

# The 2025 Office Study

How companies work with  
productivity software





# WELCOME TO THE OFFICE STUDY 2025



**Productivity software serves as the backbone of modern work life. It's more than just a tool for handling daily tasks – it plays a vital role in driving a company's productivity, boosting efficiency, and shaping its brand image.**

In a world shaped by rising demands for efficiency, cost-consciousness, and agile work processes, productivity software plays an increasingly vital role. But how effectively are companies using these tools? Are they succeeding in streamlining daily tasks, conserving resources, and maintaining consistent brand communication? What untapped potential remains – and how can the evolving digital workplace be strategically enhanced to meet both current and future demands?

The 2025 Office Study, conducted by Kantar on behalf of empower, addresses these questions and offers a comprehensive look at how companies in the United States are using productivity suites. It examines tools like Microsoft Office, Google Workspace, and others, identifies key challenges and opportunities, and places special emphasis on the role of brand consistency in day-to-day communication.



# Executive Summary

The findings of this study provide not only a valuable reflection of the current landscape, but also actionable insights for companies aiming to optimize their productivity software and associated workflows.

29 hours per week

**Productivity software as a productivity driver**  
Employees spend an average of 29 hours per week working with productivity software.

93%

**Creating content that aligns with the brand builds trust**  
According to 93% of employees, brand-consistent documents, presentations, and emails contribute significantly to trust in the company.

92 Content pieces

**Remarkable productivity**  
On average, each employee generates 55 emails, 15 documents, 14 spreadsheets, and 8 presentations each month.

24%

**Many documents fail to follow brand guidelines**  
One in four Office documents shared externally does not reflect the company's corporate design, potentially weakening brand consistency.

30 minutes per month

**Easy access to content is crucial**  
Nearly 60% of employees spend at least 30 minutes per month searching for existing content. If they can't find what they need, almost two-thirds recreate it from scratch.

54%

**Content is increasingly being managed online**  
More content is now being edited online, especially presentations and emails. Today, 46% of presentations and 54% of emails are being edited through online applications.

# Study Design





# Content

**8**

How productivity suites power the digital workplace

**14**

Searching for content: A major source of inefficiency in the workday

**18**

Manual, repetitive tasks highlight the need for automation and atandardization

**24**

Corporate design in daily work –  
Bridging the gap between standards and reality

# How productivity suites power the digital workplace

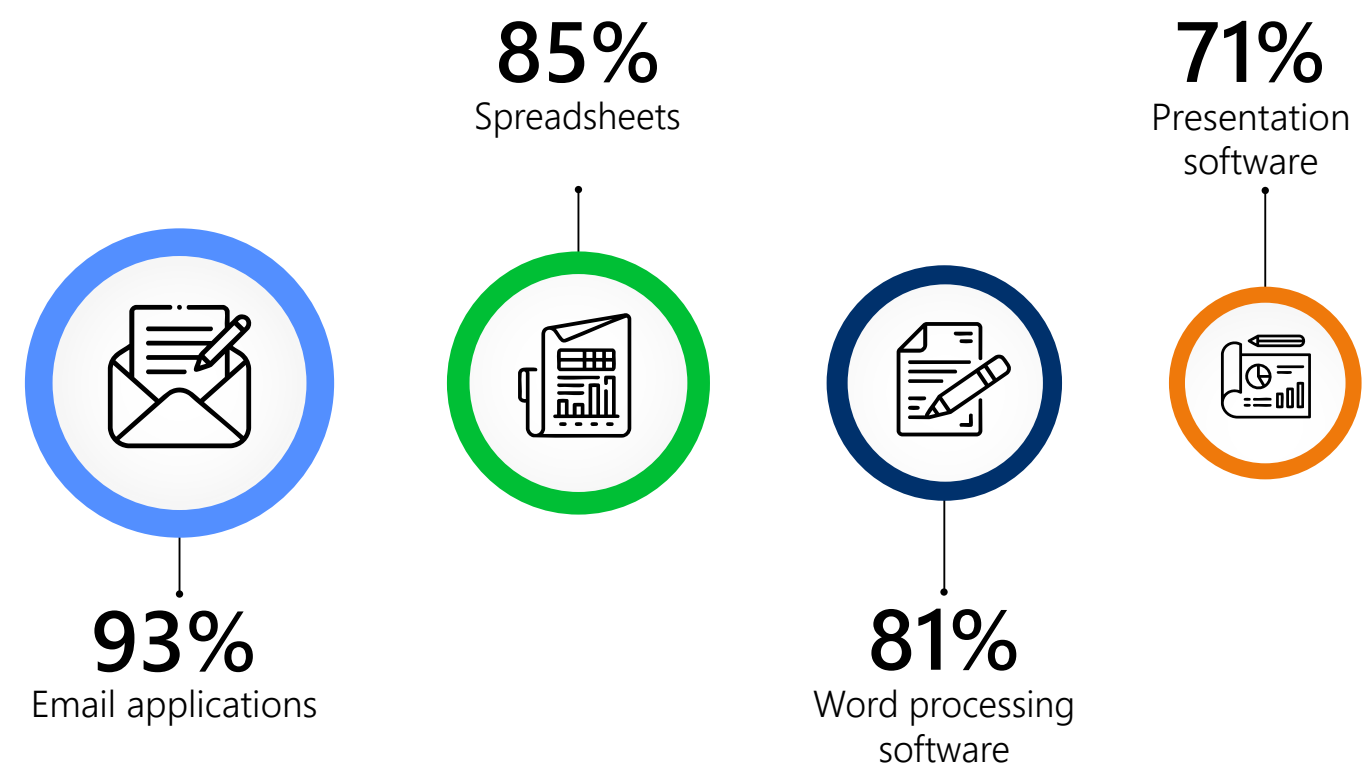


## The foundation of a productive workplace

Productivity software is at the core of modern work environments. Word processing, spreadsheets, presentations, and email applications form the foundation of daily operations and efficient workflows. In the United States, 71% of employees regularly use presentation software, while 81% rely on word processing tools.

Efficiency is becoming increasingly important. Tools that enable automation and integrate seamlessly into existing systems are gaining significance as companies face rising demands on resources and costs.

### Which software categories are used? (Multiple responses possible)



**93%**

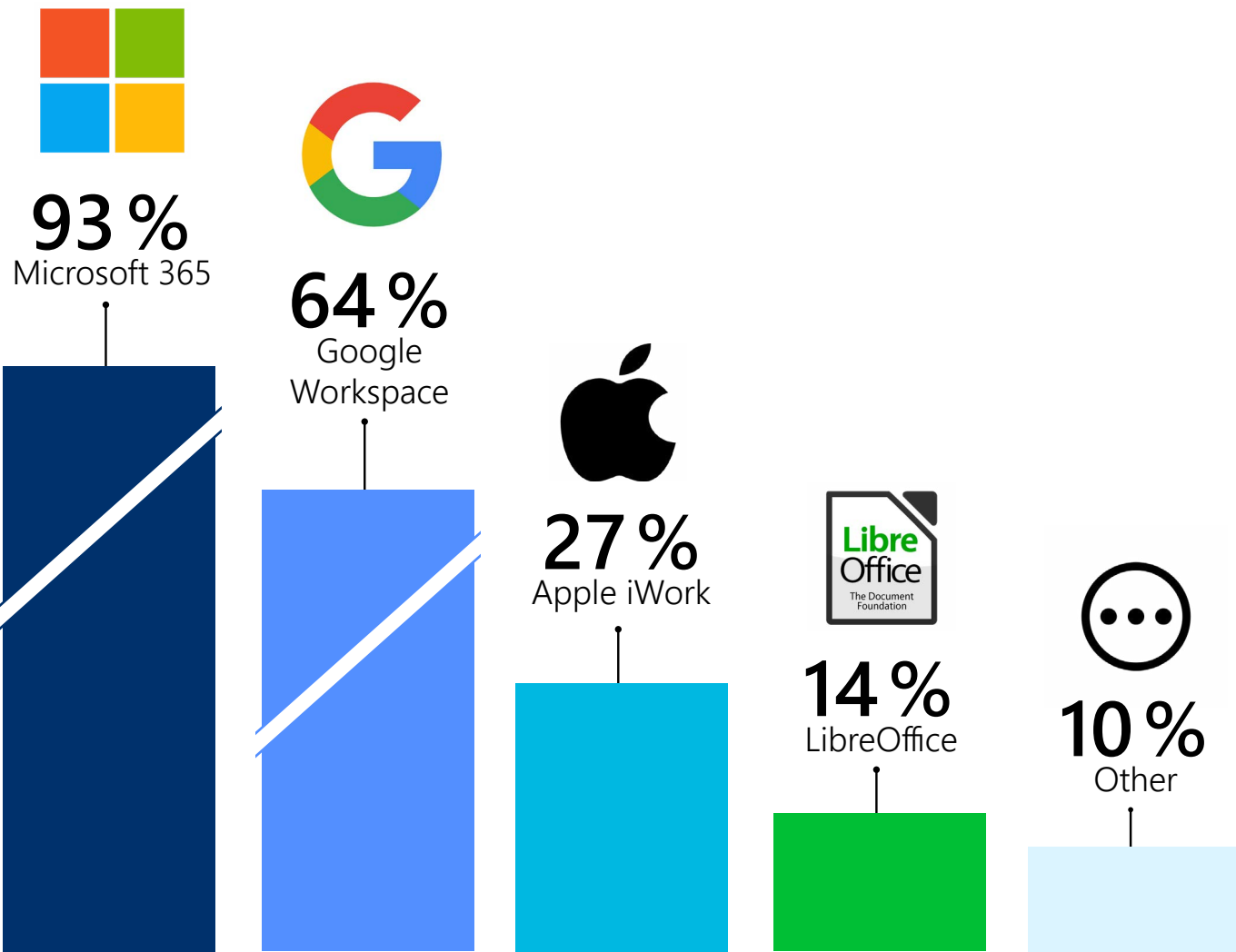
Email applications are the most widely used software category, with an average usage rate of 93%.



# Microsoft 365 leads, but Google Workspace is gaining traction

With a 93% market share, Microsoft 365 dominates the American market, but Google Workspace is growing – 64% of respondents also use Google’s solutions. Both tools cater to user needs, offering a broad feature set, cloud integration, and collaboration capabilities. The goal is to make these strengths work in practical ways and ensure employees are fully supported in how they use these systems.

## Which productivity software is used? (Multiple responses possible)



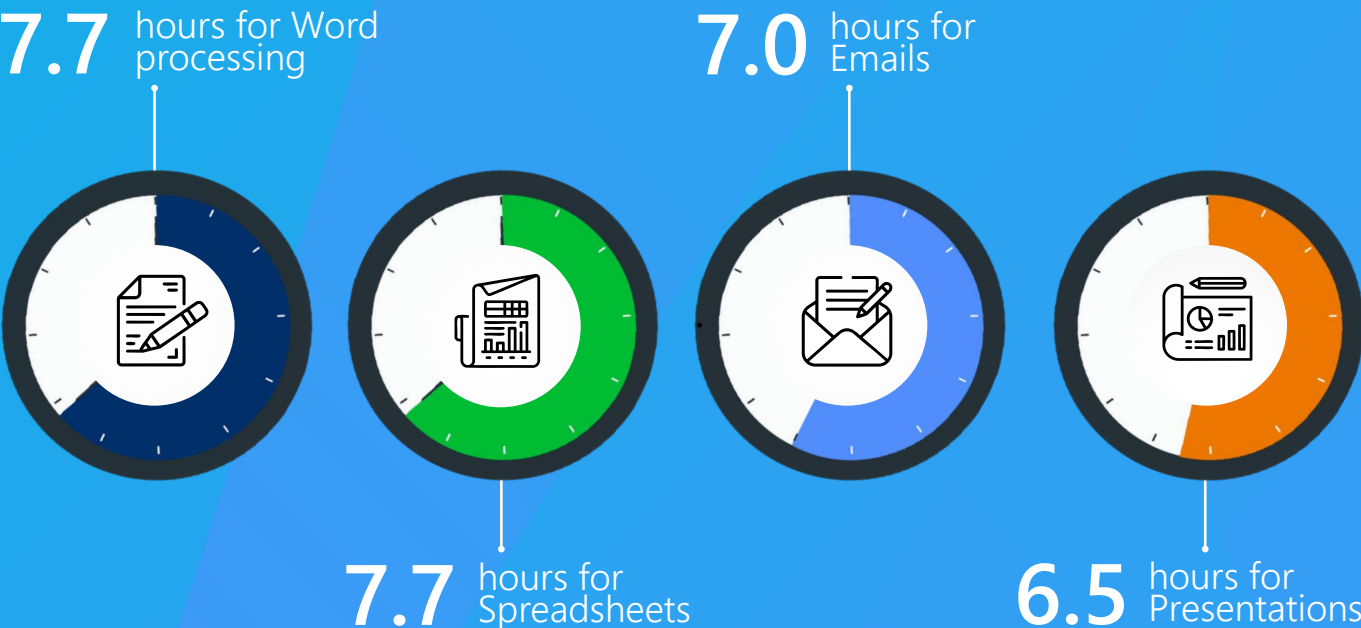
# Productivity suites in focus: Key trends and statistics

Productivity applications play a crucial role in daily work and take up a significant portion of employees’ time. On average:

- Emails take up 7 hours per week
- Spreadsheets account for 7.7 hours per week
- Word processing requires 7.7 hours per week
- Presentations take 6.5 hours per week

Altogether, employees spend 72% of their weekly working hours using these applications. These figures demonstrate the huge potential for productivity gains – whether through better training or complementary software solutions that improve efficiency with automation and artificial intelligence (AI).

## How many hours per week do you spend working with office applications?



72%

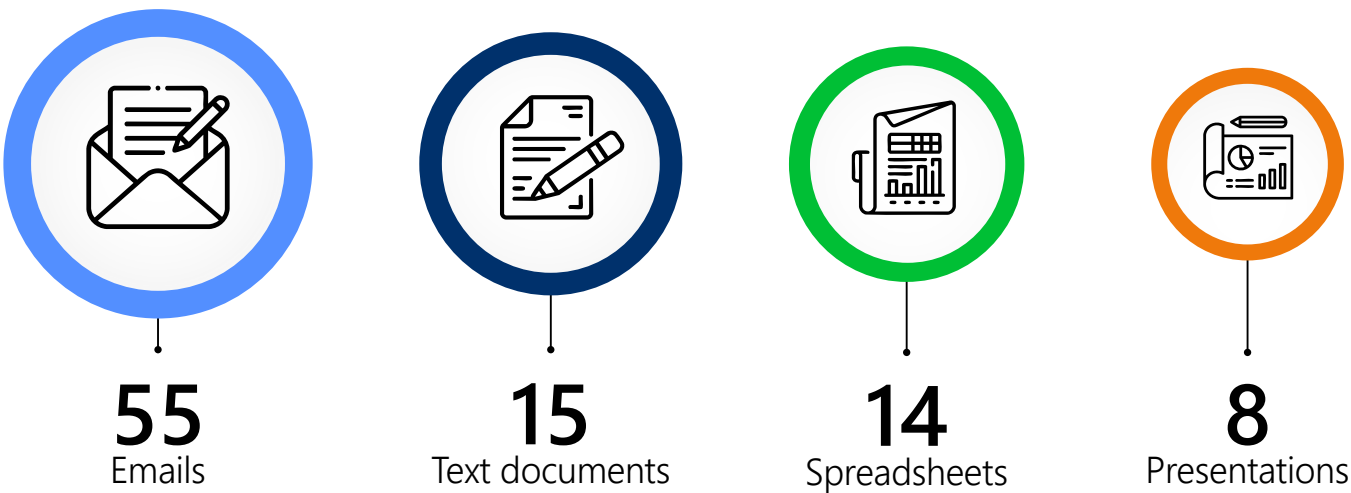
Altogether, employees spend 72% of their weekly working hours using these applications.

## Impressive output

Many of these documents do not stay within the company – 86% of respondents send documents or presentations to external recipients at least once a month.

These statistics highlight the central role of productivity software in the digital workplace. At the same time, they reveal a challenge: every inefficient step adds up, leading to wasted time and increased costs.

On average, each employee produces per month:



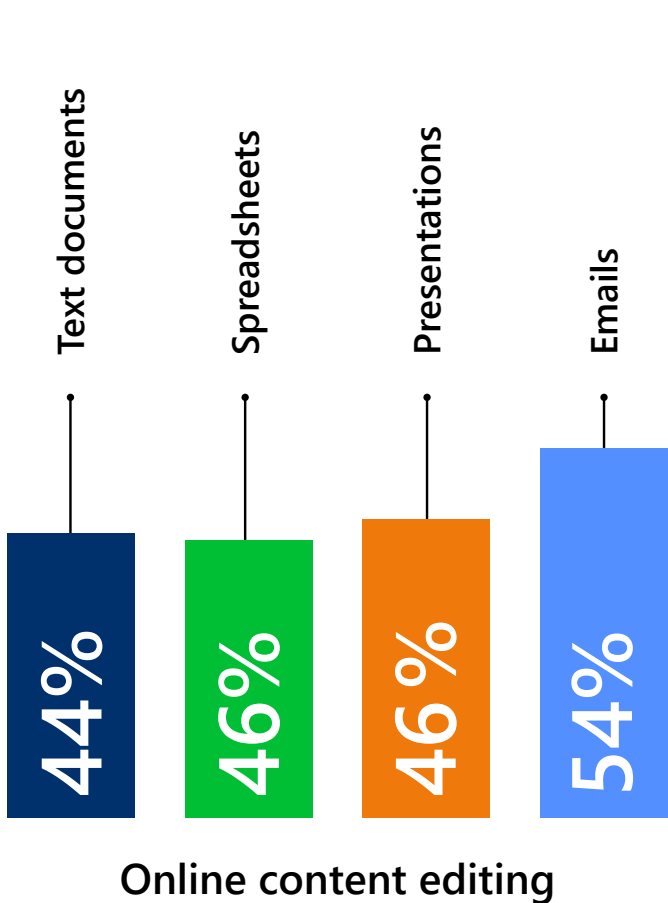
## Desktop vs. web: The future of productivity software

The future is hybrid. The shift toward web-based productivity software is growing but varies depending on the type of application. More than 40% of presen-

tations and over 50% of emails are now handled online. However, desktop applications remain important due to their greater functionality. For complex tasks

86%

86% of respondents send documents or presentations to external recipients at least once a month.



like formatting and data visualization, web-based tools still lag behind.

Web tools enable location-independent work and receive continuous security updates. Desktop applications, on the other hand, offer greater stability and a wider range of features. Businesses must bridge the gap between both worlds by developing IT infrastructures that support collaboration, flexibility, and security.

While most text documents, spreadsheets, and presentations are still created using desktop applications, about 44%, 46%, and 46%, respectively, are edited online. The shift toward online applications is most evident with emails, 54% of which are edited online.

## Conclusion: Maximizing productivity with productivity software

Productivity software is more than a tool – it’s a strategic asset. Companies that embrace process optimization and automation, AI-driven tools, and a hybrid software approach can significantly enhance efficiency, cut costs, and gain a competitive edge.

empower® helps businesses fully utilize Microsoft 365, driving greater productivity and long-term success. At BearingPoint, the use of empower® resulted in proven time savings of over 8,500 hours per year and an ROI of 762%.





# Searching for content: A major source of inefficiency in the workday

In many companies, searching for documents, presentations, or specific slides is still a major productivity drain. Employees spend valuable time tracking down content or recreating it from memory, leading to lost efficiency, inconsistency, and potential quality issues in corporate documents.

Our study shows that in over half of all presentations, existing slides are reused.

This underscores the importance of fast, effortless access to content that is always up to date, legally compliant, and brand-aligned.

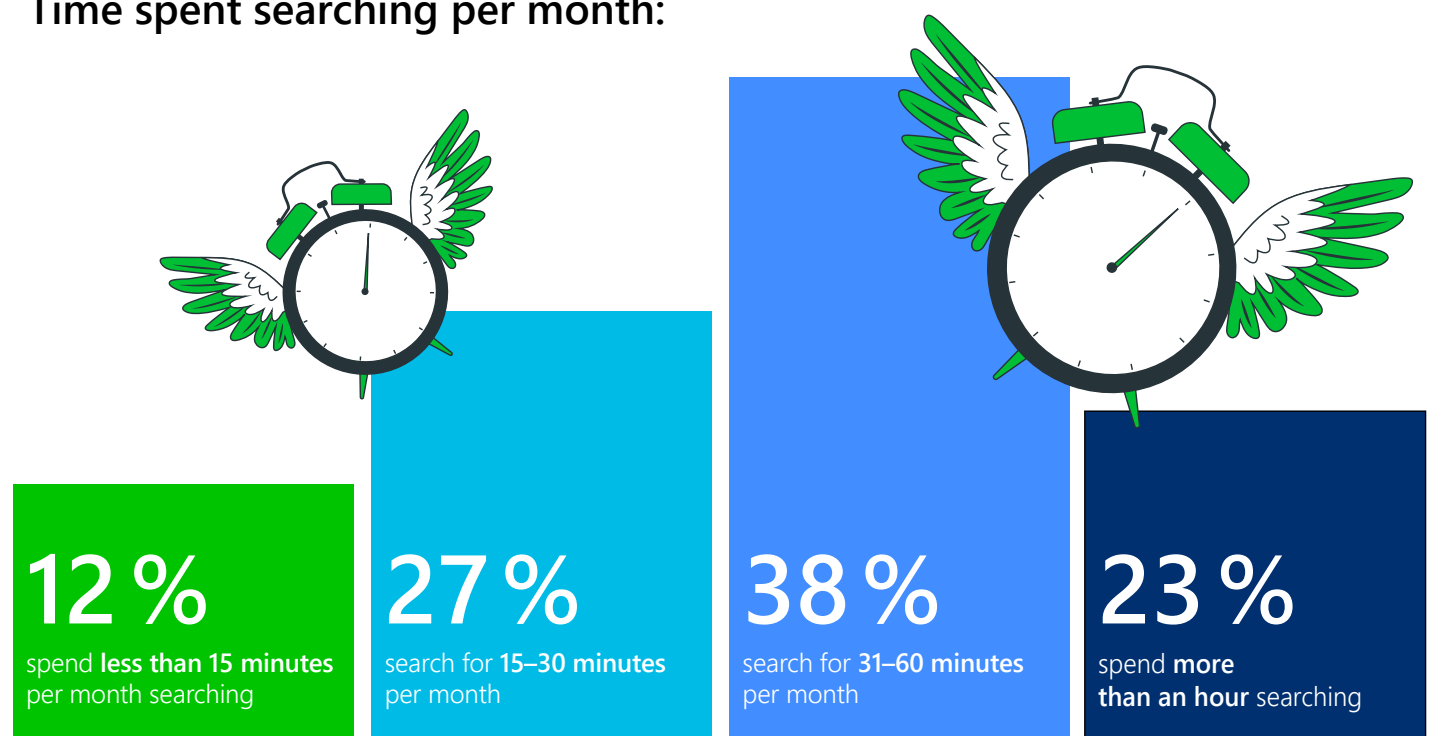
However, there's room for improvement – **one in two employees in the United States** admits to accidentally using outdated materials in their documents and presentations.

## How much time is wasted searching for documents?

More than 60% of employees spend at least 30 minutes per month searching for slides and documents. In a company with 5,000 office employees, this adds up to 1.08 million minutes per year – the equi-

valent of 2,250 full workdays. A 10-person team could spend an entire year doing nothing but searching for documents and presentations.

### Time spent searching per month:



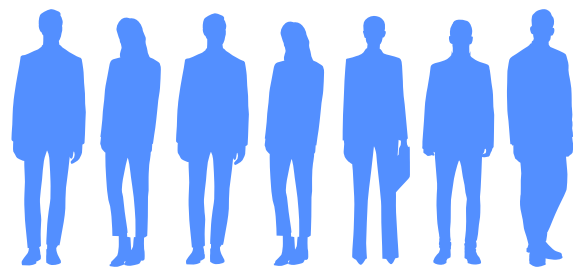


## The consequences of missing content

What happens when employees can't find what they need? They recreate it from scratch. A staggering 59% of employees say they rebuild missing content from memory, leading to redundant work and increasing the risk of errors and branding inconsistencies.

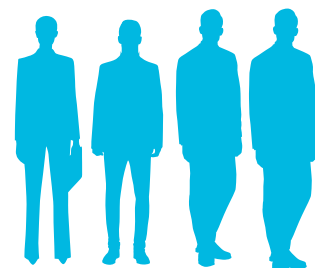
# 59%

A staggering 59% of employees say they rebuild missing content from memory.



## 59%

regularly recreate missing content from memory.



## 41%

never recreate missing content from memory.

## Access content anytime, anywhere

To address these challenges, organisations need a centralised document and slide management platform that provides quick, easy and reliable access to relevant content. Such a system ensures that presentations, documents and slides are not only easy to find, but also up-to-date, legally compliant and brand-compliant.

This is especially crucial for remote teams, as a centralized solution enables smooth workflows across locations and time zones.

### The benefits are clear:

- Employees no longer waste time searching for information.
- Existing content can be quickly retrieved and seamlessly integrated into their work.
- Teams can focus on productive, high-value tasks.
- A well-structured content platform ensures consistent brand communication by allowing only approved and up-to-date materials to be used.

## System-wide integration: The key to productivity

A modern slide and document management solution must seamlessly integrate with Microsoft 365, SharePoint, and collaboration tools. This allows employees to access content directly within their familiar work environment, without having to switch between systems. The result? Intuitive searches, uninterrupted workflows, and increased productivity.



## Conclusion: A simple concept that's surprisingly hard to achieve

In an ideal Digital Workplace, searching for content shouldn't be a challenge – but in reality, it often is. Employees continue to waste time looking for files, and missing content leads to unnecessary duplicate work.

The solution? A centralized, well-structured content system that:

- Saves time
- Enhances collaboration
- Ensures up-to-date, easily accessible, and consistent materials

# Manual, repetitive tasks highlight the need for automation and atandardization

## 84% of employees are overwhelmed by repetitive tasks

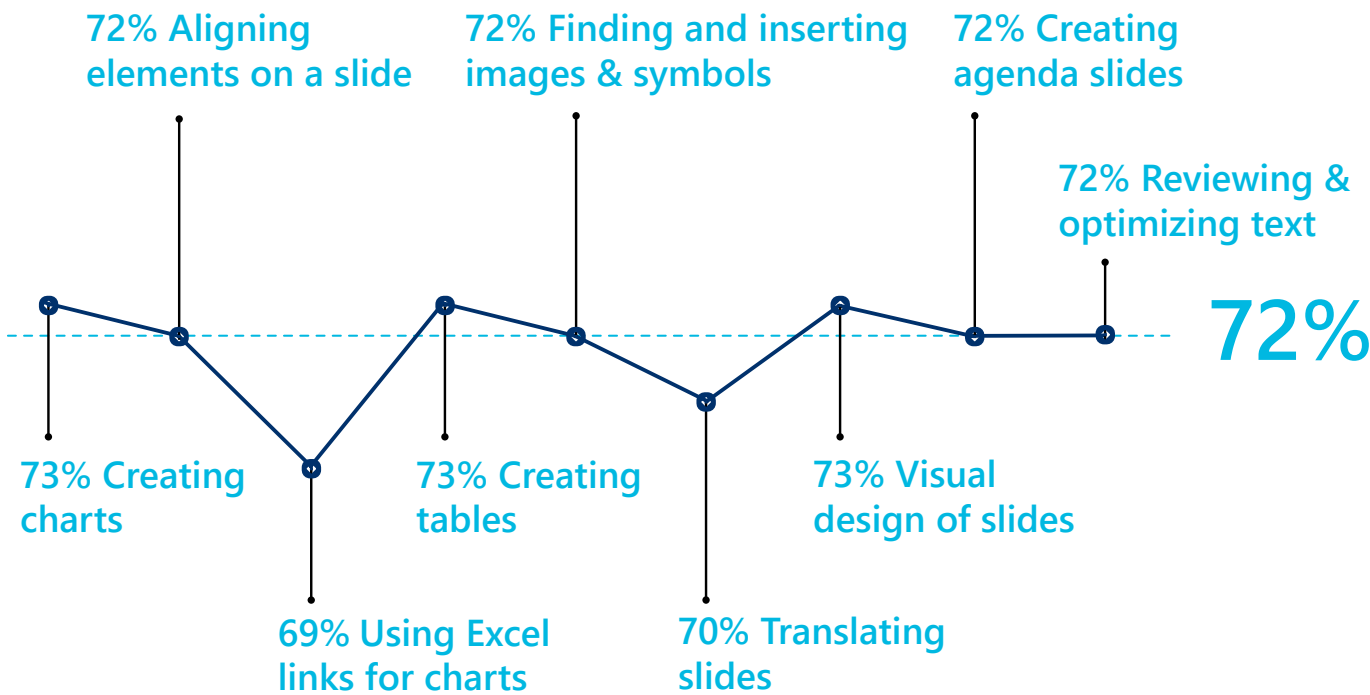
Day after day, employees find themselves creating nearly identical documents and presentations. In fact, 84% of employees regularly produce proposals, reports, or presentations that follow the same structure, differing only in minor details.

This may have been an unavoidable part of office work in the past, but in today's AI-driven, automated world, manual and repetitive tasks are no longer efficient.

84%

84% of employees regularly produce reports or presentations that follow the same structure, differing only in minor details.

### Employees struggle with the following activities during presentation creation:





# The hidden costs of repetitive work

Monotonous, repetitive tasks – such as manually adjusting text, charts, or layouts – quickly add up. The consequences include:

**Lower motivation**

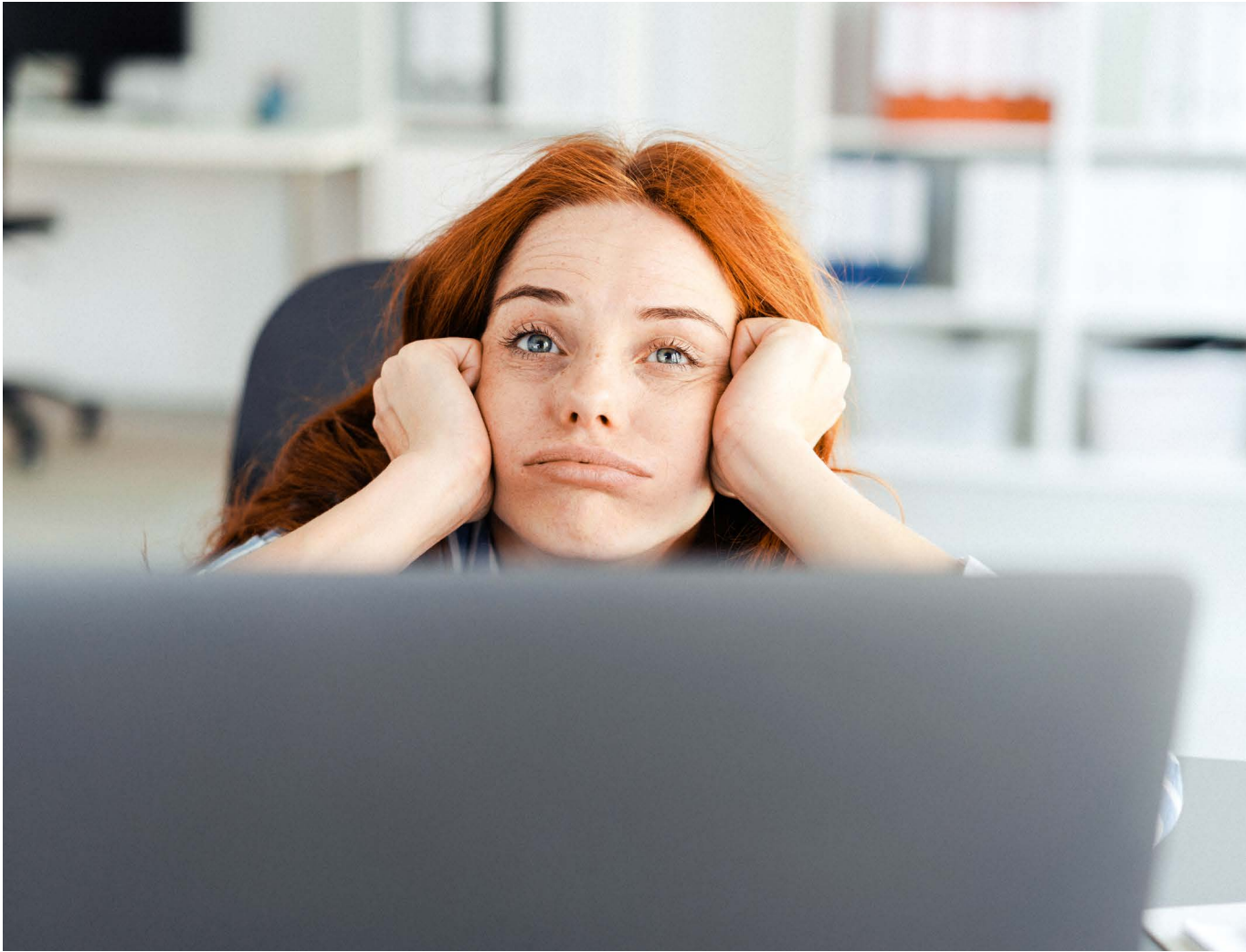
Employees who repeat the same tasks daily feel underutilized and disengaged, leading to reduced job satisfaction.

**Increased errors**

The more data is entered or copied manually, the greater the risk of mistakes – which can have serious business consequences.

**Wasted resources**

Time spent on repetitive tasks takes away from innovation and strategic work.



# The solution: Standardization and automation

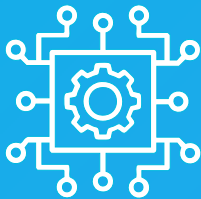
The answer lies in automation tools that generate error-free, brand-compliant documents in seconds. Instead of manually modifying content, employees simply enter key data into a form, and the system automatically creates a polished, professional document.

i

**Which documents benefit most from automation?**

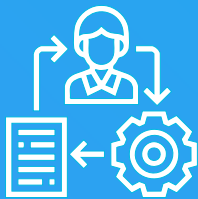
Automation is ideal for documents that:

- Are frequently used
- Require multiple customizations
- Involve extensive copy-pasting
- Follow a fixed template
- Have a high risk of errors
- Need approval before distribution.



**Automated updates**

Variable information like customer names, prices, product details, or dates can be automatically inserted and updated, reducing errors.



**Efficient workflows**

No more time-consuming formatting, content searching, or manual document assembly – automation and templates handle it all. Even employees without specialized skills can quickly create professional documents without worrying about structure.



**Reduced workload for repetitive tasks**

Thanks to the automation of routine tasks, employees are free to focus on strategic, high-value activities.

By reducing manual steps, minimizing errors, and accelerating processes, automation helps companies boost efficiency and consistency in document creation.

## Conclusion: The future of document creation

The data is clear: Many companies waste time and resources on repetitive document creation. By embracing automation and AI, businesses can

- Save time and cut costs
- Increase accuracy and consistency
- Boost employee satisfaction and productivity

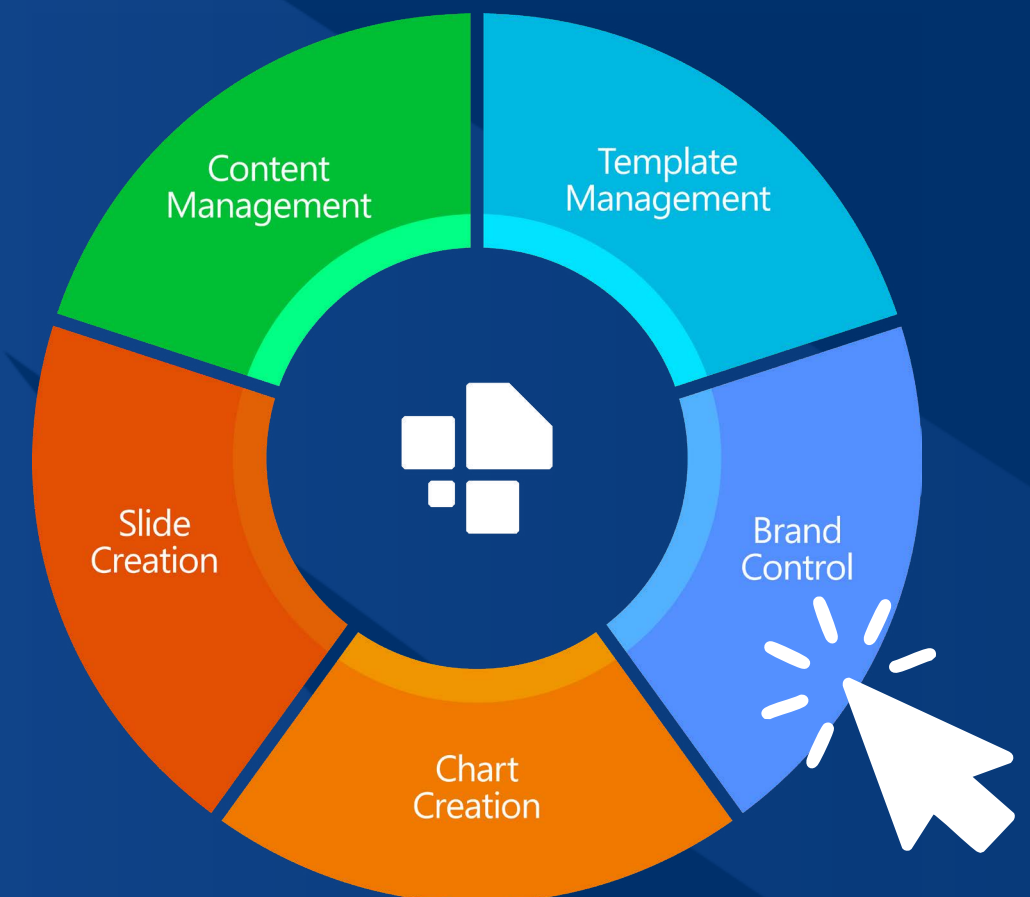
A smarter, more efficient workplace starts with eliminating repetitive tasks – and automation is the key.



## Simplify Microsoft 365

Accelerate document creation, enhance brand consistency, and lower costs

empower® is an all-in-one suite for Microsoft 365 that equips your organization with the tools to create high-quality, professional documents. From brand-compliant design and advanced chart creation to content management and document automation, it also features AI-powered capabilities and dedicated support from our Professional Services team.







# Corporate design in daily work – Bridging the gap between standards and reality

In external communication, business documents are more than just information – they represent the brand and significantly shape how it's perceived. Outdated or inconsistent designs can make a company seem disorganized and call its professionalism into question. Even more concerning: one in four outgoing documents fails to follow brand guidelines.

And this isn't a marginal issue. Nearly 86% of professionals say they send documents or presentations to external recipients at least once a month. That's why maintaining brand compliance in these materials is so important. Key documents are not just glanced at – they're studied, shared, discussed, and often kept on file. They influence how credible, competent, and reliable a company appears.

## Perception matters

The study reveals the strong role brand perception plays in day-to-day work:

93%

of respondents believe brand-compliant documents, presentations, and emails build trust.

87%

agree these materials strengthen both corporate and product branding.

94%

say they reflect professionalism and improve sales potential.

While employees clearly recognize the importance of brand-compliant work, execution frequently falls short.



## Where expectations and execution diverge

# 1/4

Just 3% of employees say they don't know where to find current design templates, and only 7% are unsure. That means most know where to access the resources they need. Yet one in four documents still isn't compliant. Why?

# 58%

### The answer lies in the reality of the workday:

Over half of employees report that following corporate design guidelines is burdensome and time-consuming. Under tight deadlines or without automation, design standards are often deprioritized.

# 24%

### The same pattern appears in email communication:

24% of all external emails are missing an up-to-date, brand-aligned signature – a small detail with significant impact.

## Simplify and automate for lasting brand impact

Brand compliance shouldn't feel like extra work. It must be seamlessly built into everyday routines. When employees can easily access the latest templates, branded content, and approved visuals, they're more likely to uphold brand standards consistently.

Yet responsibility for brand compliance in business documents often falls on individuals – a rare situation when it comes to brand management. Under pressure, with varying design skills, employees are left to manually apply colors, fonts, and logos.

### The solution lies in intelligent support systems:

- Centrally managed and accessible templates
- Automated email signature tools
- Integration of brand guidelines into Microsoft Office
- Automated design checks and tools for recurring content

These tools relieve pressure, prevent errors, and ensure brand consistency across every file.

## Bottom line: Brand strength is in the details

This study makes it clear: strong brands are built where work gets done – in PowerPoint decks, Word docs, and Outlook emails. Only when brand standards are consistently followed in everyday documents can companies build a trustworthy and unified identity. Organizations that invest in this improve not only brand perception but also internal efficiency, communication quality, and long-term trust.

**empower**

request@empowersuite.com  
+1 (800) 657-0270  
www.empowersuite.com