

Case study - Retail

Email is now an indispensable part of daily business life. But a recent survey of staff and managers working in some of the UK's major High Street retailers has shown that email can cause as many time management problems as it solves.

Emaillogic conducted the survey while delivering their Award-winning Interactive seminar to retail sector clients. Their pre- and post-course research revealed some of the reasons why retail staff are finding their email hard to manage.

The pre-course survey showed, on average:

- 52% of retail staff often receive too many emails
- 51% often receive emails that just waste their time
- 18% often feel stressed by the amount of email they receive - 66% feel stressed at some time by email
- 64% admitted they sent emails when they could telephone.

Despite this, 79% of staff still believed they were more often than not "in control of their email" but knew there was room for improvement.

"These are common, time consuming problems for individual employees, and when taken on an organisational scale they can have a major impact on business efficiency" says Bob Hallewell, Director at Emaillogic.

An excellent illustration of this is that of a client employing 2,000 staff nationally. An email was sent to everyone regarding a parked car that had its lights left on. This was irrelevant to 1,985 of those people. Assuming each email takes 30 seconds to deal with and just one person hit «reply to all», that makes 4,000 x 30 seconds, which is over 33 hours, which is effectively a working week. We can see that one email effectively took out a member of staff for a whole week».

Two weeks after Emaillogic's 90-minute seminar, a post-course survey was conducted to assess how candidates were now handling their email.

The results showed, on average:

- a 16% drop in the overall number of emails received daily
- a 39% drop in the number of times people checked their email
- a 26% drop in the amount of time retail staff spent each day using and managing their email traffic.

"The key result here is the drop in time spent managing email traffic", says Bob Hallewell. "This 26% drop represents a huge saving in staff time and costs. For example, in a company with 1000 management and administrative employees, the total average annual wage bill will be about £30m. A 29 minutes saving per person each day over the year, yields a financial saving of over £2,000,000. The cost of training these staff equates to a fraction of this amount."