Trends & Insights
Into Mobile Workforce Data Collection

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Survey
Summary

3
MONTHS

100
PARTICIPANTS

12
DATA VISUALS

1 Between November 2018 and February 2019, Gatepoint Research invited selected operations and logistics executives to participate in a survey themed "*Mobile Workforce Data Collection.*"

2 Candidates were invited via email, and 100 executives have participated to date.

3 Management levels represented are predominantly senior decision makers: 12% hold the title CxO or VP, 24% are Directors, and 64% are Managers.

4 Survey participants represent firms from a wide variety of industries including business services, construction, financial services, manufacturing *(general, primary and high tech)*, mining, retail trade, transportation, utilities, and wholesale trade.

5 Responders work for firms with a wide range of revenue levels:

55% work in **Fortune 1000 companies** with revenues > $1.5 billion

17% work in **Large firms** with revenues $500 million – $1.5 billion;

11% work in **Mid-Market firms** with revenues $250 million – $500 million

17% work in **Small companies** with revenues < $250 million

6 100% of responders participated voluntarily; none were engaged using telemarketing.

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Executive
Overview

Collecting data from a mobile workforce, whether it is to monitor equipment and processes, track vendors, or inspect workspaces, is a complex task. Because just collecting data isn't enough – that data has to efficiently shared… informing organizational processes, workflows, and compliance regulations. How are companies not just collecting data from their mobile workforces, but integrating it into their business?

This survey asks respondents to report:

01

- *How big is their mobile workforce?*
- *What tools or methods do they use to collect and share data?*

02

- *What challenges do their mobile workforces face related to collecting & sharing data?*
- *What impacts do these challenges have on their business?*

03

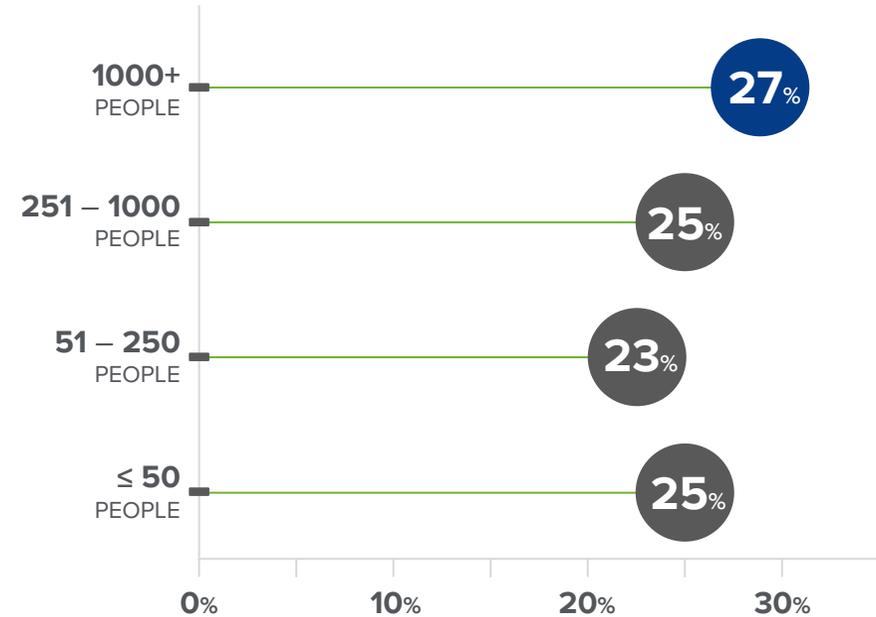- *What capabilities are missing from your data collection process?*

04

- *Where are they in their effort to add the capabilities they need?*

What are some of your organization's strategic operational objectives in the next 12 to 18 months?

73% Increase organizational efficiency

45% Increase insight into collection and storage

39% Streamline data collection and storage

28% Enhance user experience with our tools/method
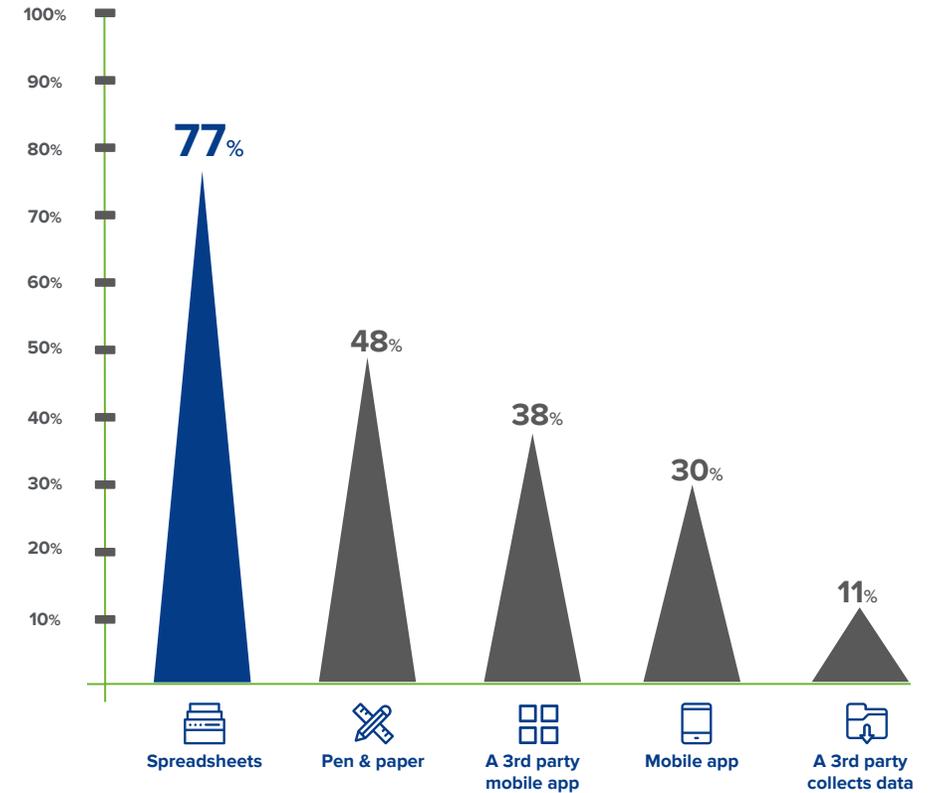
12% Avoid governing fines

Top of mind among those responding to the survey for their near-term strategic operational objectives is to increase organizational efficiency. The goal outdrew the next-highest ranking objective (increased insight into operational efficiency) by 28 percentage points (**45**% vs. **73**%).

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How many people comprise your mobile workforce?

Category	Percentage
1000+ PEOPLE	27%
251 – 1000 PEOPLE	25%
51 – 250 PEOPLE	23%
≤ 50 PEOPLE	25%

The mobile workforce size of organizations represented in the survey falls fairly evenly into these four categories, from less than 50 to more than 1000 people.
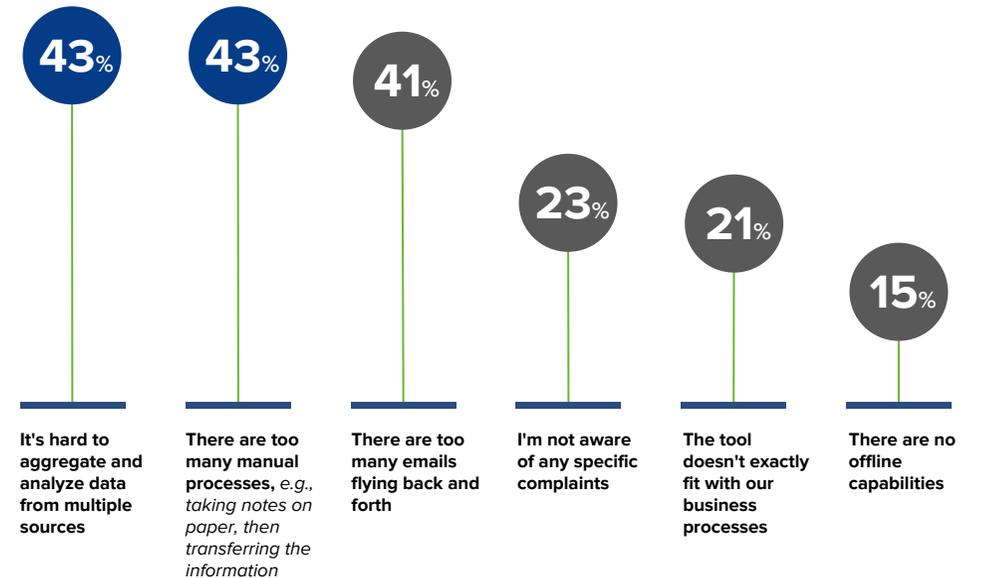
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What tools or methods does your mobile workforce use to collect and share data?

77%	**48**%	**38**%	**30**%	**11**%
Spreadsheets	Pen & paper	A 3rd party mobile app	Mobile app	A 3rd party collects data

Respondents reveal that mobile workforces still rely heavily on old tools and methods to collect and share data — excel spreadsheets are still used by more than three quarters of those surveyed, and almost half use pen and paper.

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Does your mobile workforce face any of these **challenges** related to collecting and sharing data?

Respondents' leading complaints regarding data collection and sharing are an inability to aggregate/analyze data or too many manual steps (**43**% each), and too much reliance on email (**41**%).

43%
43%
41%
23%
21%
15%

It's hard to aggregate and analyze data from multiple sources

There are too many manual processes, *e.g., taking notes on paper, then transferring the information*

There are too many emails flying back and forth

I'm not aware of any specific complaints

The tool doesn't exactly fit with our business processes

There are no offline capabilities

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What **impact** do data collection challenges, if any, have on your business?

40% **Can't implement standardized processes across the organization**
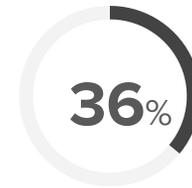
36% I'm not aware of any specific challenges

27% We can't analyze data

**25**% We can't collect clean data

6% We're not completely sure we're compliant

Inability to collect data efficiently prevents 40% of respondents from standardizing processes across the organization, thwarts 27% from data analysis and stops 25% from collecting clean data. Compliance is a worry for 6%. More than a third (36%) are not aware of any data collection problems.
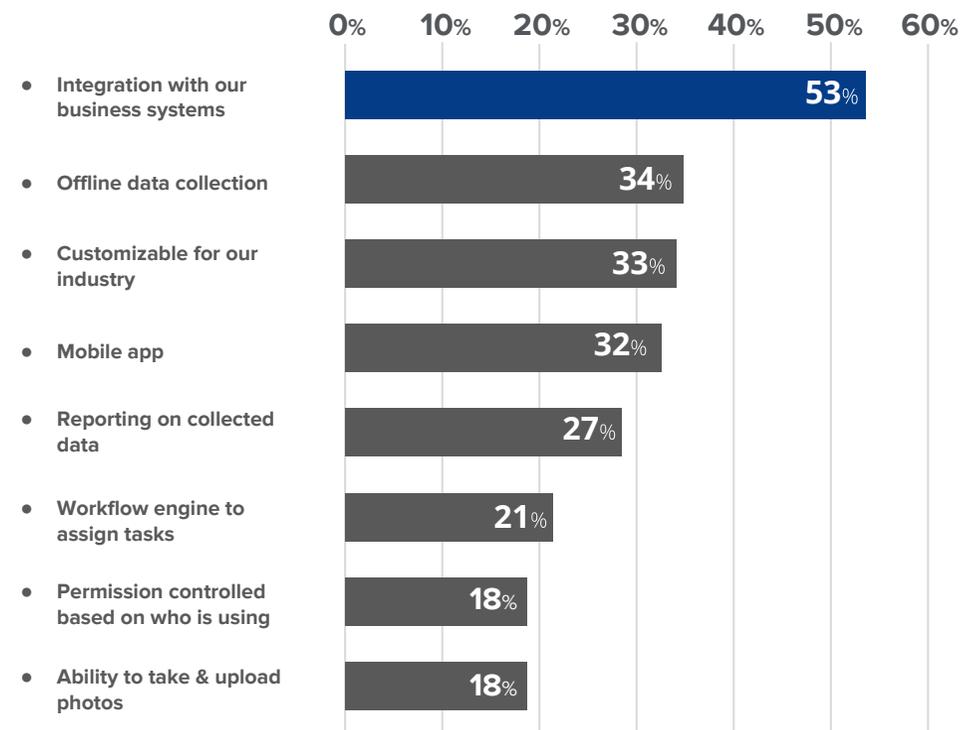
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How confident are you that you'll be able to support your mobile workforce objectives with your existing data collection tools & methods?

(Rate 1 to 5, 1 = not very confident, 5 = highly confident)
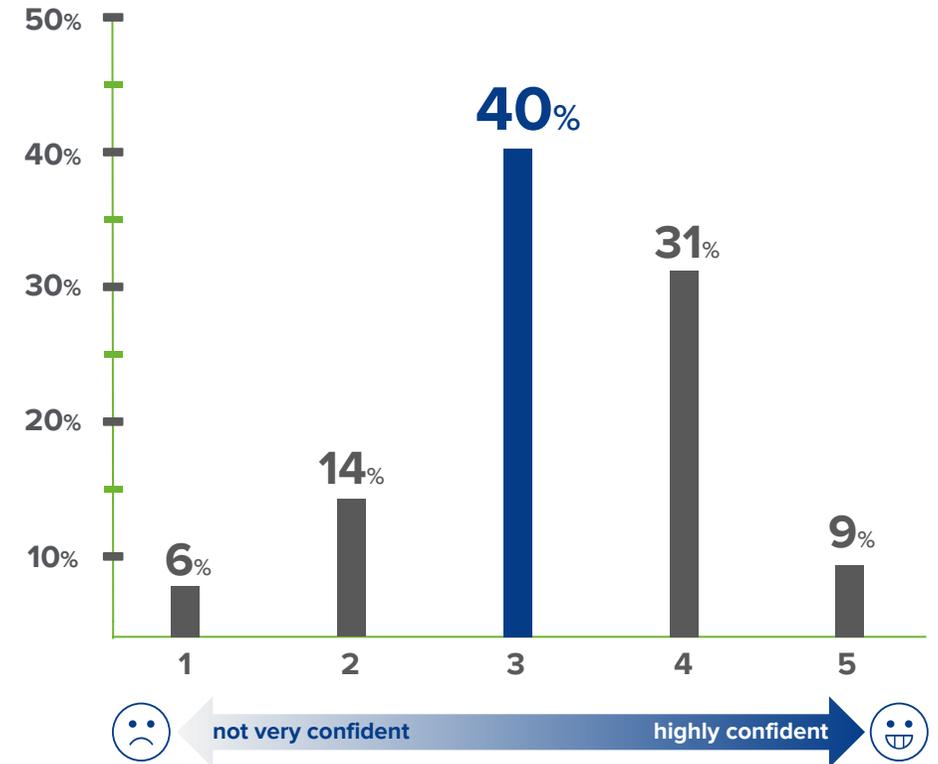
Just 9% of respondents are "highly confident" their existing data collection method will support their mobile workforce objectives.

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What capabilities do you think are missing?

Capability	Percentage
Integration with our business systems	53%
Offline data collection	34%
Customizable for our industry	33%
Mobile app	32%
Reporting on collected data	27%
Workflow engine to assign tasks	21%
Permission controlled based on who is using	18%
Ability to take & upload photos	18%

Greater than half of respondents don't have adequate integration with their business systems, workflows and processes. An inability to do offline data collection plagues more than a third. Nearly as many say they can't customize their data for their industry, and lack a mobile app.

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Where do you stand in terms of adding the capabilities you need to support your *initiatives*?

36%

Not planning anything specific, but would be open to considering options if ROI was obvious

27%
Researching our options now

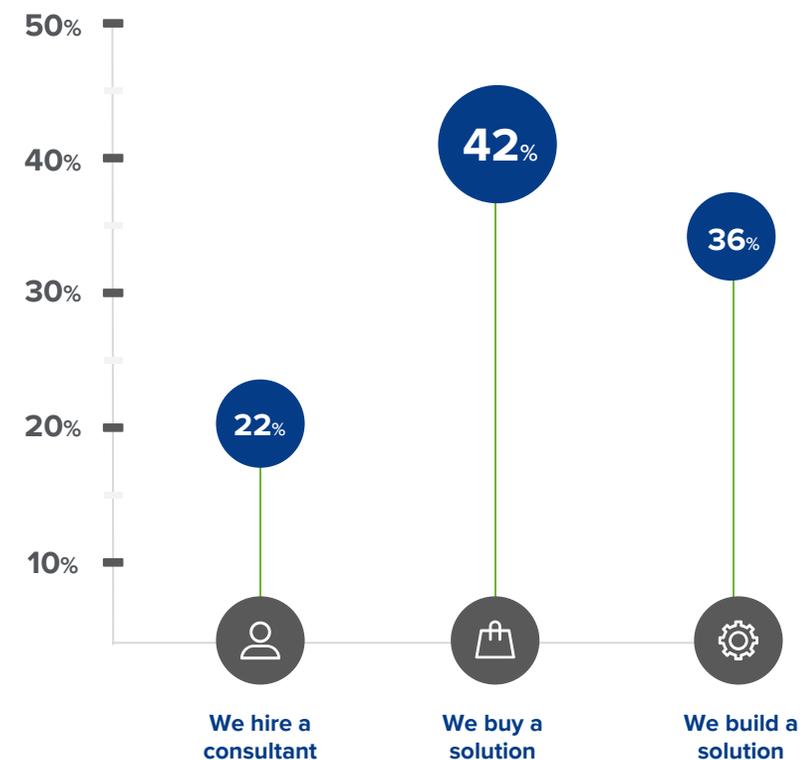**21**%
Currently demoing / piloting a solution

12%
Have narrowed our choices to a handful of vendors / approaches

4%
Have issued an RFP

64% of those surveyed are engaged in the process of adding the capabilities they need to support their upcoming data collection/mobile workforce initiatives. The uncommitted 36% would nevertheless be interested in options with a promising ROI.

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What is your typical approach to solving technology challenges?

50% —

42%

40% —

36%

30% —

22%

20% —

10% —

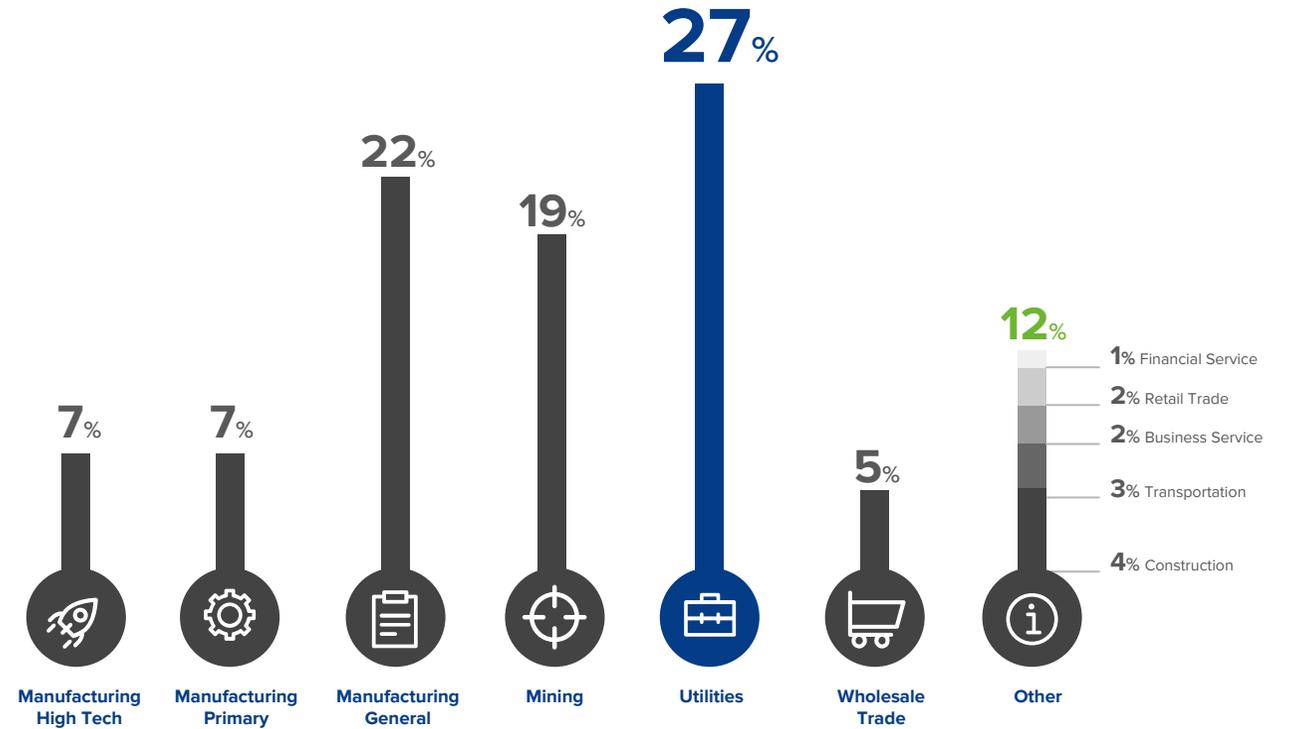We hire a consultant

We buy a solution

We build a solution

The great majority of respondents (**78**%) report they will either buy or build their tech solution rather than hiring a consultant.
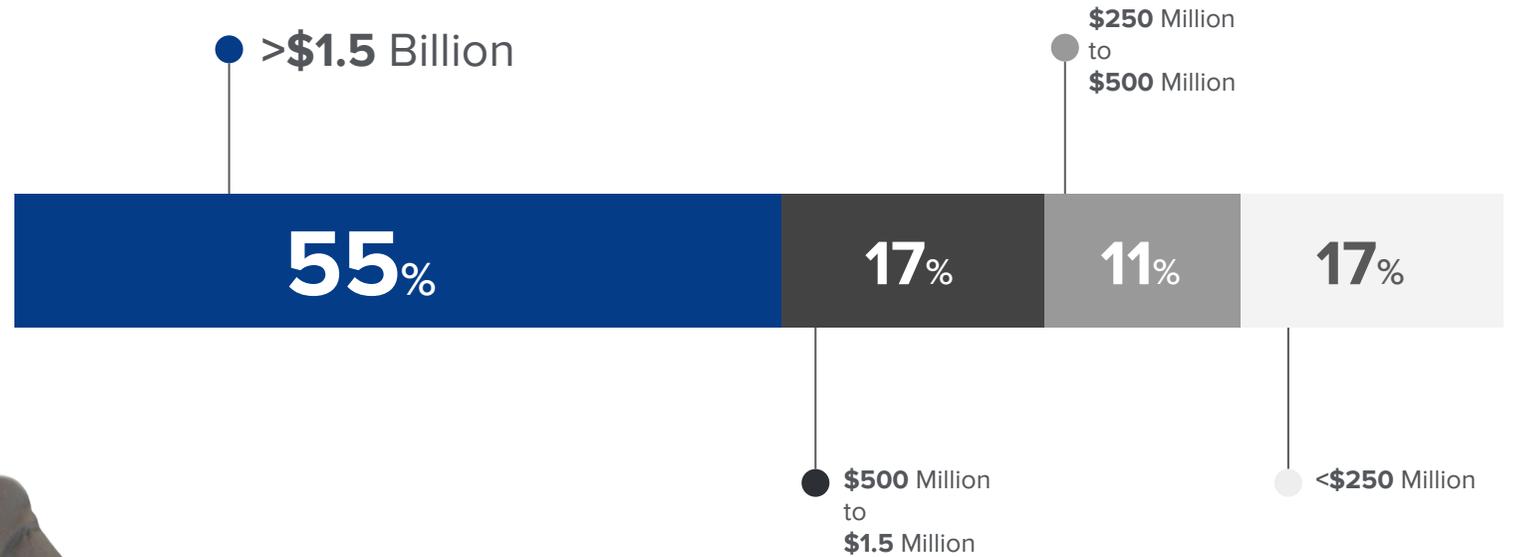
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Profile of Responders
Industry Sector

Responders represent a wide variety of industries.

27%

22%

19%

12%

1% Financial Service

2% Retail Trade

2% Business Service

3% Transportation

4% Construction

7%   **7**%

5%

Manufacturing High Tech   **Manufacturing Primary**   **Manufacturing General**   **Mining**   **Utilities**   **Wholesale Trade**   **Other**

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Profile of Responders
Revenue

● **>$1.5** Billion

$250 Million
to
$500 Million

| 55% | 17% | 11% | 17% |

● **$500** Million to **$1.5** Million

○ **<$250** Million

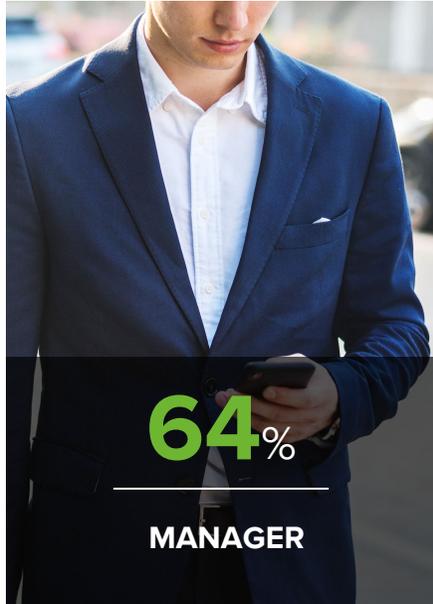**55**% of those surveyed work in Fortune 1000 companies with revenues over **$1.5 billion**.

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Profile of Responders
Job Level

64%
MANAGER

24%
DIRECTOR

11%
VP

1%
CXO
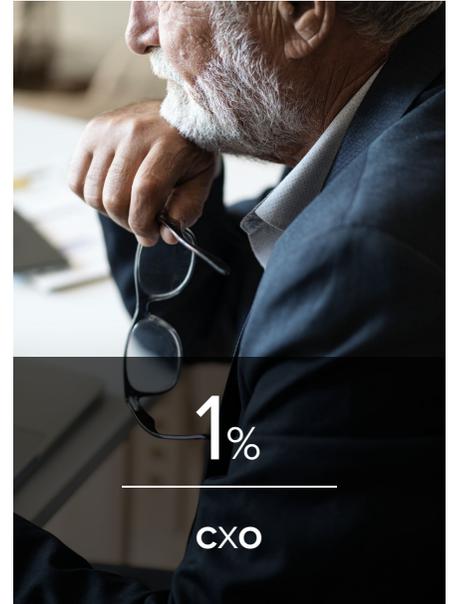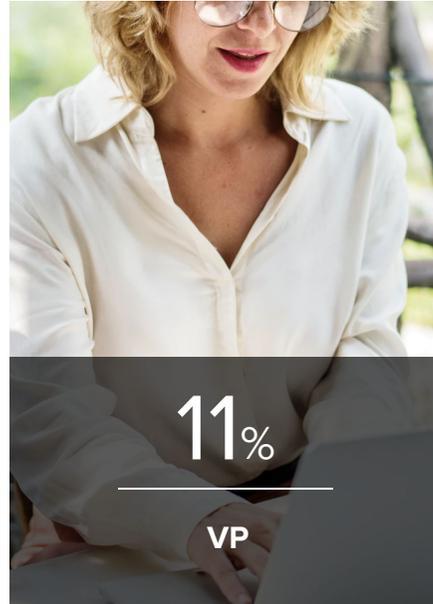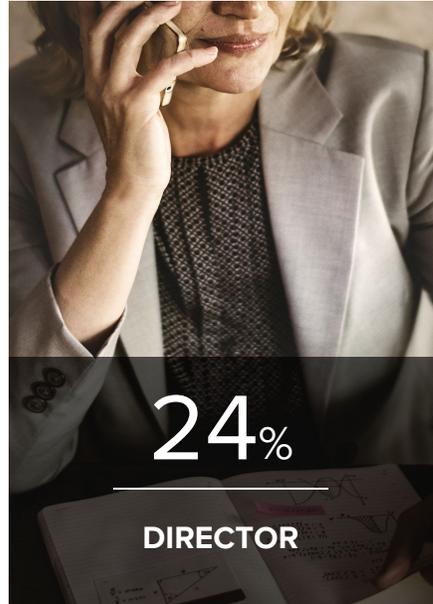
36% of those surveyed hold director or executive level positions in their organizations.

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