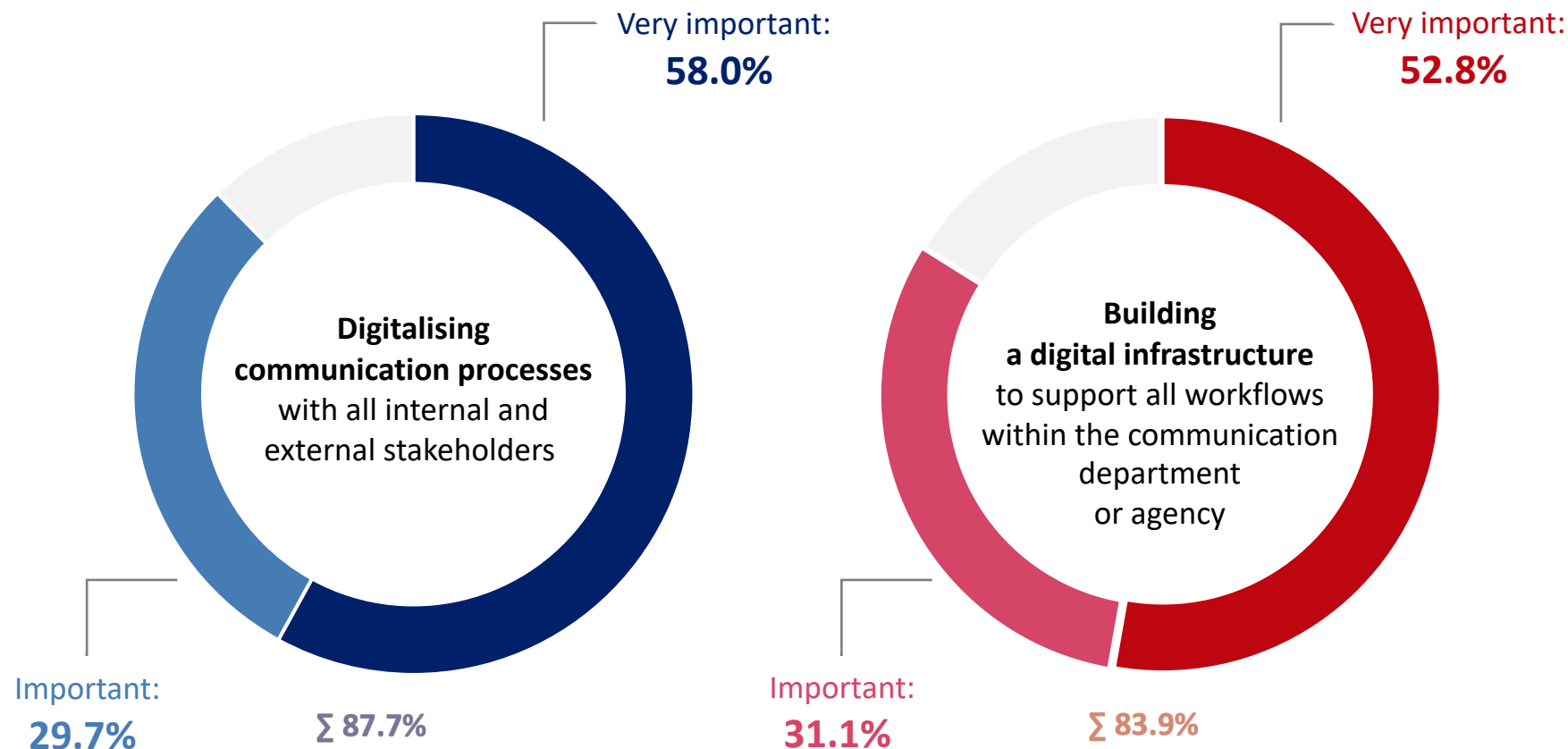


Digitalising stakeholder communications and internal workflows is a top priority for a large majority of communication departments and agencies across Europe

*Importance of digitalising stakeholder communications and building a digital infrastructure*



www.communicationmonitor.eu / Zerfass et al. 2021 / n = 2,664 communication professionals. Q 1: Most communication departments and agencies use software applications and digital services to support stakeholder communications and internal workflow. The Covid-19 pandemic and trends towards more agility and virtual collaboration speed up this development. But it doesn't mean that such investments and changes are always necessary to meet goals and expectations. How important are the following aspects for the success of your communication department or agency? Scale 1 (Not important) – 5 (Very important).