

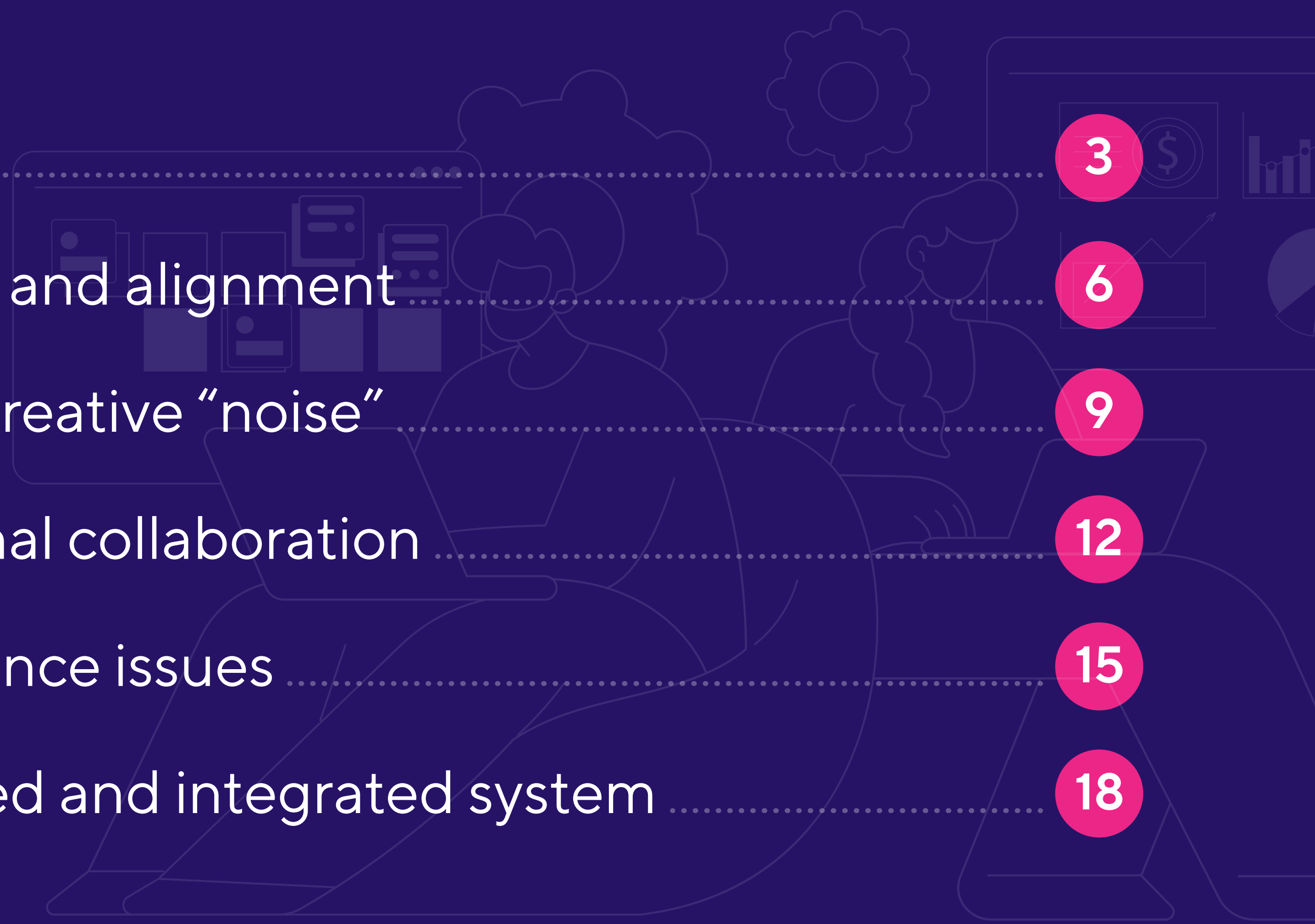
5 *hidden costs*

of tool fatigue

*in marketing
collaboration*



The breakdown

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1 Human and financial costs

The reality of tool overload



Tool overload has been a well-known problem for companies for several years now. However, few of them are actively addressing the issue, which ultimately affects their finances and teams.



The intention behind this proliferation of tools is, of course, to better meet end users' needs. But when taken to extremes, companies risk developing overly complex operations and amassing an excessive number of tools beyond actual needs.



79%

of employees believe that their company is not implementing any solutions to reduce the overload of internal tools.

([Lokalise, 2025](#))

The triple bill



Financially, pricing models, the variety of subscription types, the lack of comparison, and the regulations to consider are all factors that complexify software purchases and weigh on the budget.



In terms of time and efficiency, the more tools teams have, the more time they spend trying to understand them, switching between interfaces, and searching for information – often without adequate training.



From a human perspective, this constant complexity generates frustration and a sense of lack of control. It also causes digital tool fatigue and affects team engagement and long-term retention.



\$1,370

is the average annual cost of SaaS licenses per employee in 2024 (a 55% increase compared to 2021).

(Gartner, 2024)

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A persistent lack of context and alignment

Friction that slows down collaboration



In an environment saturated with tools, collaboration can quickly become exhausting. Constantly changing interfaces, logic, and notifications increase cognitive load, making each interaction more demanding until collaboration becomes superficial.



These same minor obstacles recur throughout a project: missing access, untraceable links, and so on. Ultimately, the decision-making process is slowed down by the constant need to address these small issues.

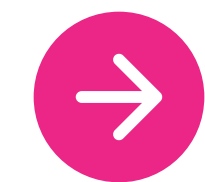


17%

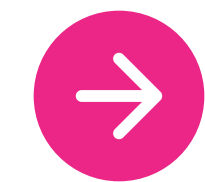
of employees estimate switching between different interfaces, tools, and platforms more than 100 times a day.

(Lokalise, 2025)

Barriers to clarity



Having too many tools makes it difficult for teams to get a clear, coordinated view of issues. Information is scattered across processes, chats, emails, and project management tools, where it may be inaccessible or outdated.



The result? Teams spend more time trying to find the right context, and misunderstandings and realignment meetings increase. Furthermore, some contributions go unnoticed, leaving people feeling unheard.



48%

of employees have difficulty finding specific documents in their company's tools.

([Adobe, 2023](#))

3 The AI tool overlay and its creative “noise”

Is AI the cherry on top?



AI tools are now being added to the numerous traditional tools that already exist. However, when they are not directly integrated into everyday apps, AI tools can generate an additional layer of complexity and a need for teams to adapt.



Yet the pressure on companies to quickly master AI tools is not always accompanied by appropriate training. Teams may then develop a superficial use of these tools.



95%

of companies struggle to measure the return on investment of their AI tools.

([Forbes, 2025](#))

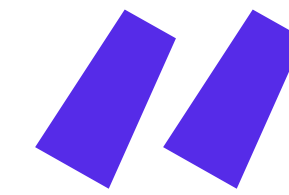
What is the AI workslop?



This context also encourages a phenomenon known as "AI workslop": work that looks perfectly structured thanks to AI, but which reveals errors or appears meaningless upon closer inspection.



Misuse of AI tools can also generate "creative noise" for marketing teams and create additional cognitive load. The risk of error is even greater if the AI is trained on data spread across multiple tools.



"AI-generated work content masquerades as good work, but lacks the substance to meaningfully advance a given task."

(Harvard Business Review, 2025)

4

Fragmentated cross-functional collaboration

Do you speak CRM?

- Tool proliferation encourages silos and creates invisible barriers between teams and sub-teams. This is particularly true in marketing, where many functions coexist, each with its own sales, design, project management, and budget stacks.
- To receive deliverables or provide feedback, other teams must use tools outside their scope. This adds an extra layer of difficulty to effective collaboration.



54%

of employees who use more than 10 applications per day experience recurring communication issues.

(Zoom, 2025)

All you need is the right integration



Today, most digital tools offer varying degrees of integration with third-party solutions. However, proprietary or cross-functional tools do not always provide no-code integration and often require specific development and substantial maintenance.



In cross-functional collaboration, this results in partial or unstable integrations between stacks. As a result, teams have to deal with information loss and duplicate entries, which slows down decision-making.



5 Brand security and compliance issues

More tools = More vulnerabilities

- ➔ More tools also mean more entry points for cyberattacks. The larger and more diverse the company, the more each function adds its own apps... and its own potential vulnerabilities.
- ➔ This is why it is so important for both marketing and IT teams to map out the tools, limit duplication, and systematically challenge the need to add new ones.



83

On average, a company uses 83 different security solutions.

(IBM, 2025)

Beware of shadow IT!



When the tool stack becomes too complex, some employees turn to simpler, quicker online solutions that are not approved by their company.



This is shadow IT: "ghost" tools that escape the control of the IT department and can expose sensitive data. To avoid this issue and anticipate potential problems, pay careful attention to feedback on how internal tools are handled and used.



40%

Only 40% of applications used in companies are legitimately recorded.

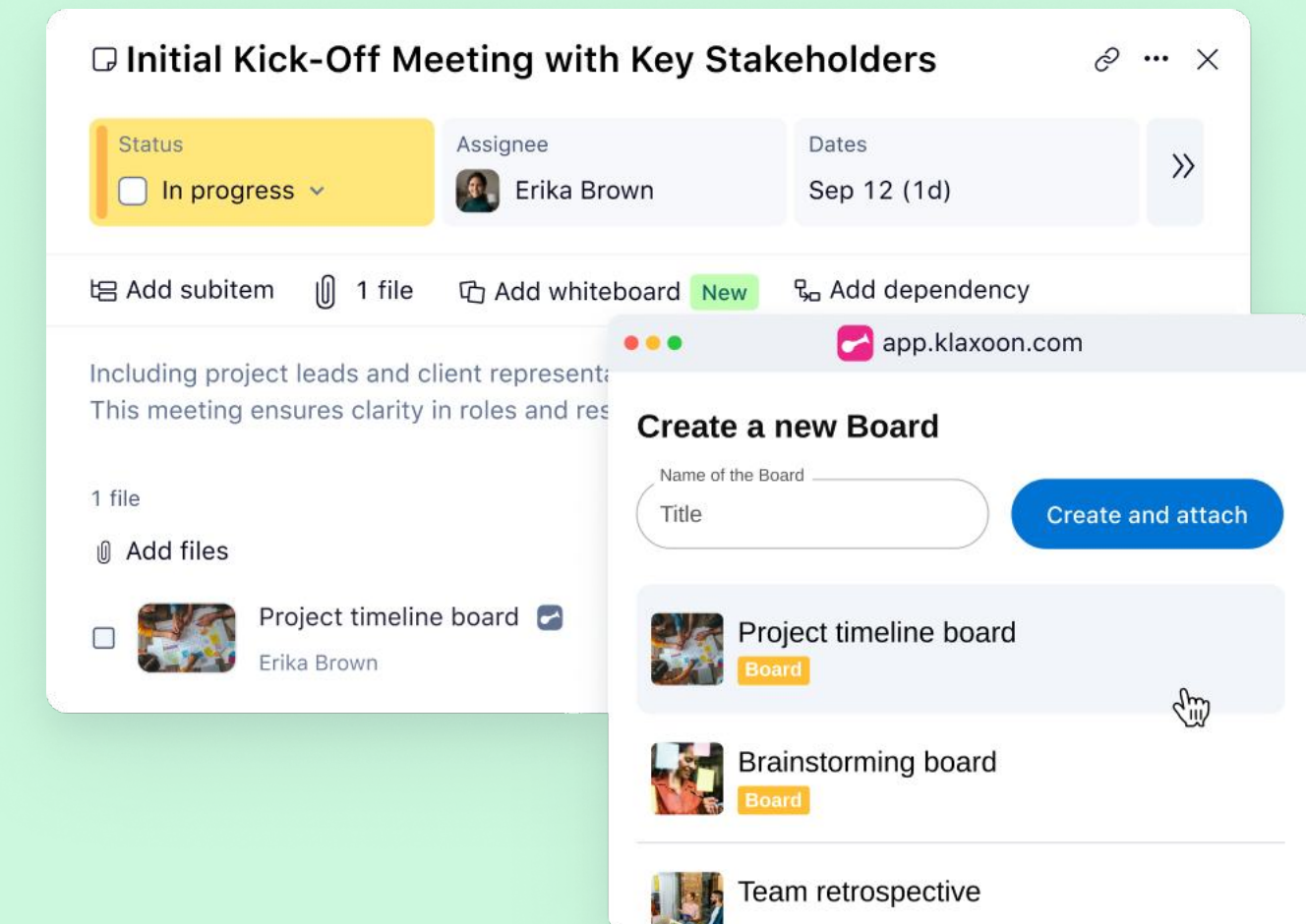
(Gartner, 2024)



How to create a more unified and integrated system

Do you experience tool fatigue?

- ✓ **Conduct a survey of your marketing team** to identify the tools they use by role and department. The objective is to determine the number of tools in use and identify any duplicates.
- ✓ **Ask yourself about the expected value** and cost of change before choosing a tool. All too often, we are seduced by a demo, before realizing that we cannot replicate these uses in our own daily team life.
- ✓ **Ensure that your team is familiar with the potential of the tools.** Most users are only aware of a fraction of the available features. Rather than adding another tool, organize targeted training sessions to optimize the use of existing ones.



Good to know:

Klaxoon integrates with the [Wrike](#) work management platform. Together, our solutions cover the entire collaboration cycle, from ideation to execution, and significantly reduce the need for additional tools.

Good habits to adopt

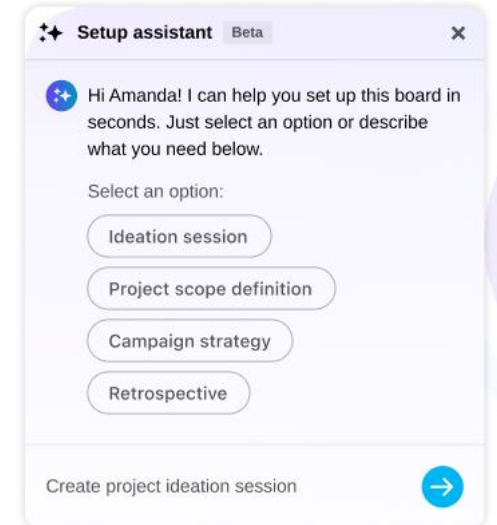
- ✓ **Choose a platform that is integrated** into an open ecosystem. This will allow you to centralize your information and communications while benefiting from third-party solutions.
- ✓ **Stay tuned to the market:** Monitor developments and test new tools. With options becoming increasingly numerous and targeted, this can help you improve efficiency and replace tools that no longer deliver the expected value.
- ✓ Once a quarter, **schedule a team ritual to clean up your tools.** Archive obsolete spaces, close unnecessary accounts, and delete redundant integrations. This is a good digital hygiene practice to get into on a regular basis.

Good to know:

[Klaxoon](#) and [Wrike](#) already include native AI features and agents for organizing ideas, summarizing discussions, and more. This means you don't need to add any additional AI tools for these purposes.



**AI Assistant
on Board**



Discover how to streamline
your collaboration and boost
your team efficiency!

Discover Klaxoon and Wrike

klaxoon.com

