of respondents use Outlook for emails, calendar management or other tasks on a daily basis.

4 out of 10 create graphs and tables daily

37% create graphs daily in Excel, Word and PowerPoint. 39% create tables daily in Excel, Word and PowerPoint.

Thank you.

We hope you found this report useful.

About Us

Templafy brings custom company templates, brand assets and best practice content together directly inside any office application, streamlining how users create on-brand and compliant documents, presentations and emails. With Templafy, global businesses safeguard their brand integrity and increase productivity through a centrally governed, secure and easy to use platform.

Founded in Copenhagen, Denmark in 2014, Templafy's team leveraged more than 15 years of experience in template management and document automation to develop an enterprise cloud service solution which is now a global market leader within its category, validated by blue chip enterprise customers on every continent.

For more information about Templafy's product and company, visit www.templafy.com

