Change The Conversation

Middle East & Africa business communications and technology survey, October 2011

Change the Conversation Survey

Alcatel-Lucent Enterprise asked 591 business contacts working in the Middle East and Africa about their personal usage of communications technologies and their views on social media.

Key findings of the survey are as follows:

– Access to mobile Internet and social media at work has not only become mainstream, it is now 'business as usual'.

– New, business-changing, communication technologies are fast becoming accepted by companies in the Middle East & Africa.

– Large organisations are formalising their social media effort faster, but change is in the air across the board.

– Social Media is increasingly seen as an important part of customer
– service in the Middle East and Africa.

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Survey highlights

Access to mobile Internet and social media at work has not only become mainstream, it is now 'business as usual' in MEA.

– More than 60% of those surveyed use their mobile phone daily for email, Internet and instant messaging; while more than 40% use their mobile for social media on a daily basis.

– More than 50% of those surveyed believe using their mobile phone for email, Internet and instant messaging improves their work productivity.

– More than 75% of those surveyed use their mobile phone for email, Internet and instant messaging at work with their employers' approval.

– Only 5% of respondents to the survey said that their employer prohibited them from accessing email via their mobile device.

– 54% of respondents say that their organisations allow employees to use social media at work.

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Survey highlights

New, business-changing, communication technologies are fast becoming accepted by companies in the Middle East & Africa.

- 57% of survey respondents used video calls or video conferencing at least once per week, while 52% made PC-phone calls at least once per week.

- 39% of respondents used electronic whiteboard or application sharing applications at least once per week, while 61% believed that such applications improve productivity.

- 62% took part in web conferencing or webinars at least monthly.

- According to survey respondents, 47% of organisations provided them with mobile email, while 47% allowed employees to use mobile email tools not provided by the organisation.

- Mobile technology was least regulated communications technology in the workplace, with 28% having no policy on using mobile social media and 32% having no policy on mobile video conferencing.

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Survey highlights

Large organisations are formalising their social media effort faster, but change is in the air across the board.

- Only 27% of respondents said their organisations had an agreed social media strategy, rising to 35% of companies employing more than 200 people.

- 39% of respondents' companies use social media without an agreed strategy and 14% have decided against using social media.

- More than 44% of organisations surveyed charged their marketing and communication departments with responsibility for social media management (50% in organisations over 200 people).

- 24% of organisations gave the responsibility of managing social media to the IT departments; 11% gave responsibility to cross-functional teams.

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Survey highlights

Social Media is increasingly seen as an important part of customer service in the Middle East and Africa.

– 88% of those surveyed believe that social networks are important for customer service and customer relationship management.

– 56% of organisations surveyed believed it important to promptly respond to customer comments or requests; only 9% consider responding not important.

– 74% of those surveyed believe that social media should be integrated with call centers and the majority of those surveyed thought that operators need to have a complete overview of customer opinion.

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Use of new communications technologies for work

Use of communication technologies

Key findings

- More than 60% of those surveyed use their mobile phone daily for email, Internet and instant messaging; while more than 40% use their mobile for social media on a daily basis.

- More than 50% of those surveyed believe using their mobile phone for email, Internet and instant messaging improves their productivity; 70% believe that mobile email improves their productivity.

- More than 75% of those surveyed use their mobile phone for email, Internet and instant messaging at work with their employers' approval.

- Only 5% of respondents to the survey said that their employer prohibited them from accessing email via their mobile device.

- 54% of respondents say that their organisations allow employees to use social media at work.
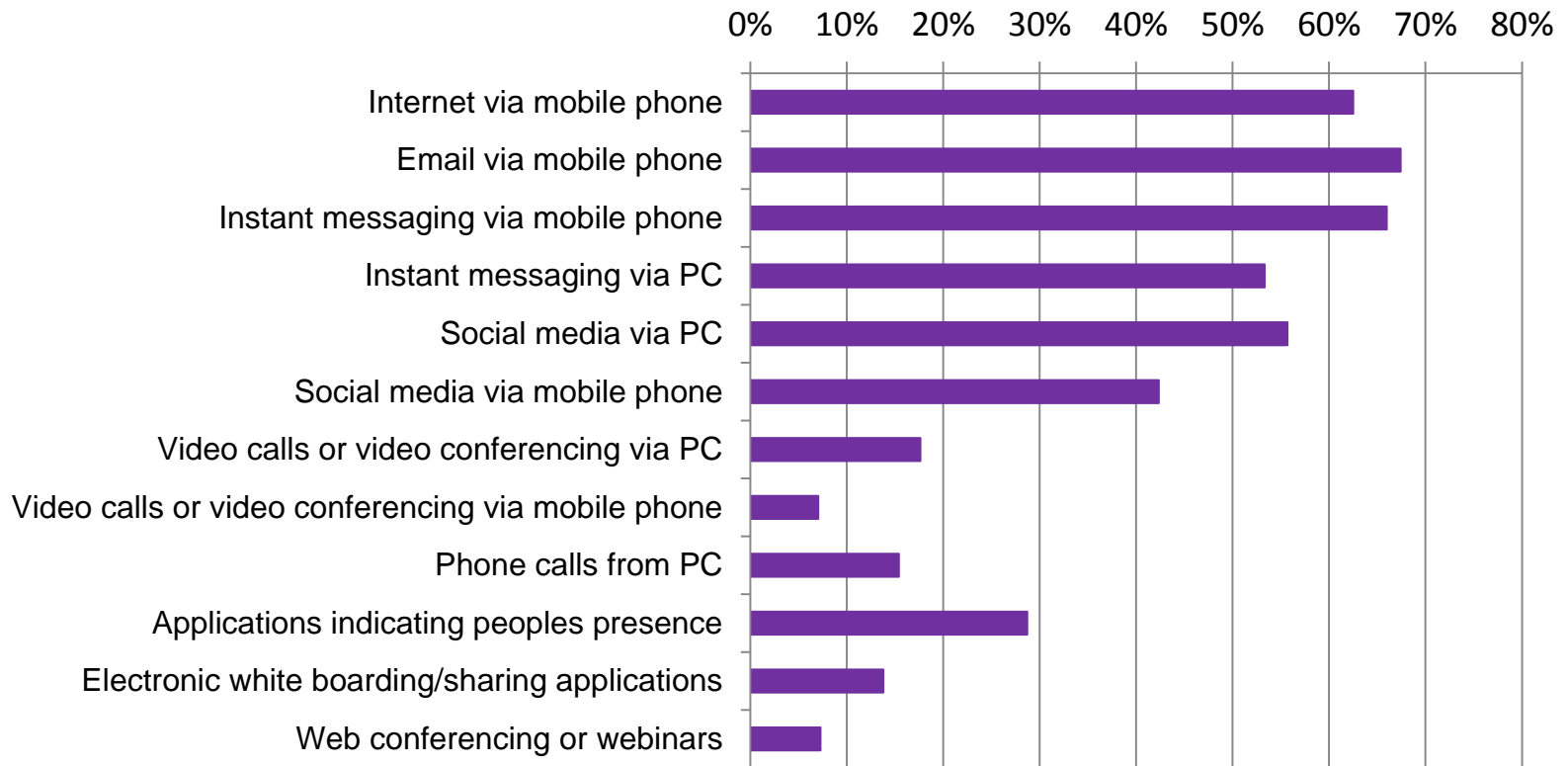
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Use of communication technologies

Key findings

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Use of communication technologies

More than 60% of those surveyed use their mobile phone for email, Internet and instant messaging every day; more than 40% for social media.

| | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% |

Internet via mobile phone
Email via mobile phone
Instant messaging via mobile phone
Instant messaging via PC
Social media via PC
Social media via mobile phone
Video calls or video conferencing via PC
Video calls or video conferencing via mobile phone
Phone calls from PC
Applications indicating peoples presence
Electronic white boarding/sharing applications
Web conferencing or webinars

Q. How often do you use the following technologies? (answers for 'Daily')

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Use of communication technologies

57% of survey respondents use video calls or video conferencing via PC at least once a week; 32% use video calls via mobile at least once a week.
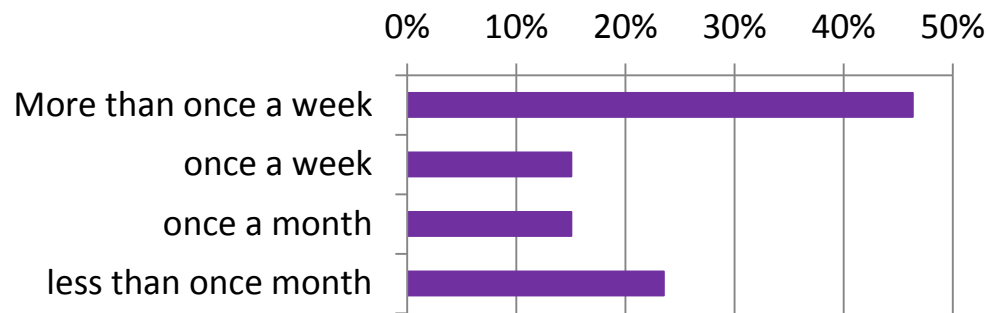
**Video calls or video conferencing via PC**
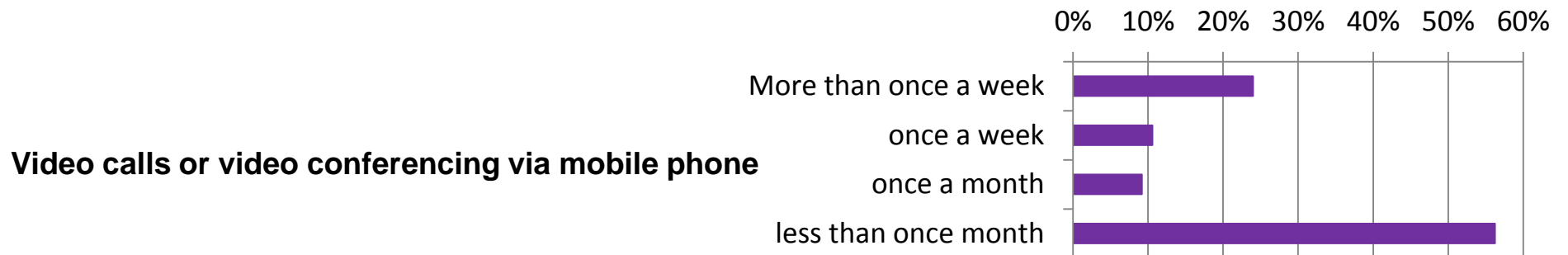
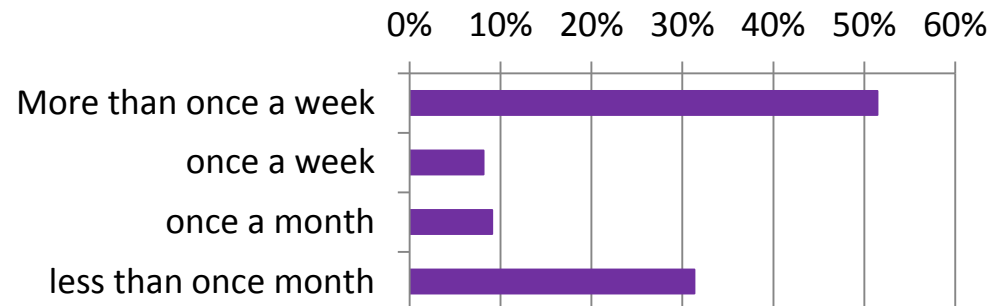**Video calls or video conferencing via mobile phone**

Q. How often do you use the following technologies?

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Use of communication technologies

52% of the survey makes phone calls from a PC at least once per week, while 40% make PC-phone calls more than once a week. 52% use 'applications indicating peoples presence' more than once a week.
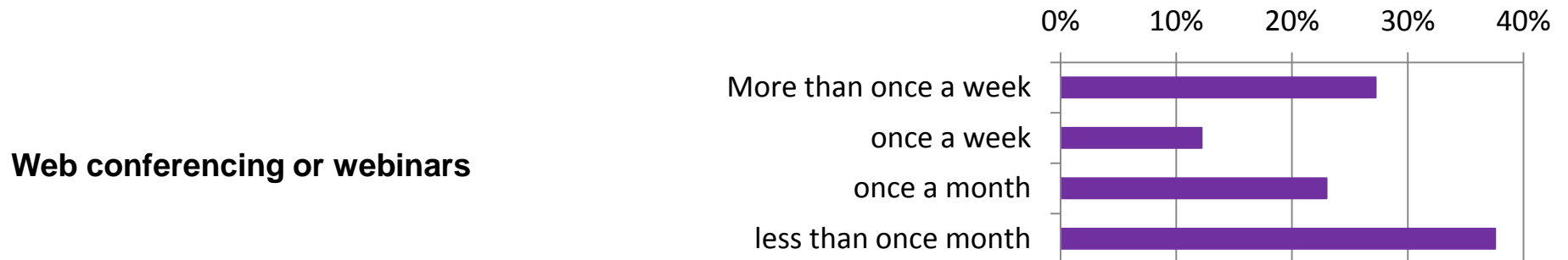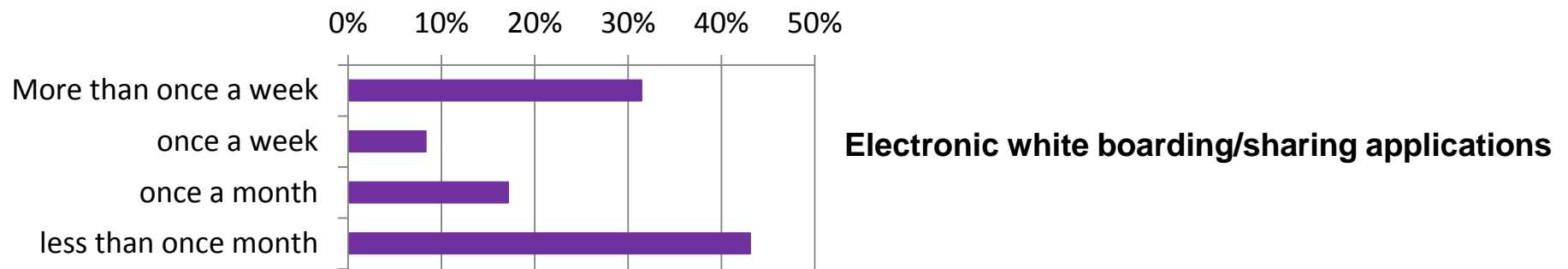

Phone calls from PC
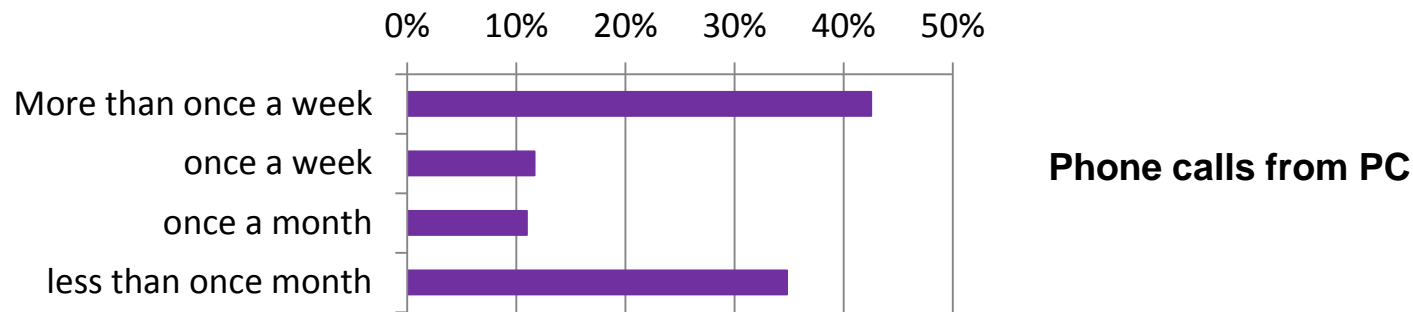
Applications indicating peoples presence

Q. How often do you use the following technologies?

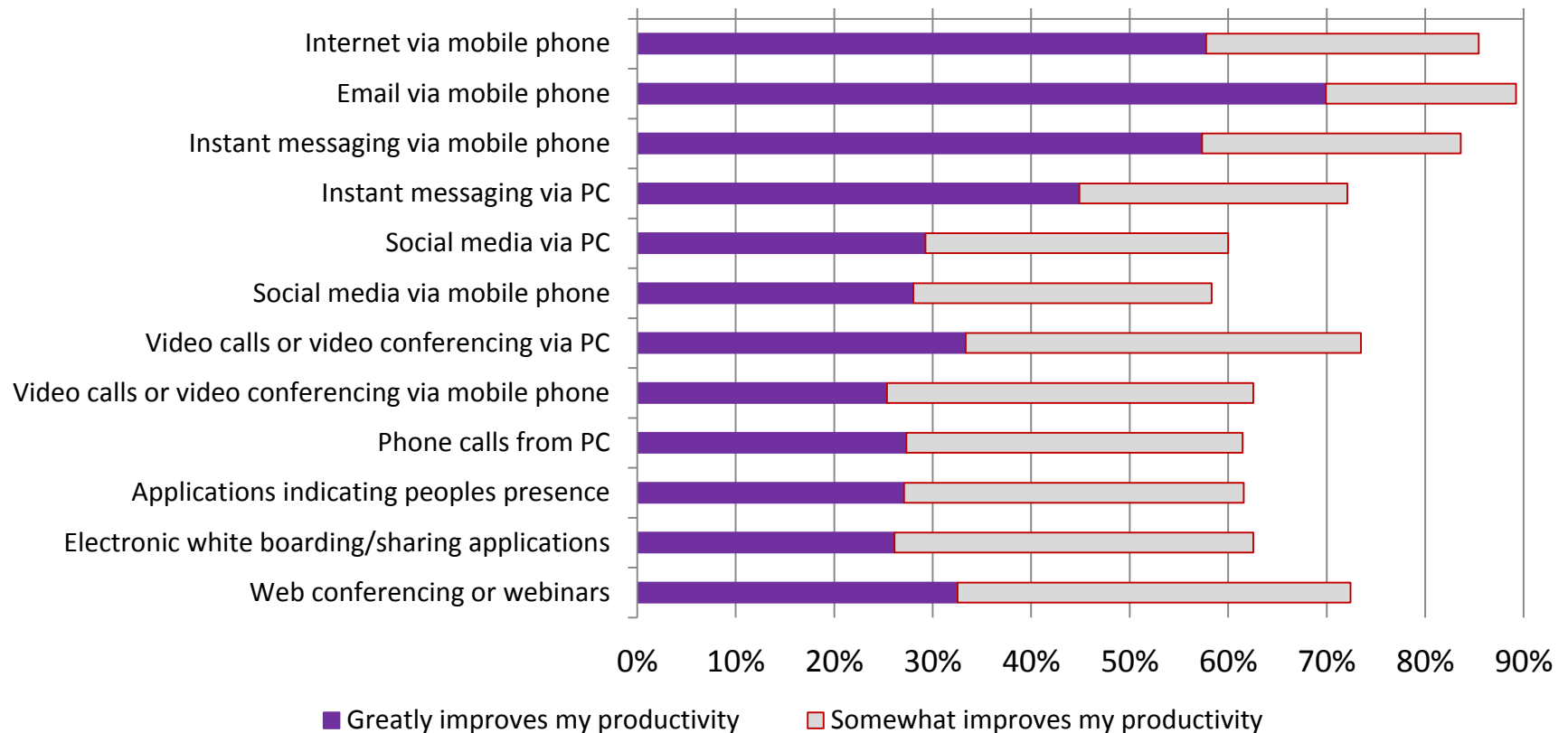Alcatel·Lucent
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Use of communication technologies

30% of those surveyed use electronic white boarding/sharing applications more than once a week. 62% take part in webinars at lease once a month.

Electronic white boarding/sharing applications

Web conferencing or webinars

Q. How often do you use the following technologies?

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Use of communication technologies

More than 80% of those surveyed believe using their mobile phone for email, Internet and instant messaging improves their work productivity.
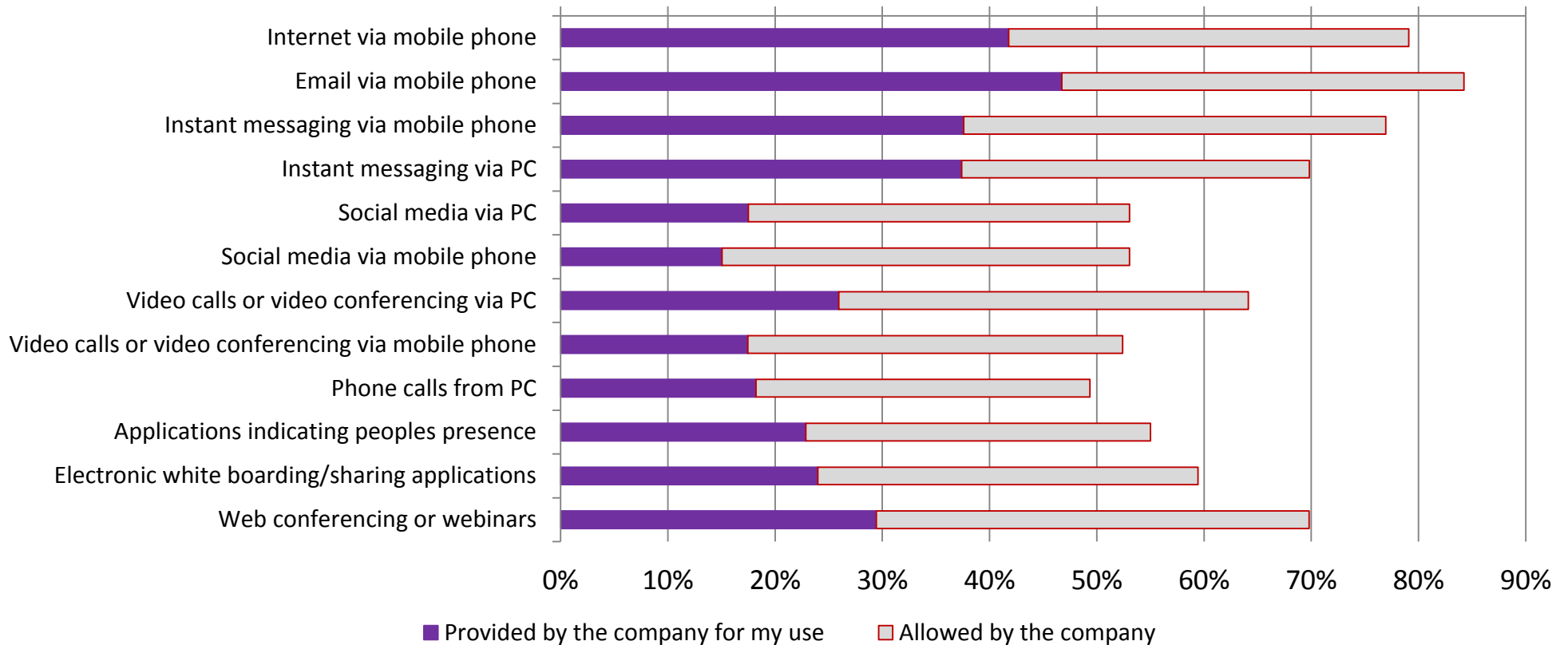

Greatly improves my productivity ☐ **Somewhat improves my productivity**

Q. How do you feel the following technologies affect your productivity at work?
(answers for '…improves my productivity')

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Use of communication technologies

More than 75% of those surveyed use their mobile phone for email, Internet and instant messaging at work with their employers approval.

Chart categories (top to bottom):
- Internet via mobile phone
- Email via mobile phone
- Instant messaging via mobile phone
- Instant messaging via PC
- Social media via PC
- Social media via mobile phone
- Video calls or video conferencing via PC
- Video calls or video conferencing via mobile phone
- Phone calls from PC
- Applications indicating peoples presence
- Electronic white boarding/sharing applications
- Web conferencing or webinars

X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

Legend:
■ Provided by the company for my use   □ Allowed by the company

Q. What is your company's policy towards the following technologies?

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Use of social media & integration with CRM

Use of social media

Key findings

- 88% of the survey believe that social networks are important for customer service and customer relationship management.

- Only 27% of respondents said their organisations had an agreed social media strategy, rising to 35% of companies employing more than 200 people.

- 39% of respondents' companies use social media without an agreed strategy and 14% have decided against using social media.

- Marketing and communication departments take charge of social media management in more than 44% of organisations surveyed; IT departments manage social media in 24% of organisations.

- 74% of those surveyed believe that social media should be integrated with call centers and the majority of those surveyed thought that operators need to have a complete overview of customer opinion.

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Use of social media

Key findings

- 56% of organisations surveyed try to promptly respond to customer comments or requests; only 9% consider responding not important.

- More than 50% of those surveyed work in companies selling to both consumers and companies (B2B & B2C).

- There were few significant differences between the survey answers of those working in B2B versus B2C.
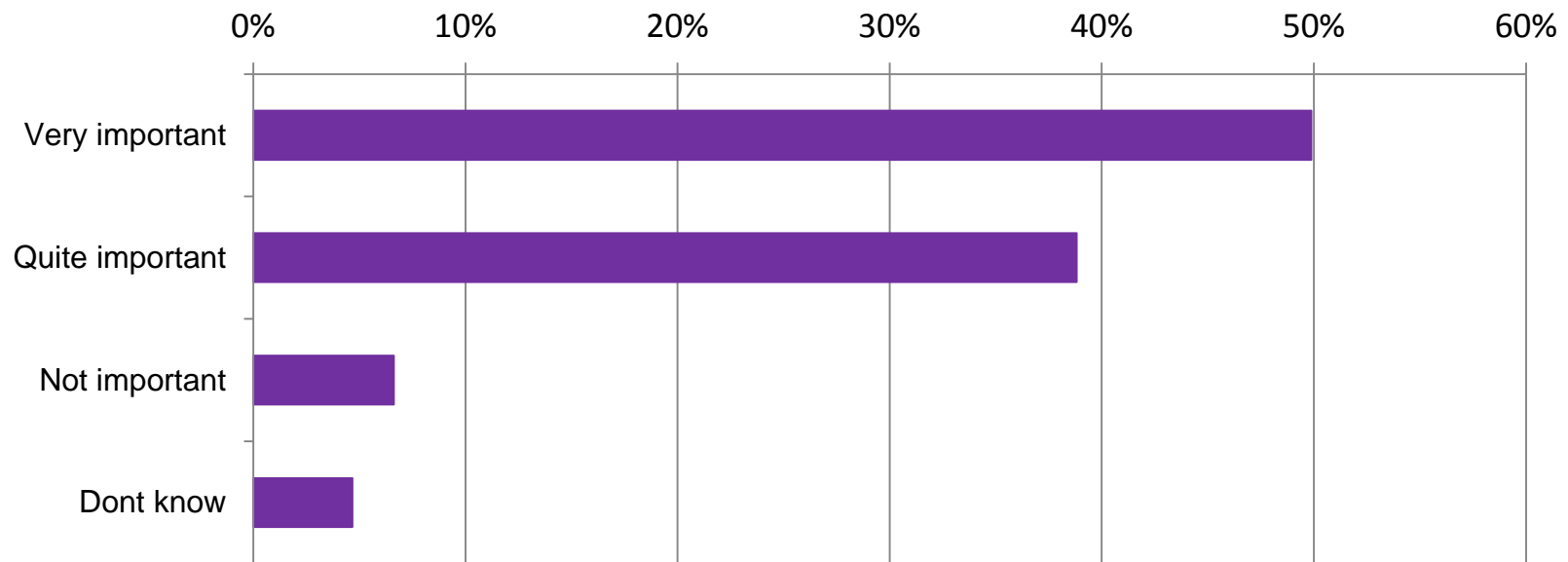
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Use of communication technologies

More than 50% of those surveyed work in companies selling to both consumers and companies (B2B & B2C)
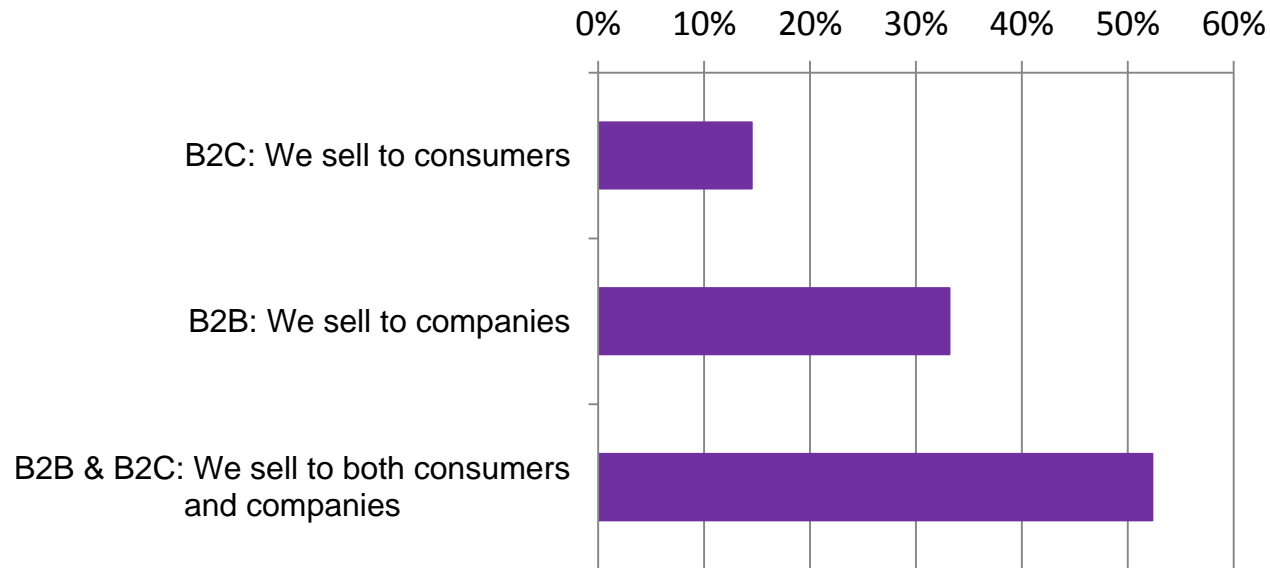
Q. Does your company work in B2C or B2B?

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Use of communication technologies

88% of the survey believe that social networks are important for customer service and customer relationship management.

| | 0% | 10% | 20% | 30% | 40% | 50% | 60% |

Very important
Quite important
Not important
Dont know

Q. How important do you feel social networks are for customer service and customer relationship management?

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Use of communication technologies

Marketing and communication departments take charge of social media management in more than 44% of organisations surveyed; IT departments manage social media in 24% of organisations.
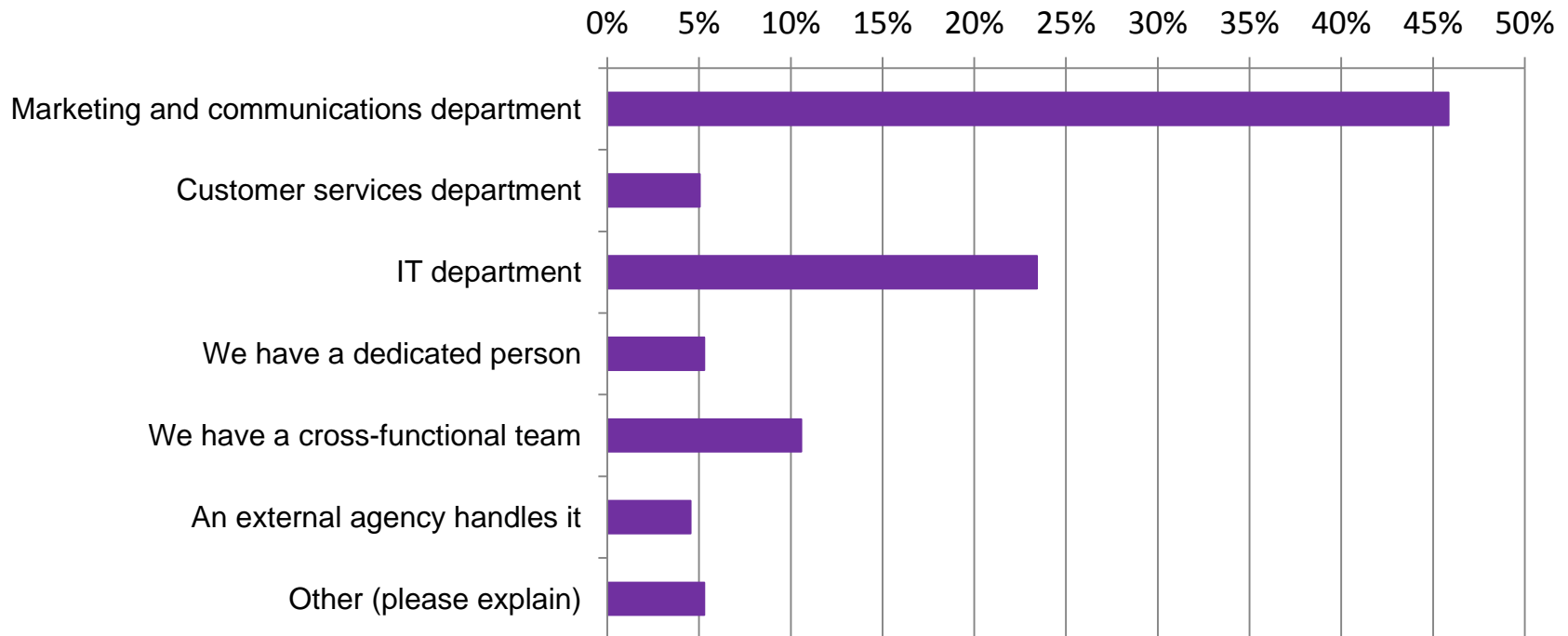
Q. Who is responsible for managing social media in your company?

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Use of communication technologies

More than 56% of organisations surveyed try to promptly respond to customer comments or requests; only 9% consider it not important.

	0%	10%	20%	30%	40%	50%	60%

Very important – we always try to respond within a few hours

Somewhat important – we cannot always respond straightaway

Not important – customers should contact our call center / customer service directly

Don't know – this is something we're looking into

Other (please explain)
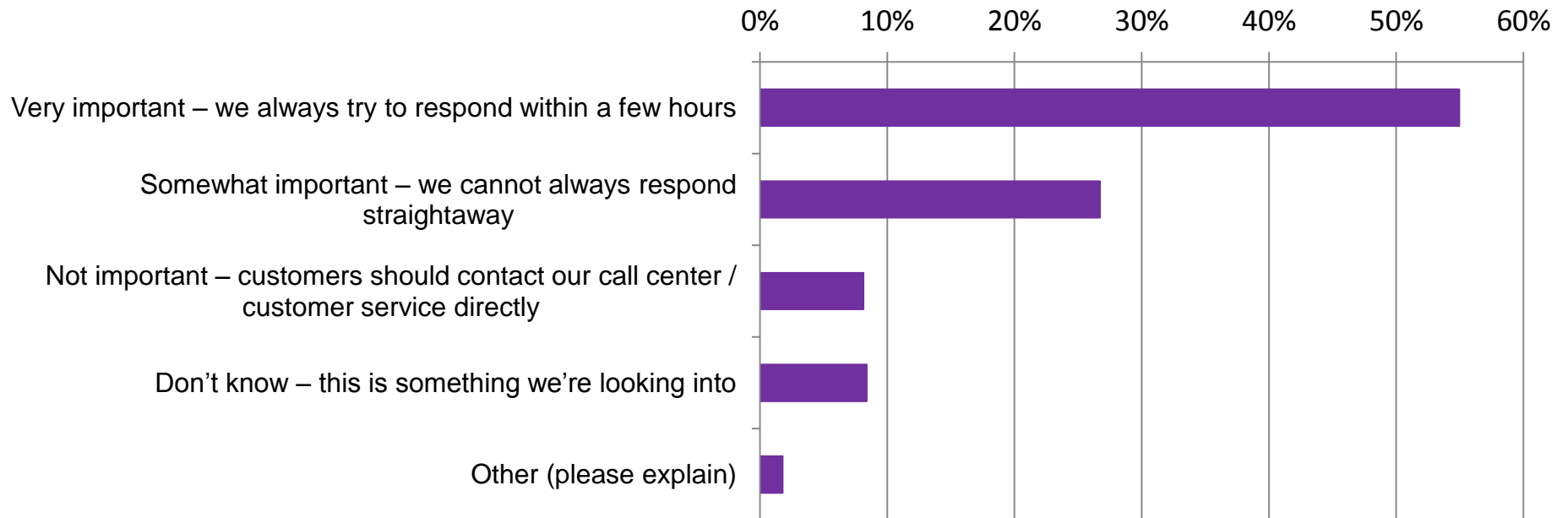
Q. In your opinion, how important is it to answer customer comments or requests quickly on social media?

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Use of communication technologies

41% of respondents believe that their marketing/sales/customer service strategies have not yet been affected by comments on social networks.
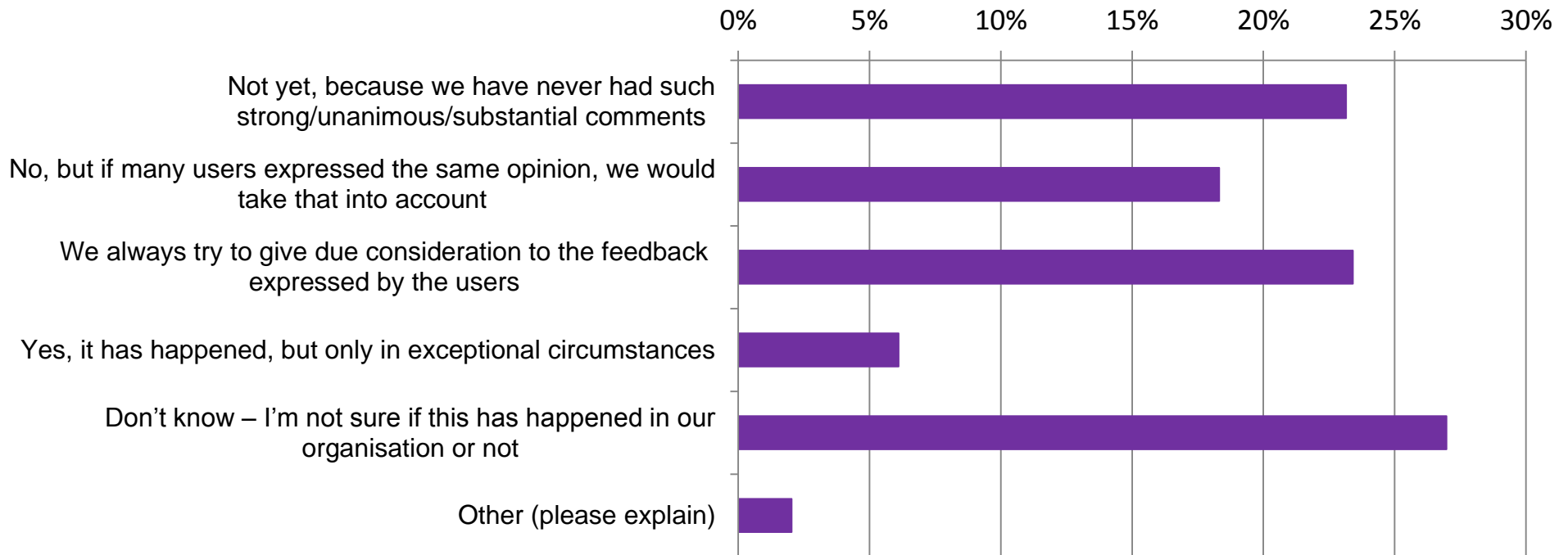
Q. Have comments on social networks affected your company's marketing, sales and customer service strategies?
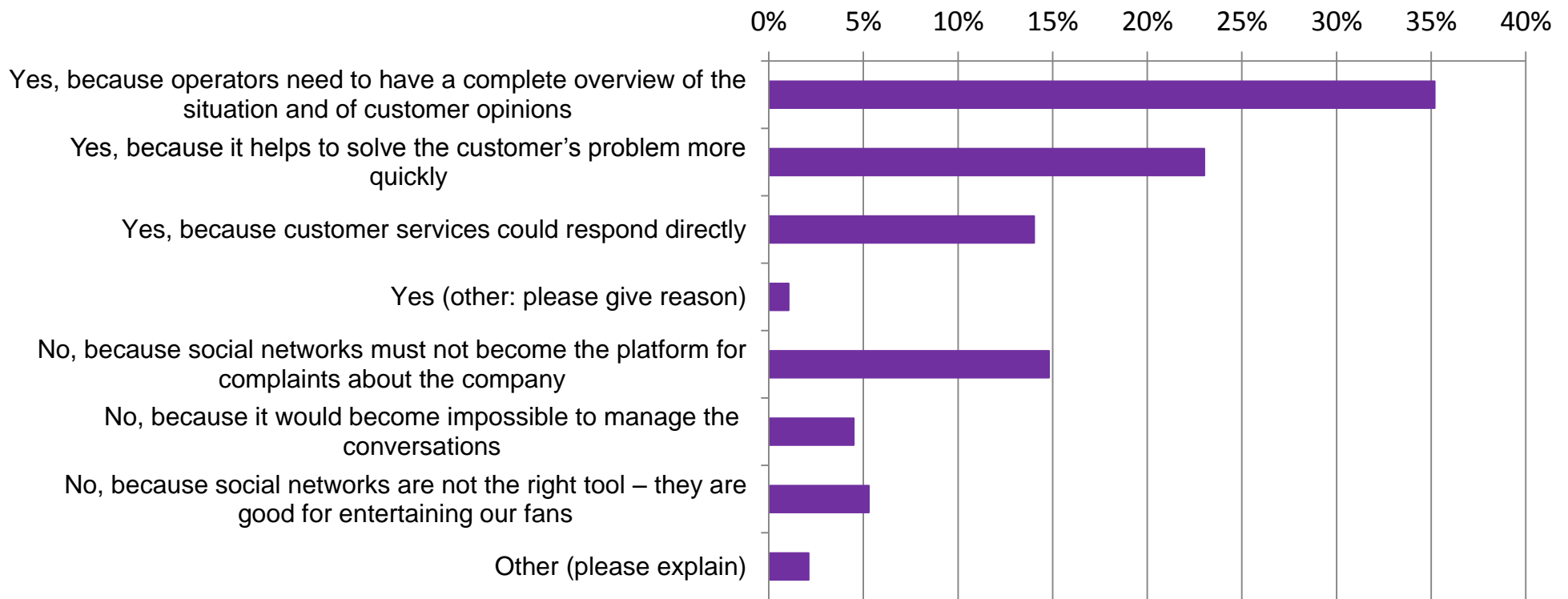
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Use of communication technologies

74% of those surveyed believe that social media should be integrated with call centers and the majority of those surveyed thought that operators need to have a complete overview of customer opinion.
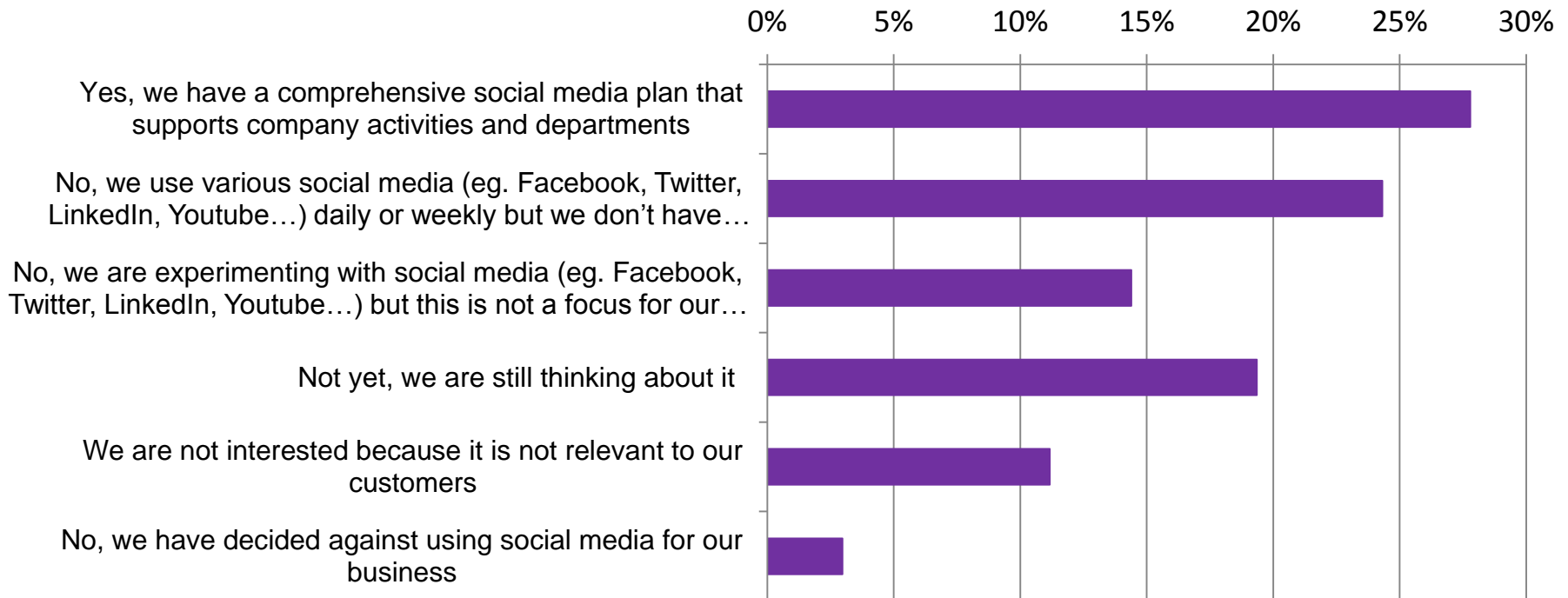

Q. In your opinion, should social media be integrated with call centers/customer services?

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Use of communication technologies

39% of respondents' companies use social media without an agreed strategy and 14% have decided against using social media.
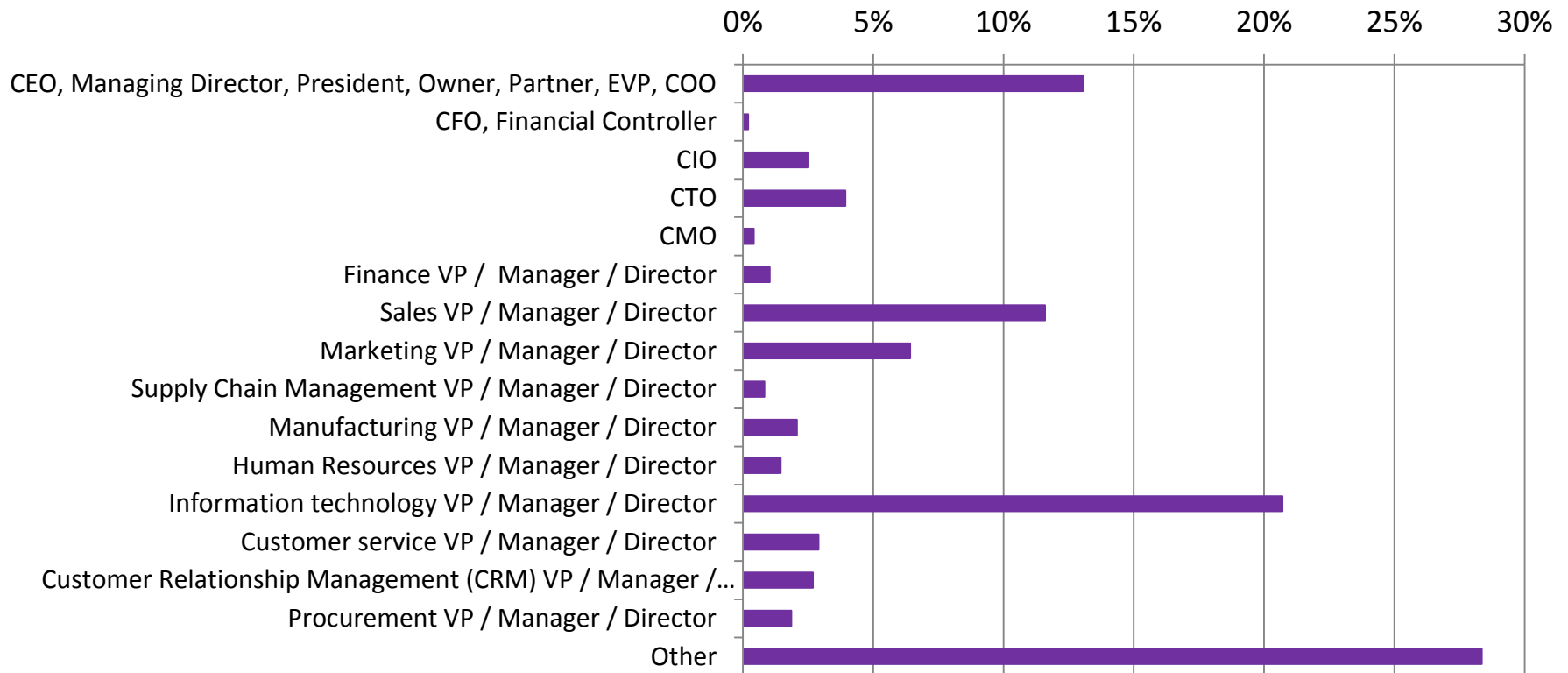

Q. Does your company have a strategy for social media?

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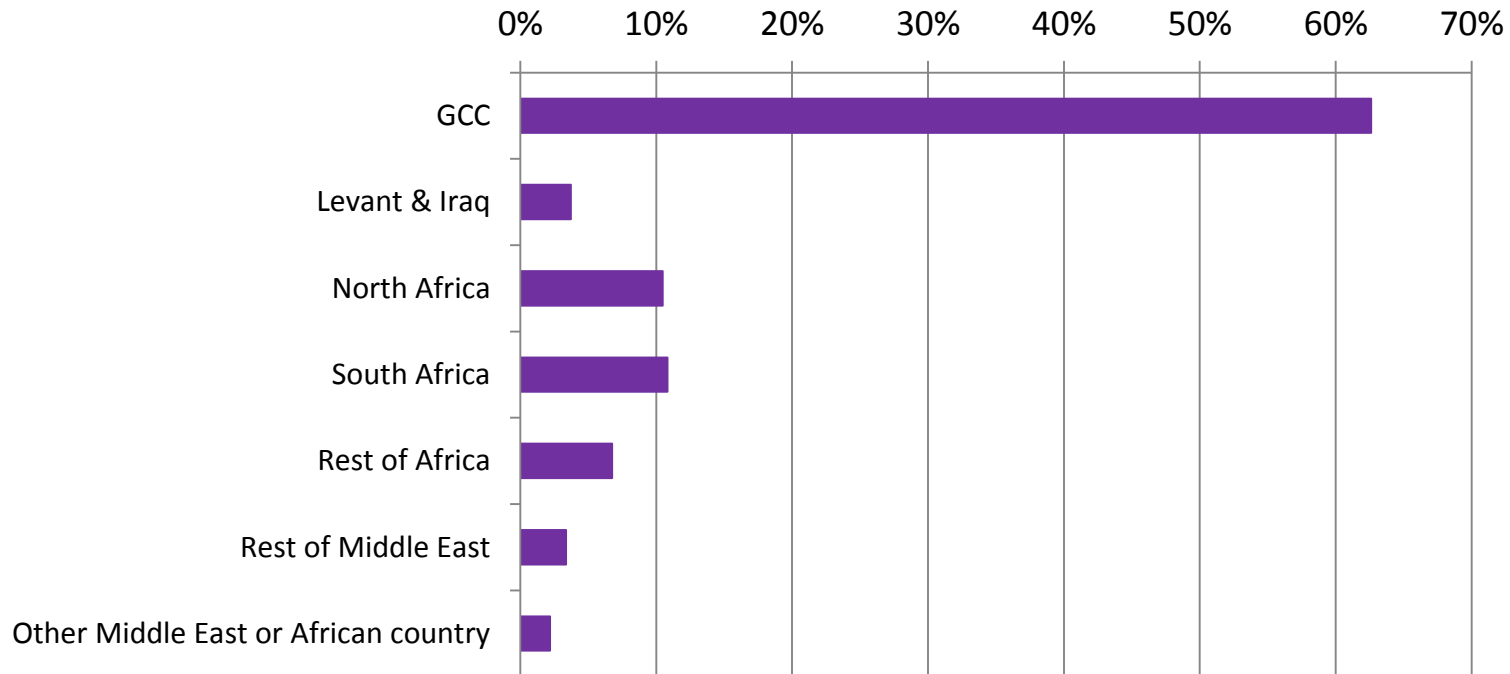# Demographics, Methodology & Credits

Demographics

More than 10% of those surveyed are top management; more than 20% are information technology senior management.

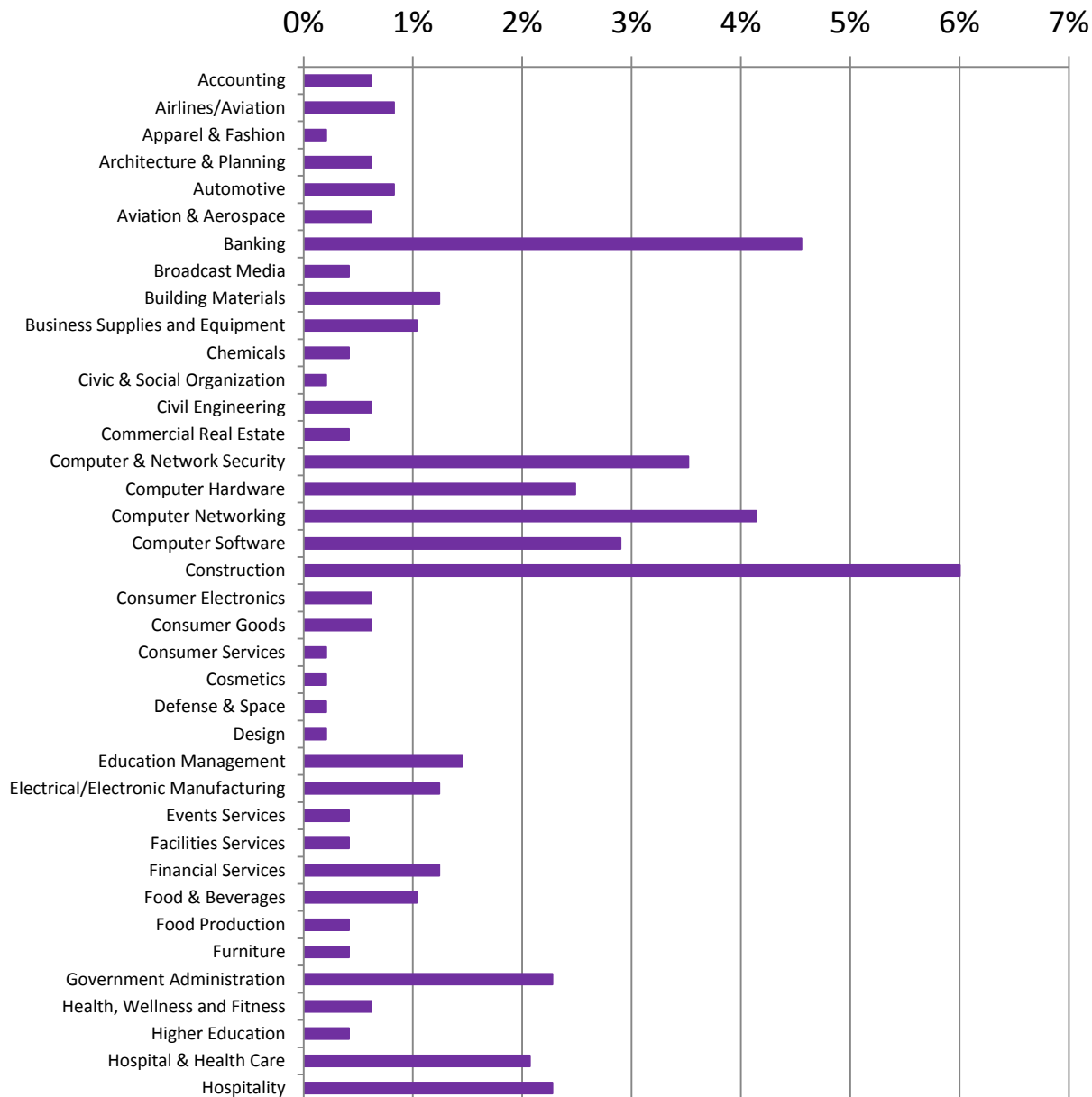Q. Which one of the following best describes your job title?

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Demographics

More than 60% of those surveyed live in GCC area; followed by South Africa 11% and North Africa 10%.

Q. In which country do you live?
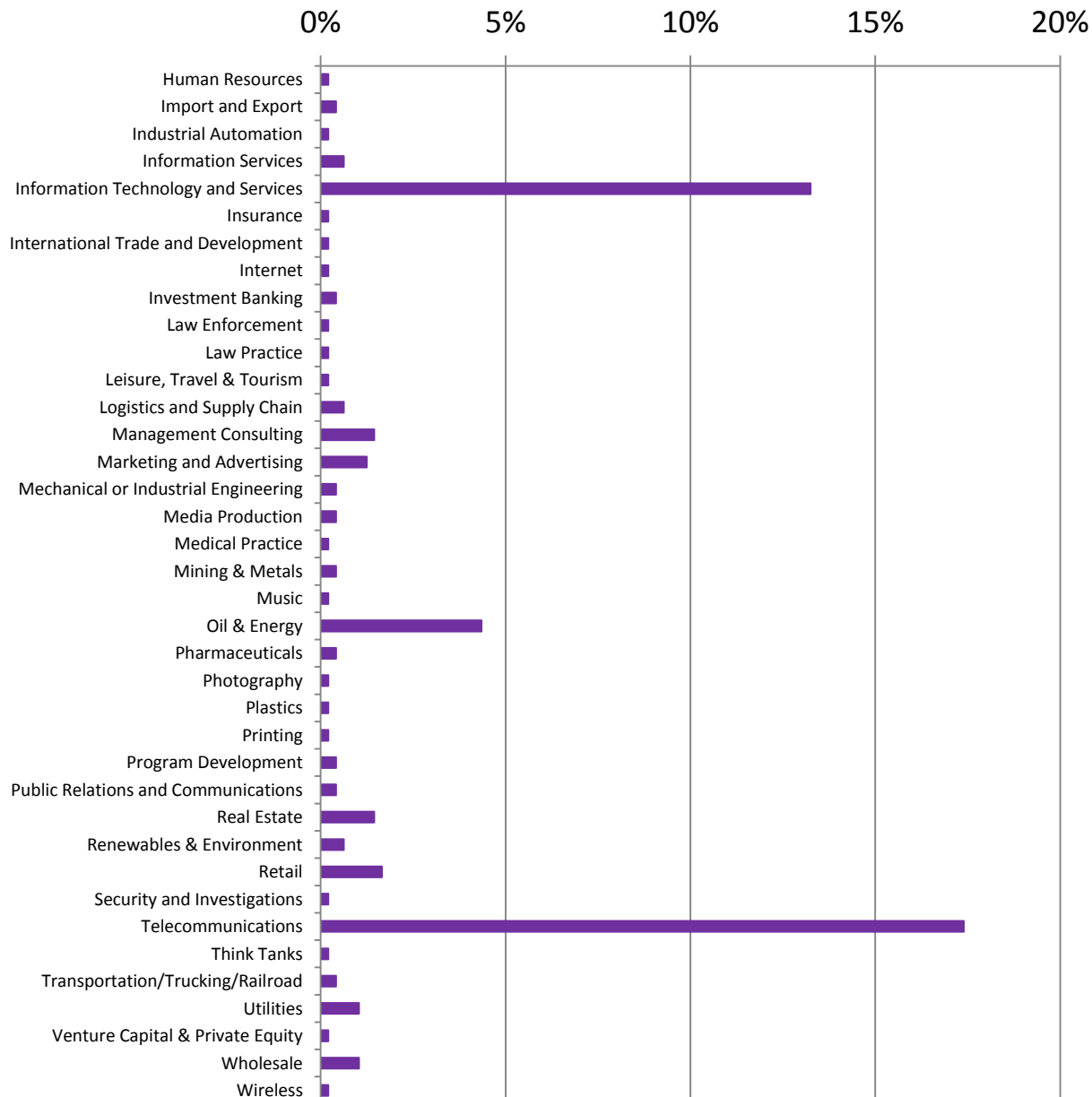
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Demographics

Q. What industry do you work in?

Respondents include those working in telecommunications, IT & services, construction, banking, energy and other key sectors.

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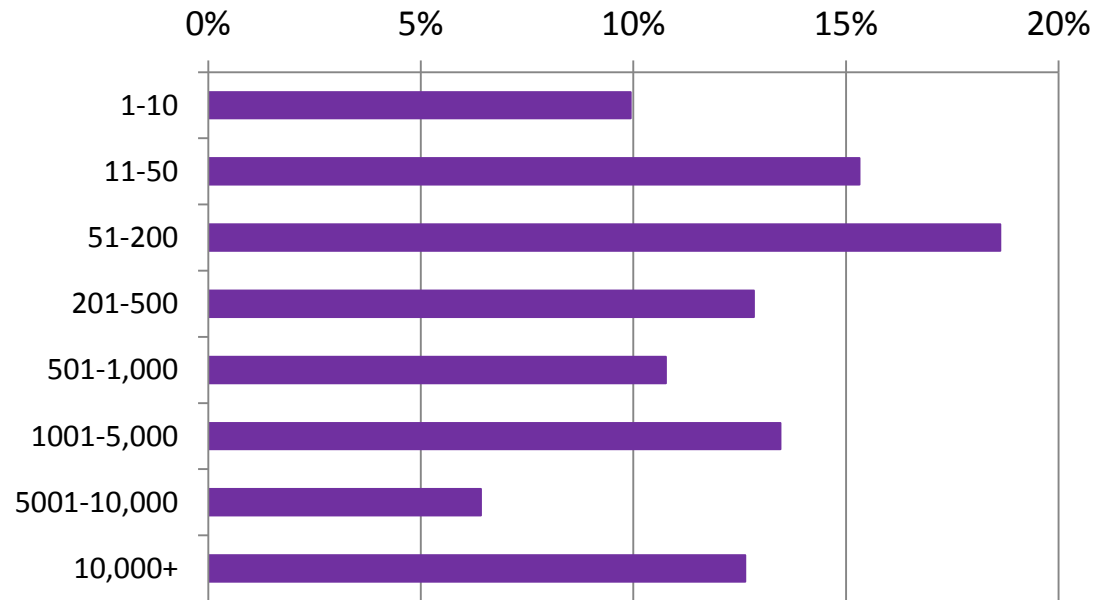Enterprise

Demographics

Q. What industry do you work in?

Demographics

Respondents work for a organisations of all sizes, including many large organisations employing thousands.

Q. How many people in your organisation?

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Methodology

Alcatel-Lucent Enteprise MEA Change the Conversation Survey

- The Alcatel-Lucent Enterprise Middle East & Africa survey was carried out between September 19th and October 4th, 2011.

- The survey was conducted online via questionpro.com

- Business contacts were invited to take part in the survey from across the Middle East & North Africa

- No sample quotas were imposed for this survey, the intent was to understand behaviors and attitudes of the general internet population.

- Total sample size was n=591.

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Methodology

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Enterprise Middle East & Africa" or "Alcatel-Lucent Change the
Conversation Survey". Thank you!

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About Alcatel-Lucent Enterprise

Transforming Communications Into Meaningful Conversations

With our more than 7,500 people in 130 countries and 2,200 partners worldwide, Alcatel-Lucent Enterprise delivers solutions across three business segments to more than 250,000 customers worldwide.

Genesys: Engaging customers in conversation through customer service applications and social engagement.

Communications: Enabling collaborative conversations through communications platforms and end points, unified communication and collaboration applications, and video solutions.

Networks: Creating the infrastructure to enable the delivery of real-time applications across converged networks, data centers, service-aware networks and managed access services.

Alcatel-Lucent Enterprise is part of Alcatel-Lucent, a leader in mobile, fixed, IP and optics technologies, and a pioneer in applications and services for service providers.

For more information, visit Alcatel-Lucent on:
http://enterprise.alcatel-lucent.com

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CHANGE THE CONVERSATION:

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