



Measuring the effectiveness of email productivity training

Executive Summary – Research Study

This study undertaken earlier this year has shown that email training saves staff on average 31.1 minutes each day and provides a 9% uplift in self-reported effectiveness at work. When aggregated up, for a population of 1000 people receiving the training, the savings equate to 74 additional staff posts and savings of £2.2m each year.

Independent research specialists, Work and Well-Being Ltd were appointed to evaluate the impact of Emailogic's email training programme which was rolled out to staff at Guy's and St Thomas' Foundation Trust earlier this year as part of the London hospital's bid to support staff well-being and effectiveness.

Designed using strict research methods, the longitudinal study results showed clearly that those people who attended the 90 minute, face to face email training reported a statistically significant improvement in their well-being and performance. As well as monitoring the experience of those who were trained, the study design included two control groups; one group comprised hospital colleagues who were sent email etiquette guidelines to read and another group who received neither training nor guidelines. Sophisticated statistical analyses revealed that those who attended the training clearly benefited from the programme compared to their colleagues in the two control groups.

Study highlights included:

- 31.1 mins were saved daily for those attending Emailogic training programme.
- A 9% uplift in self-reported effectiveness at work compared to a 9% drop in effectiveness for those who had no training or guidelines.
- A 10% uplift in people's ability to focus time and resource on work compared to a 2% drop for those who received no training or guidelines.
- A 13% improvement in people's reported ability to work effectively under pressure compared to a 3% drop for those who had no training or guidelines.
- A 100% improvement was recorded across all 23 email-related well-being indicators for those who attended a training session. The greatest improvements were seen in distraction by email(18%), stress from email (13%), mentally worn down by email (13%), frustration by email (13%), disruption in work flow by email (13%) and worrying about email (12%).

Commenting on the findings, Staynton Brown (Associate Director, Guys and St Thomas's NHS Foundation Trust) said:

'In a busy London NHS Trust where service managers typically receive 200 emails every day, any training that helps alleviate pressure and stress is welcomed. The statistics from this study show the email productivity training has had a significant, positive impact on manager's performance and

productivity. Fewer interruptions and less stress also lead to better decisions and increases their ability to meet the goals of the trust.'



Emailogic Training

Emailogic - the UK's leading email best practice experts - offer an award-winning 90 minute email behavioural course which tackles all the issues that business email users face such as overload, management and etiquette.

Results from 17 years' worth of training prove that the Emailogic course is highly effective.

Typically email users who undertake Emailogic training;

- Cut inboxes by 40%
- Reduce irrelevant traffic by 25%
- Spend 31 minute less per day on email

The Research Study

100 managers were selected to attend one of four email management sessions in February and March last year. The study was longitudinal. It tracked people's email experience at Time One (T1), before they attend the training session and at Time 2 (T2), one month later. The vehicle of measurement was an online, anonymous assessment that took respondents approximately five minutes to complete at T1 and T2. The assessment was constructed using established, health related quality of life methods (Juniper et al., 2011). The 23 variables contained within it all related to how email usage linked to work-related well-being. Three questions regarding how email supports effectiveness at work were added. In addition, there were seven questions requesting information on estimated numbers on email traffic eg the number received and sent and the number of times emails are accessed each day.

To track the effectiveness of the email training, two control groups also completed the assessment at T1 and T2. These two extra groups were staff at Guy's and St Thomas' who:

- Received only email etiquette guidelines (n=50)
- Did not attend any training or receive guidelines (n=50)

Comparisons for the three study groups across both time points were carried out for all questions contained within the assessment.

Three alternative statistical tests to determine any difference between the 3 study groups were applied to the results from the three effectiveness questions; the One-way ANOVA Test; the Kruskal Wallis ANOVA Test and the Median Test.