



## SOLUTION BRIEF

# The Workforce Has Entered Communication Overload

Communication dominates our time at work. Workers face a tidal wave of messages every day, leaving them with less time to read and comprehend the growing volume of communications. In turn, they have less bandwidth for composing comprehensible messages of their own — and more importantly, less time and energy for high-value tasks.

Across the board, 78% of professionals say work communications have increased in the previous 12 months. Knowledge workers, in particular, struggle to keep up, dedicating an average of 19 hours each week to written communication alone.

People need a way to regain control of their time and make communication tools work for them, rather than the other way around. A gen AI solution such as Grammarly empowers your workforce to sidestep communication overload, save time navigating a sea of messages, and deliver clear and compelling communications.

## Communications everywhere, all the time

Collaboration platforms — such as Slack, Teams, Salesforce, Facebook, and others — sit alongside e-mail as primary avenues for messaging.

Business leaders say they are communicating across more work channels than ever, and the proliferation of in-app communications forces workers to wade through messages and nonstop notifications from all sides. The constant noise and chaos take a toll:

- 31% of knowledge workers lack confidence due to poor communications
- 53% of professionals are anxious about misinterpretations in written communications
- 59% of business leaders experience written miscommunication at least once a week

Communication volumes are increasing, and workers' confidence in their ability to avoid misunderstanding is decreasing. These worries push people to spend excessive time deciphering or composing messages. With employees continuing to lose ground, 72% of business leaders want better tools to help them communicate effectively.

## Gen AI addresses communication overload in a multi-channel world

Grammarly allows your organization to communicate better, rather than simply communicating more. Workers can finally tame notification fatigue, get quick message thread summaries, surface action items, and write clearly across every context and channel.

64%

of business leaders say effective communication helps boost productivity, and

51%

report increased customer satisfaction.

Grammarly is ubiquitous, seamlessly integrating with your technology stack and providing consistent functionality everywhere workers communicate. The platform follows employees through all the apps and workflows of their day without being intrusive or adding friction.



## Elevate communications in a busy world with a gen AI writing tool

In this era of remote work and asynchronous collaboration, communication overload isn't going away. Grammarly launched in 2009 as a spellchecker and grammar corrector, and we've used our years of experience to create an AI writing and communication assistant with the power to manage messages across the apps workers already use. We solve communication overload challenges, giving your team members tools to increase productivity, drive efficiency, encourage collaboration, reduce miscommunication, and promote understanding.

**Save time.** Communication takes longer when people are overwhelmed. Grammarly helps knowledge workers jumpstart the process, saving them almost 8 hours of work per week.

**Improve communication quality.** Well-composed messages are clear and understandable. Grammarly reduces miscommunication and increases accuracy and readability.

**Standardize communications.** Users want their messages to sound like themselves, and your company wants its brand voice to shine through. Grammarly brings valuable consistency to communications no matter where they happen.

**Optimize results.** Grammarly boosts the effectiveness of your workforce and helps fill gaps in employees' communication skills. It's available across the apps workers already use, enabling everyone to write more clearly and navigate multi-channel communications faster.

## About Grammarly

Grammarly helps people communicate with confidence across devices and platforms. Our AI-powered suggestions appear wherever you write, coaching over 30 million people and 70,000 enterprise and professional teams every day to improve the correctness, clarity, engagement, and delivery of their writing. Grammarly Premium elevates communication for individual students and professionals, and Grammarly for Business drives organizations of all sizes to accelerate business results.

Grammarly team members use advanced machine learning to break new ground in natural language processing that analyzes written sentences to understand context and tone. We operate with a remote-first hybrid work model, meaning we primarily work from home and, as conditions allow, meet for in-person collaboration at our hubs in San Francisco, New York, Seattle, Vancouver, Berlin, and Kyiv, or in a workspace in Kraków. Grammarly is one of Time's 100 Most Influential Companies, one of Fast Company's Most Innovative Companies in AI, a member of the Forbes Cloud 100, and one of Inc.'s Best Workplaces.

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