

How to Cut Down on E-mail Usage



The Challenge

E-mail is a fundamental communications tool that is inextricably linked to business operations everywhere in the world.

It has become so commonplace, in fact, that we are now tasked with reducing our *overuse* of it.

The problem that e-mail overuse creates is not limited to the sheer amount of each workday consumed by e-mail tasks (around 25% of an employee's work day). It is also responsible for negatively impacting productivity by imposing constant interruptions on the business workflow, with e-mails being sent to large and often indiscriminate numbers of recipients.

The consequence? High levels of stress among employees who cannot complete their work tasks by the end of the business day, managers who must request additional resources to meet objectives, and companies that lose market competitiveness due to reduced productivity.

The impact of e-mail overuse on both organisations and employees is colossal. It is one of the principal sources of productivity loss for companies. But it also is an area in which massive potential improvement to productivity can be realised.

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Ferrari limits the number of recipients of a single e-mail to 3.

Atos launched a "zero e-mail" initiative to eliminate the use of e-mail internally.

Atlassian quantifies the use of e-mail in the following way:
304 e-mails a day, 36 interruptions an hour which translates to a productivity loss equal to \$7150.



The Solution

Many companies are now seeking a remedy to this efficiency impediment, which costs companies thousands of Euros per employee each year.

Training programmes and restrictions placed on e-mail are useful and necessary measures, but they do not enable companies to gain actual metrics that demonstrate the impact of implementing improvements geared toward curbing the lack of productivity caused by e-mail overuse.

They are not able to gauge if the effects of improvements are real, positive, and continuous over time, or if contributions to these improvements are made by all staff, or just certain employees.

And so programmes are abandoned and bad habits inevitably return.

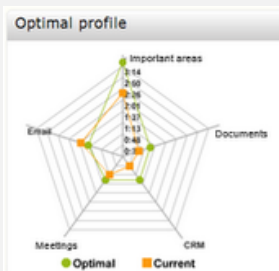
A long-lasting solution is one that is based on automatically generated objective metrics that can be used to establish a process of continuous improvement.

WorkMeter is a software solution that collects, processes and presents objective data on activity, productivity and application usage as employees work on company PCs, mobile phones and other devices.

How It Works

Any process of continuous improvement must be phased and gradual to enable real changes to habits and ways of working, and to allow both company and employee to obtain consistent results right from the programme onset.

Steps to take: The WorkMeter E-mail Reduction Programme combines the use of individual metrics with best practices and well-defined concrete objectives, in a continuous loop.



- Individuals monitor their own performance and contributions to programme results.
- Group averages are also visible so they can see how their performance fits into the whole.

- Implement efficient e-mail usage policies.
- Objectively measure programme results using metrics.



- Monitor and analyse improvements.
- Initiate a new improvement cycle.

- Managers and employees co-define improvement objectives and optimal profiles by role.



Results

Companies are able to quantify concrete room for improvement by obtaining initial metrics and defining improvement goals based on objective data. The initial diagnosis also serves as a starting point to measure progress throughout the programme's lifecycle.

An initial analysis of results is done during the first phase of the programme. Companies commonly report a reduction of e-mail usage of over 20% within 2-6 months after implementing the WorkMeter E-mail Reduction Programme.

This means, of course, that employees have freed up their time for activities that add value to the organisation.

Defining optimal profiles per department and role allows managers to systematise a process of continuous improvement. Employees gain visibility of how well they are fulfilling set expectations and are able to pinpoint the very habits they need to improve.

The true power of the WorkMeter platform is realized when companies extend its use to all of the organisation's primary business processes.



Benefits

Reduce e-mail usage by more than 20%

Improve productivity

Sustain focus on activities that bring value

Management time better

Minimise interruptions

Optimise resources



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