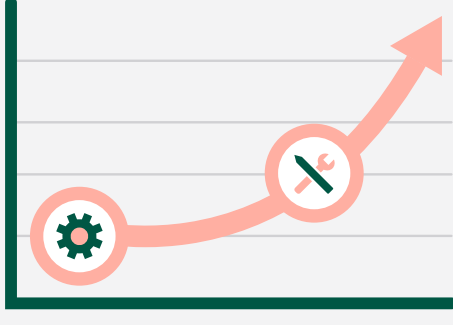


The State of Collaboration in the US:

# Retail

Independent market research company Vanson Bourne surveyed 2,500 IT and business decision makers on the state of collaboration in their organizations. These are the results from 100 respondents in the retail industry in the US.

## Employee productivity is a critical issue that needs addressing in the retail industry



### 57%

place increasing employee productivity among the main priorities for their team in the next year

But other challenges also need to be addressed, including...

### 38%

...poor team alignment

### 30%

...limited tool and technology availability

### 27%

...difficulties with collaborative working on files and content

### 29%

...problems accessing, managing and locating content

## Promoting a collaborative working culture and providing the tools for this to work, will benefit employees, consumers and businesses as a whole

### 88%

say to maximize productivity they need to meet the varying collaborative working needs of different teams. Many also predict that similar collaborative improvements will help...

### 90%

...create a good customer experience

### 91%

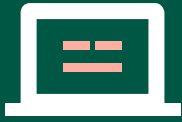
...create and deliver products that customers love

### 91%

...promote innovation

## What ties all of the above together? A connected workspace

### 81%

 believe a connected workspace for all your content, tools and teams, will improve the way teams work, and boost business results by...

### 67%

...increasing employee productivity



### 48%

...improving employee satisfaction



### 53%

...improving customer service

For more information on the survey and to explore the results, please visit [stateofcollaboration.com](http://stateofcollaboration.com)

Dropbox commissioned independent market research specialist Vanson Bourne to undertake the research upon which this infographic is based. A total of 2,500 business and IT decision makers were interviewed during July and August 2019. All respondents are from organizations with 250 or more employees, and they must collaborate with at least one person on a daily basis, and also use software and applications to get their work done. The results shown here are based on the total sample of respondents from the retail industry in the US.