

Executive Summary:

Email. It's difficult to imagine a world without this most ubiquitous of business tools. As a part of communication, we still rely on email to convey key messages. The following facts and statistics reveal the details of how people use this favourite communication mode.

The main purpose of the questionnaire survey was to provide an overview of Email usage through the institution at all levels and to determine if there are any existing problems in the Email usage pattern of the respondents. In order to maintain improvement in productivity, improvement in staff engagement, and reduction in time to competency, the following survey was conducted as a part of the regular business routine practice.

The sudden spike in the email level has been a very common observed obstacle to hinder the respondent attitudes and casual behaviour towards Email usage. 71% of the respondents blame email usage as one of the main reasons for the inadequacy of the performance, while the rest 28.6% of the audience have other reasons.

These results and data findings justify the need for a "Formal Email Training Plan", which can help the respondents to change their outlook towards email usage and develop a sense of concern towards the company policies.

Dataset Type: Questionnaire

Type: Unstructured

Tools used for Data cleaning and Visualization: SPSS, Excel and Qlik Sense

Objectives:

The main objective of this survey is to forecast the data to help support the senior management in the decision-making process of a new Email training plan for the institution. The following points are the key highlights of this survey, which are the deciding factors for the need for a training and development plan for email usage.

- **Trends in email usage**
- **Problems identified in Email usage**
- **Overcome the problems**
- **Need for Email Training**

The survey data has been analysed to derive some very interesting facts about the mindset, position, productivity, time and age group and many other factors which are required to justify the need of a training plan.

Data description:

The Survey data is from the UK Higher Education Institute. The data is logically organized as a time series, from which we can make an assumption that the survey is not very old. A data survey is very crucial as it not only helps to gather data but also identifies the problem areas in an organization.

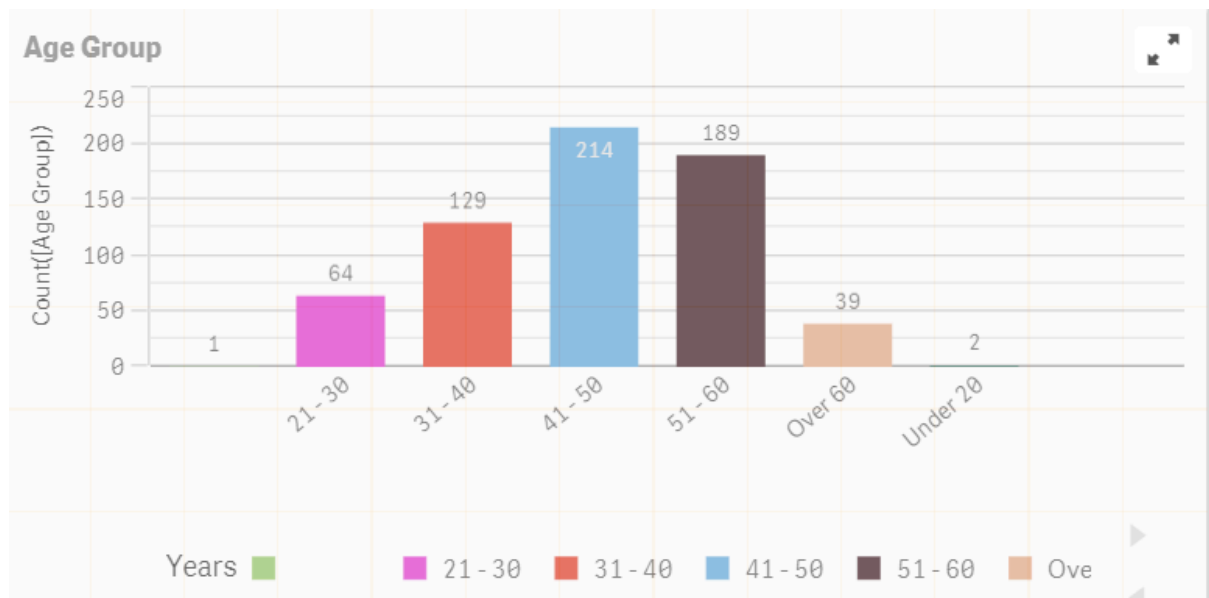
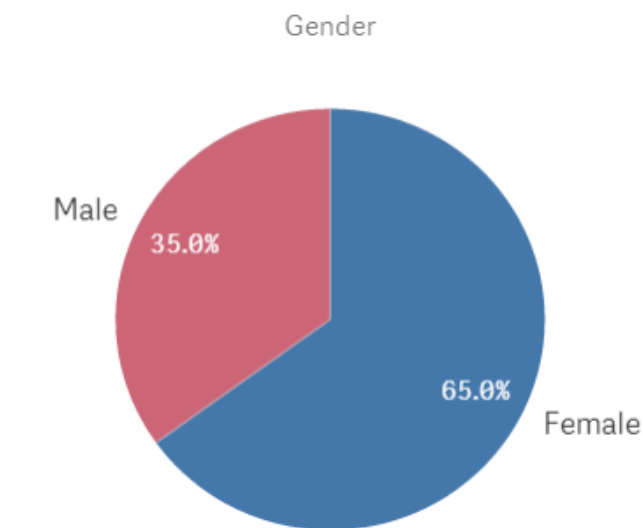
Data acquisition was in the form of a questionnaire survey, which was sent via email to all respondents of the institution who had email access. The data acquisition technique used here is regarded as the term cross-sectional. The Interdepartmental survey included **1010** respondents from the Institute and contains comprehensive information about a particular topic of interest, i.e. Email usage.

The variables used in the dataset are in the form of survey questions, which are categorical in nature and some are coded into binary form with 1's and 0's respectively, indicating yes/no questions.

A more systematic approach in this survey would be to group the variables where the initial set of variables represents Demographic data. The second group of variables would include determining factors of email problems, e.g. Trends, Problems. The third variable group includes problem-solving approach and essentials of training.

The questionnaire survey contains demographic questions such as age group and gender, with the help of which we can understand the male to female ratio to dive deeper into the visualization.

Following is the overview of the demographics representation of the survey, which shows the male-to-female ratio and the Age group within which the survey was conducted:

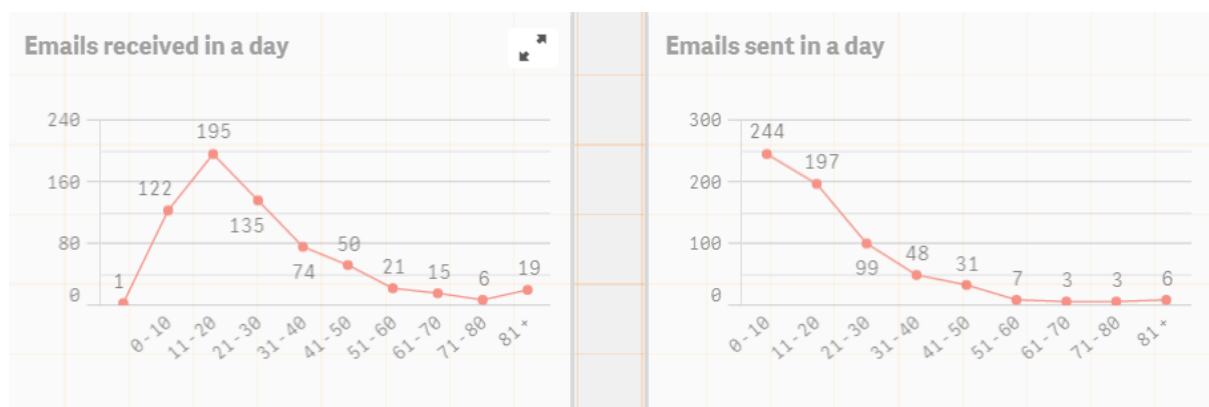


The survey research focused clearly on risks that have been identified, not on opinions about “what might happen in the future”. The terms “problem” and “risk” are used interchangeably in this report. The male to female ratio in the survey was **65 to 35%** and the majority of the people are from the age group **41-50 years**.

Survey Analysis:

Determining Trends in Email Usage:

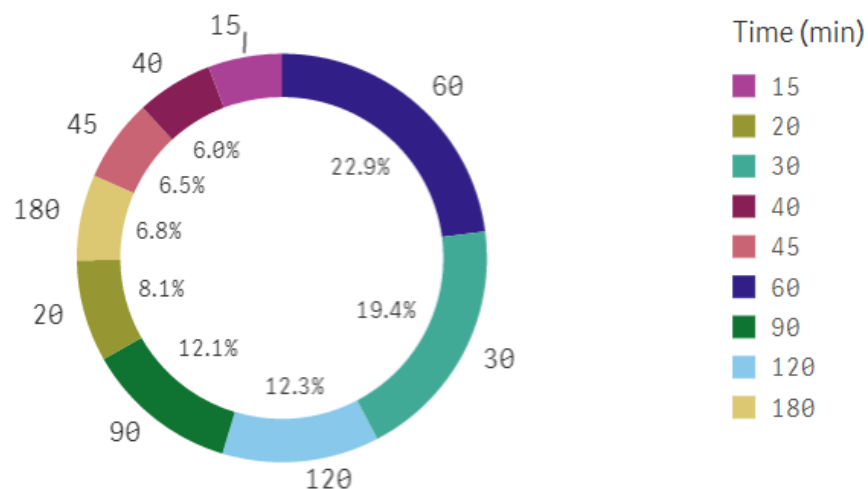
Diving deeper into the data, there are some interesting outcomes, which are shown below with the help of variables which describe the trend of the email usage. Trends of email usage involve the information related to emails sent/received in a day. There is a downward trend in the number of emails sent and received. Although what we can take from this line chart is that on average majority of the respondents lie between **0-10** and **11-20 emails per day (sent/received)** category. This is considered a very high number of emails sent in a day



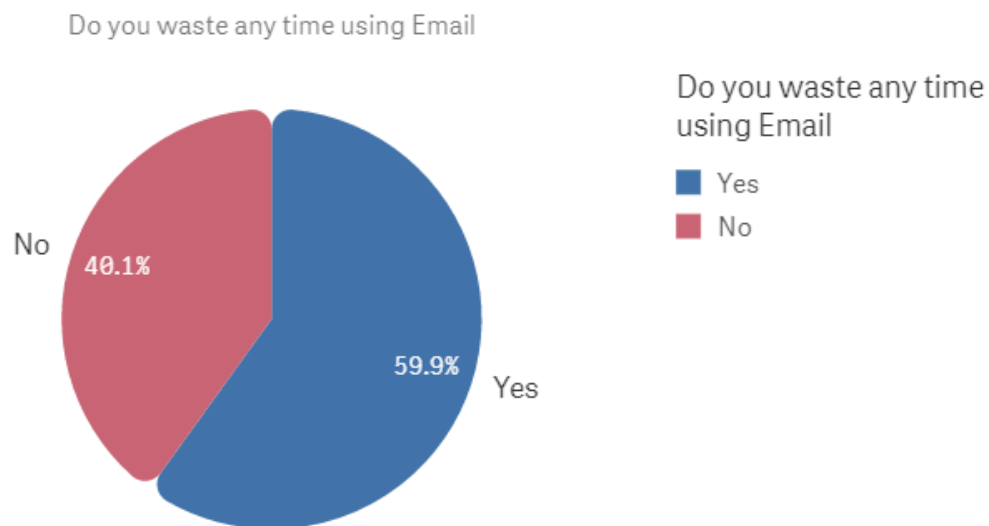
Potential Risks identified with the Email usage:

Based on the question asked of **“how much time on average do you spend dealing with Email?”** an average of **60 minutes per respondent** was meant to be observed, with a share of almost **23%**, which is quite a lot.

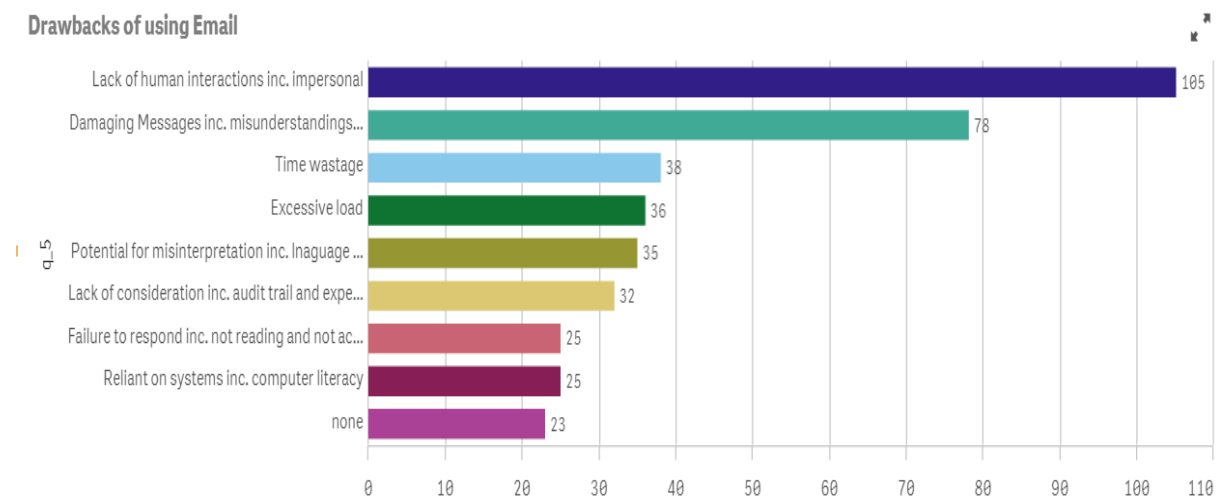
Time spent per day dealing with Email



Further findings revolved around the **mindset of the respondents asking how they feel about the email usage** of the institution and the data determined was surprising, as **61%** of the respondents are of the view that they **feel email usage is a sheer waste of time** which is a strong indication of a need to spread awareness regarding time management to handle emails.



On a lighter note, some background details were also researched, such as **“what do they think are the main drawbacks of using email?”**

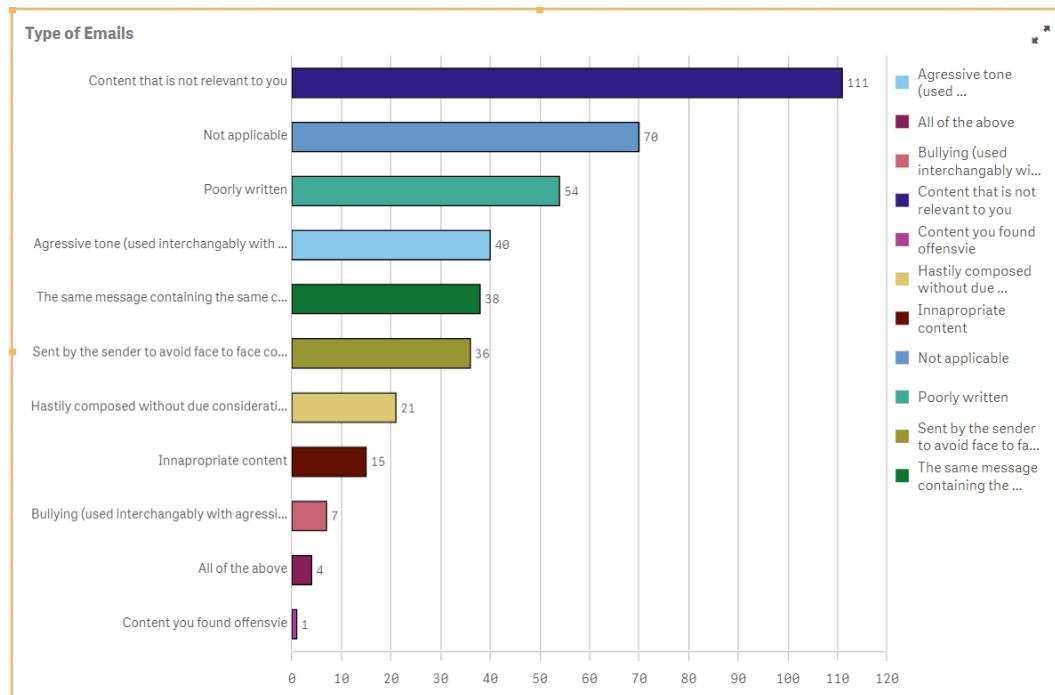


Based on the above figure

- The major contributors, i.e. **105 respondents** in the findings, have given the reasons such as **“Lack of Human Interaction”**, indicating that there is very little face-to-face interaction with others.
- **“Damaging messages,”** which give rise to more misunderstandings, stand on second place with **78 respondents**

- **38 respondents** believe **“Time wastage and excessive load”** is a drawback of using email.

On further investigating the main problems with the email usage the following question: **What type of emails have been dealt with on a day to day basis?**



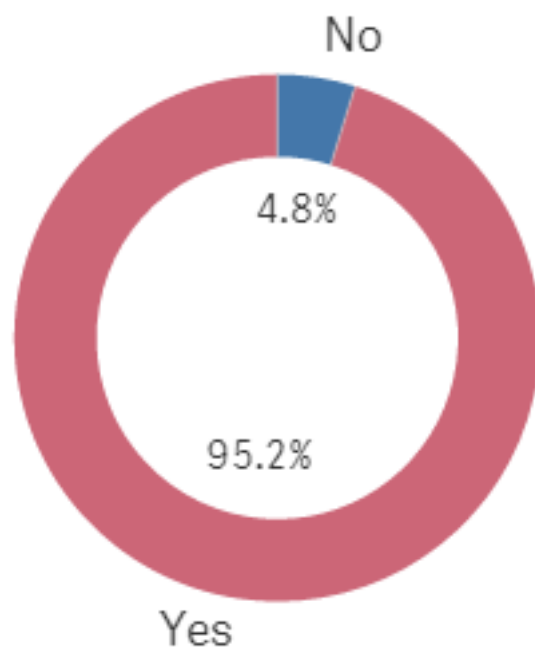
- **111 respondents** have categorized emails as **“Non relevant content”** which might indicate emails landing in the wrong inboxes or they have to deal with emails which are not relevant to them
- Other major contributions lie in the categories **“Poorly written (54)”**, **“Aggressive Tone (40)”** and **“Not applicable (70)”**

The majority of the emails subjects have been falling in the above mentioned categories which proves that respondent might be wasting a lot of time handling such emails.

Identifying the need for Training:

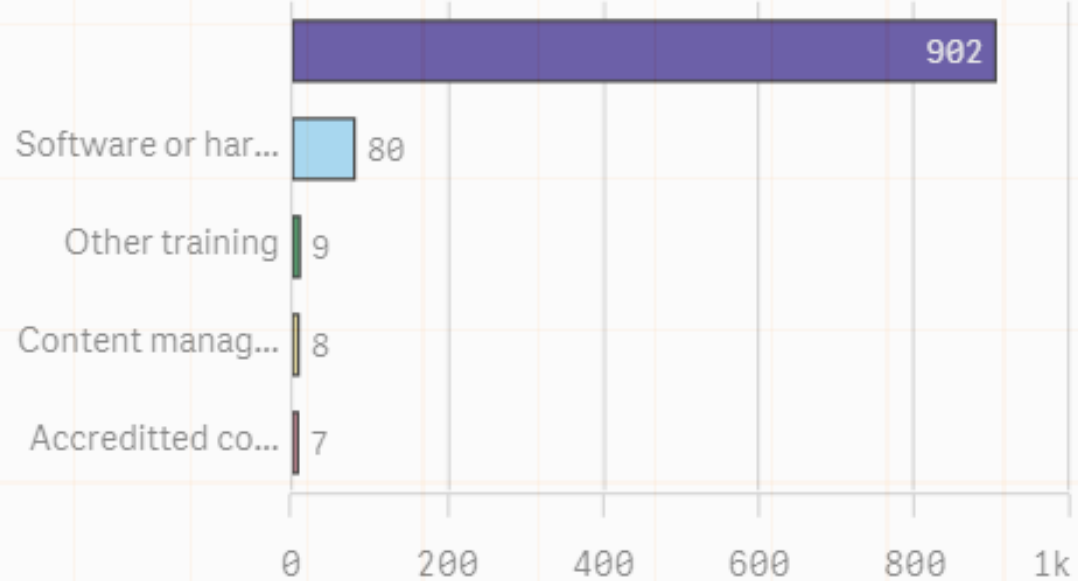
Based on an average of **1 hour** spent per day on email we can determine what the respondent’s think by asking the question **will the email usage increase in the future?**

Will Email usage increase in future?



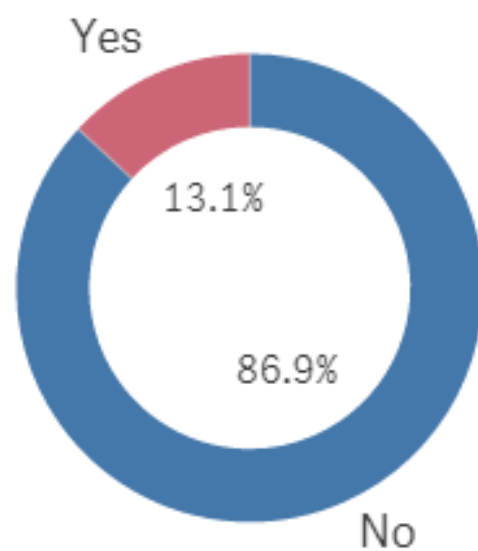
A share of **96%** of the respondents believe that the **email will continue to grow in the future**. Before jumping to conclusions to suggest implementing a new training plan, we have checked how many people have attended training in the past year and what type of training they have attended and also.

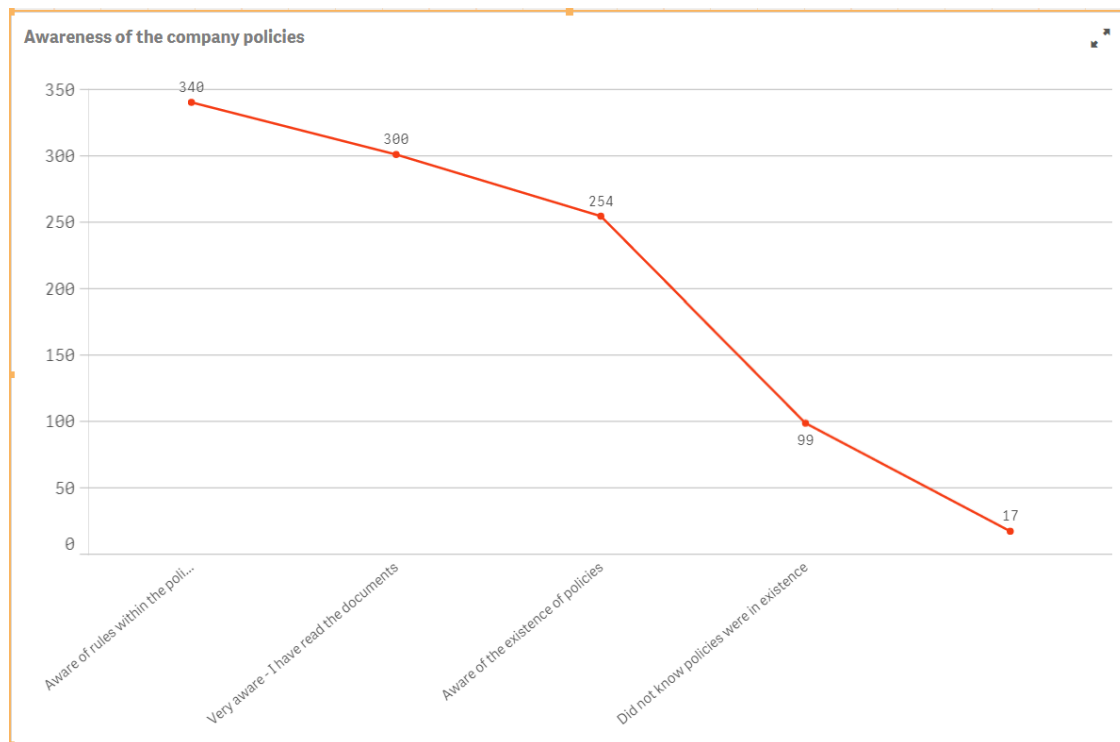
Types of Training



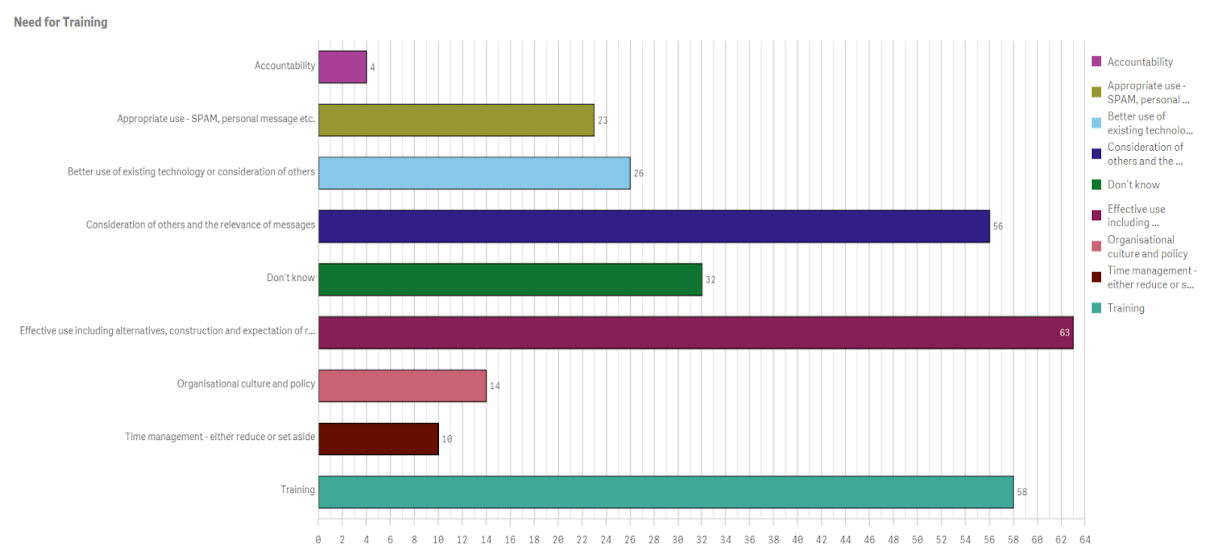
Ratio of employees who attended trainin...

Attended Email Training in the past year





87% of respondents have **not attended training** in the past year and the rest have attended training related to **software and hardware** followed by a smaller share in **accredited courses** along with **content management and other training**. The **major group** is who either have **not answered** in the survey or have **undergone other training** which is still unclear. None of the training were focused on the email usage which is the main reason there is a complete variation in the mindset of the respondents.



One of the major needs of a training plan which is indicated in the survey, is that many of the respondents **lacked the skills of appropriate email usage**.

The main aspect here would be to provide a newer training plan which is focused more on the email usage along with other factors such as **email etiquette, email handling, Time Management and Organizational culture and policies** so as to bring the respondents to a similar level of understanding and knowledge. This would help them curb the need for dependencies on other respondents. Organizational policies are to be adhered to every time there is a need to develop a new training plan.

Conclusion and Recommendations

With the help of data visualizations, the need for a revised Email Training is evident. Training is considered to be one of the most significant parts of overall development and competence for a respondent in an organization, as it focuses on diminishing the knowledge gaps.

Based on our analysis, the following can be concluded: The respondents are aware of the email usage volumes and the company policies. An email training would be efficient to bridge the gaps of time management issues with the respondent

With Training and development, respondents can better identify their role and responsibilities within the organization. Respondent who are respected and motivated by training can be more satisfied with their job.

Respondent who receive the necessary training are able to perform in their job more efficiently. A training program allows you to strengthen those skills that each respondent needs to improve.

In summary, this survey has unmasked the potential areas of improvement, such as email etiquette, handling non-relevant emails, types of training undergone, and key areas of training that need to be focused on.

Consistency is especially important for the fundamental policies and procedures of the organization. The standards and policies within the company must be communicated to all respondents. Increased process efficiency contributes to financial gains for the institution.