

# EMAIL – A COMMUNICATION IMPROV

## 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 the Email usage through the institution at all levels and to determine if there are any existing problems in the Email using pattern of the respondents. In order to maintain improvement on productivity, improvement in staff engagement, reduction in time to competency the following survey was conducted as a part of the regular business routine practice.
- The sudden spike in the Emails level has been a very common observed obstacle to hinder the respondent attitudes and casual behaviour towards the Email usage. 71% of the respondents blame email usage as one of the main reason 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 of a “Formal Email Training Plan” which can help the respondents to change their outlook towards the email usage and develop a sense of concern towards the company policies.

## OBJECTIVES

The main objective of this survey aims at forecasting the data to help support the senior management in the decision making process of a new Email training plan for the institution. Following points are the key highlighters of this survey which are the deciding factors for the need of 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 mind-set, 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, with 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 identify the problem areas in an organization.

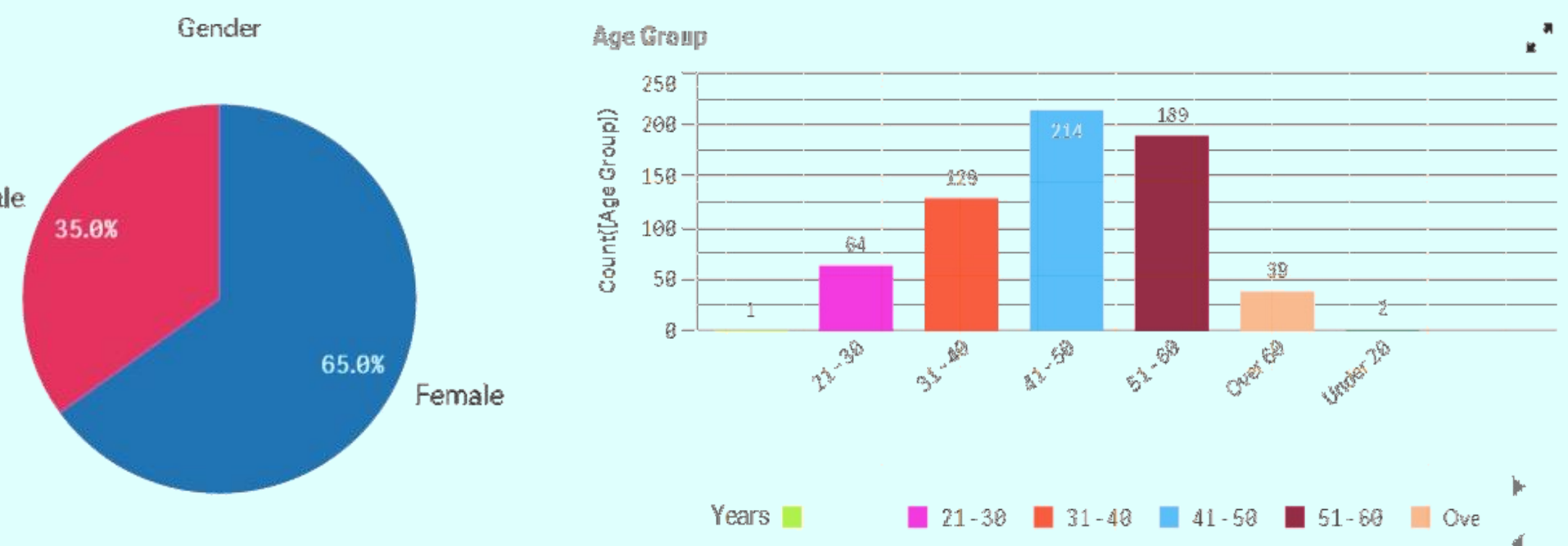
- Data acquisition was in the form of a questionnaire survey which was sent via email to all respondents of the institution having email accesses. The data acquisition technique used here is regarded as the term cross sectional. The Interdepartmental survey included a **1010 respondent** respondents 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 represent – Demographic data. Second group of variables would include determining factors of email problems e.g. Trends, Problems. 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:

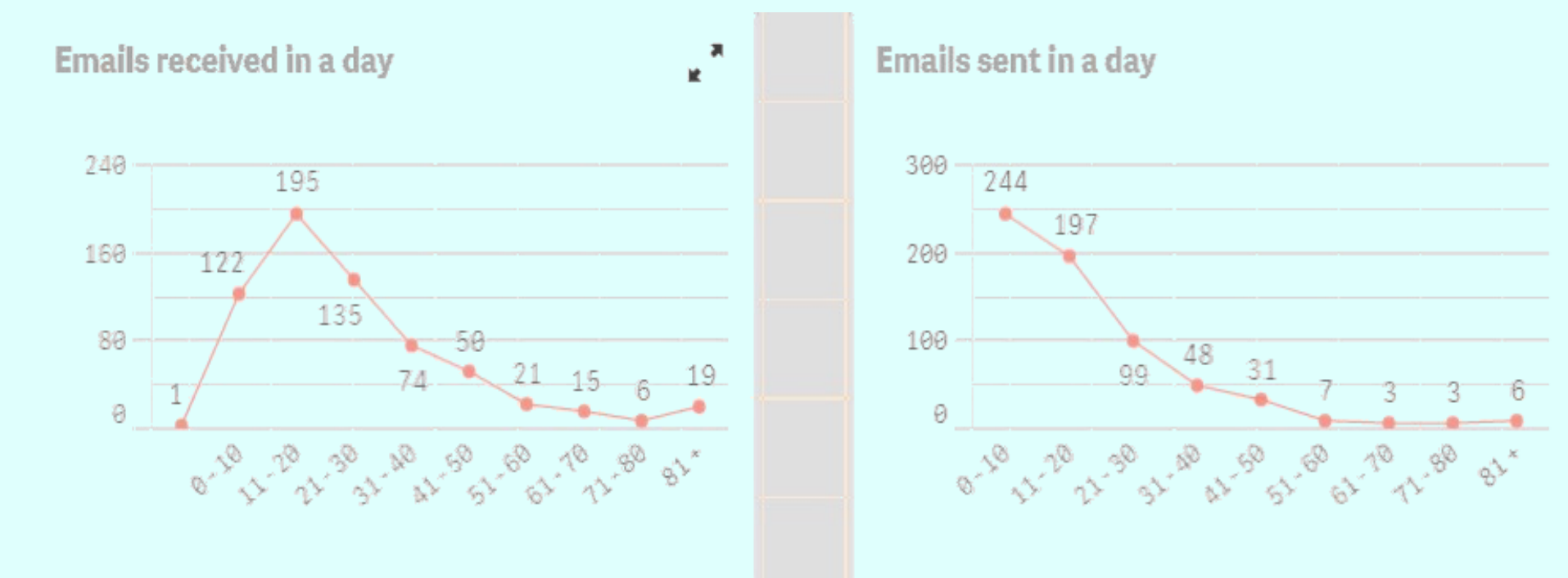


The survey research focused clearly on risks that have been identified, not on opinions about “what might happen in the future”. The terms “problem” and “risk” are used interchangeably in this report. The male to female ratio in the survey was **65 to 35%** and the majority of the people are from the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

## SURVEY ANALYSIS

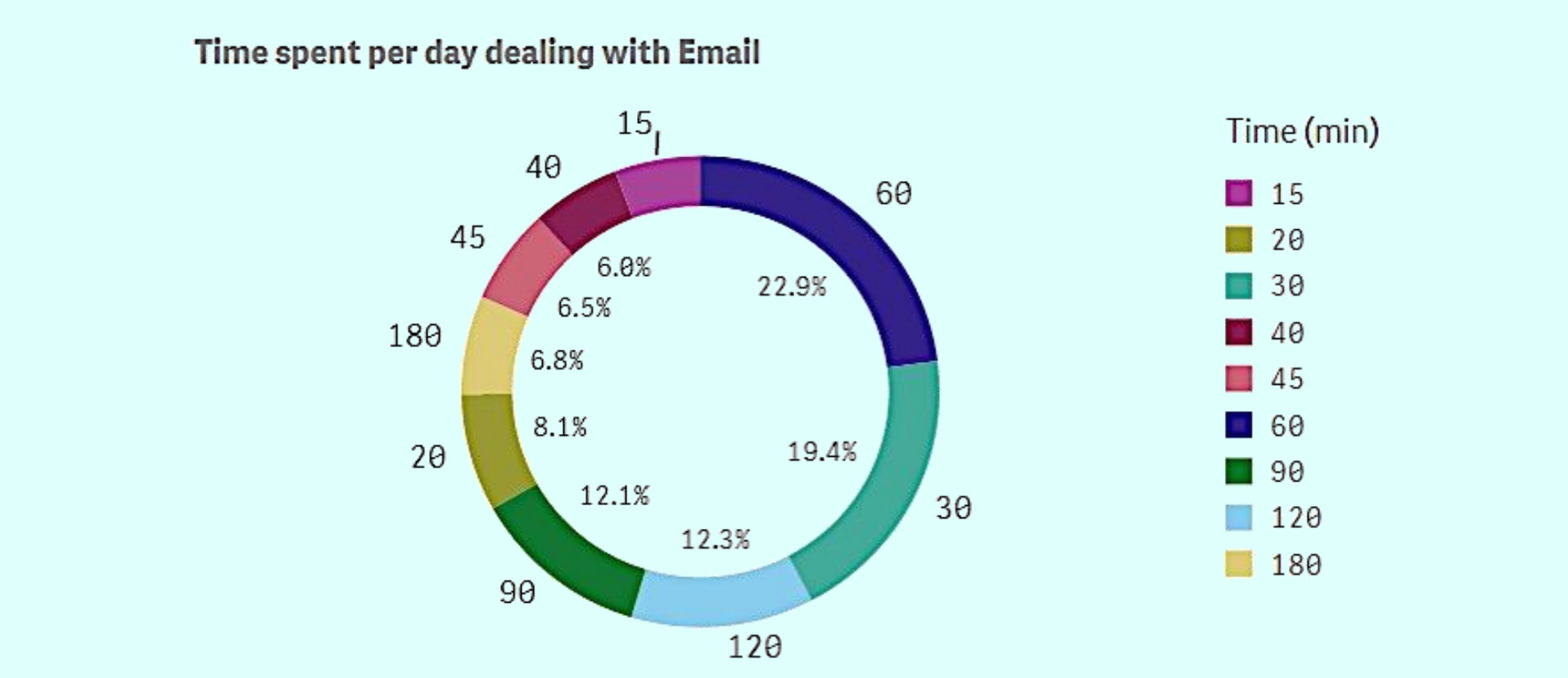
### Determining Trends in Email usage:

- 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 downward trend in the amount of emails sent and received. Although what we can take from this line chart is that on an average majority of the respondents lie between **0-10** and **11-20 email per day (sent/receive)** category. This is considerably a very high number of emails sent in a day

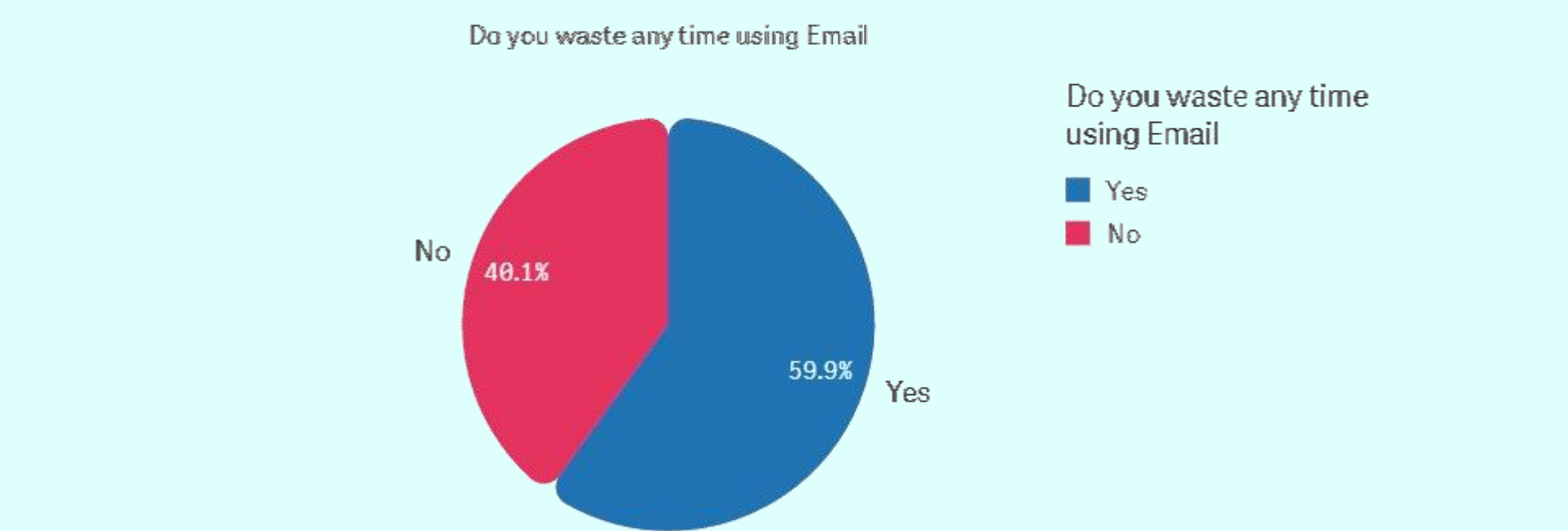


### Potential Risks identified with the Email usage:

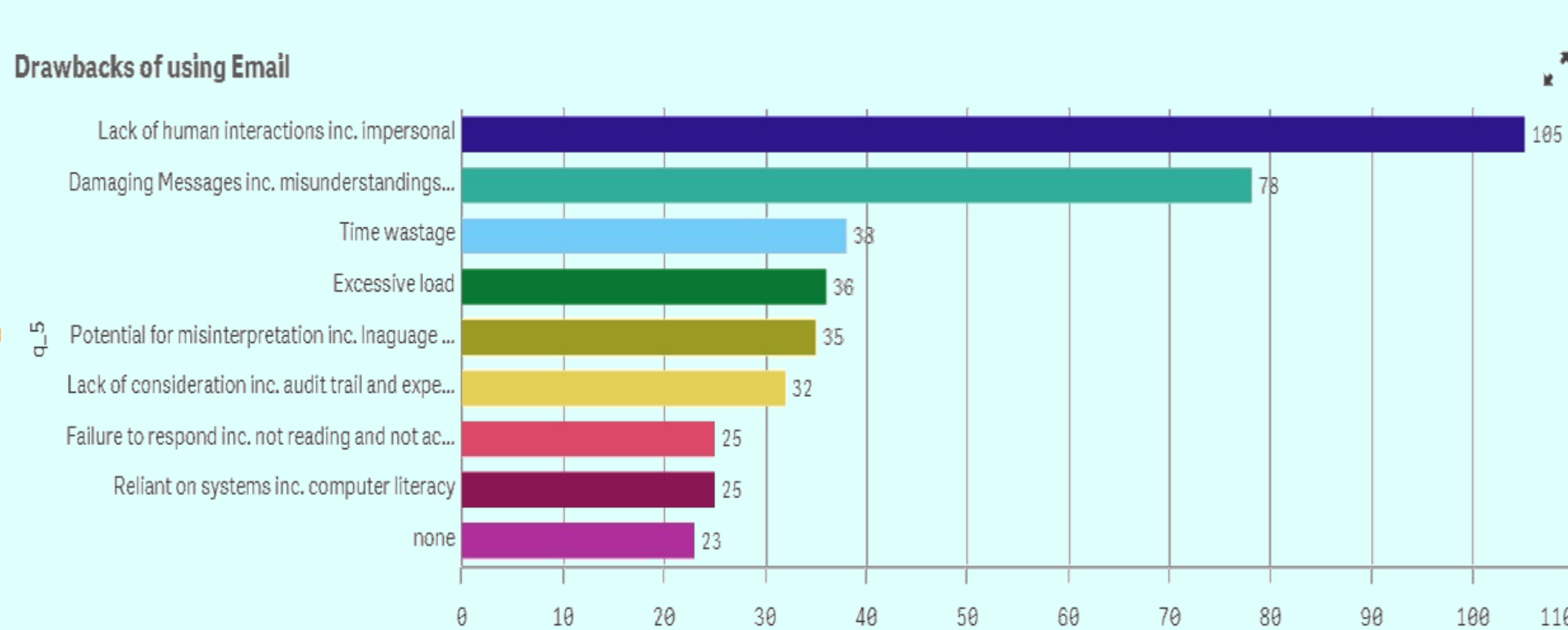
Based on the question asked of “How much time on an average do you spend dealing with Email?” an average of **60 min per respondent** was meant to be observed with the share of almost **23%** which is quite a lot.



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.



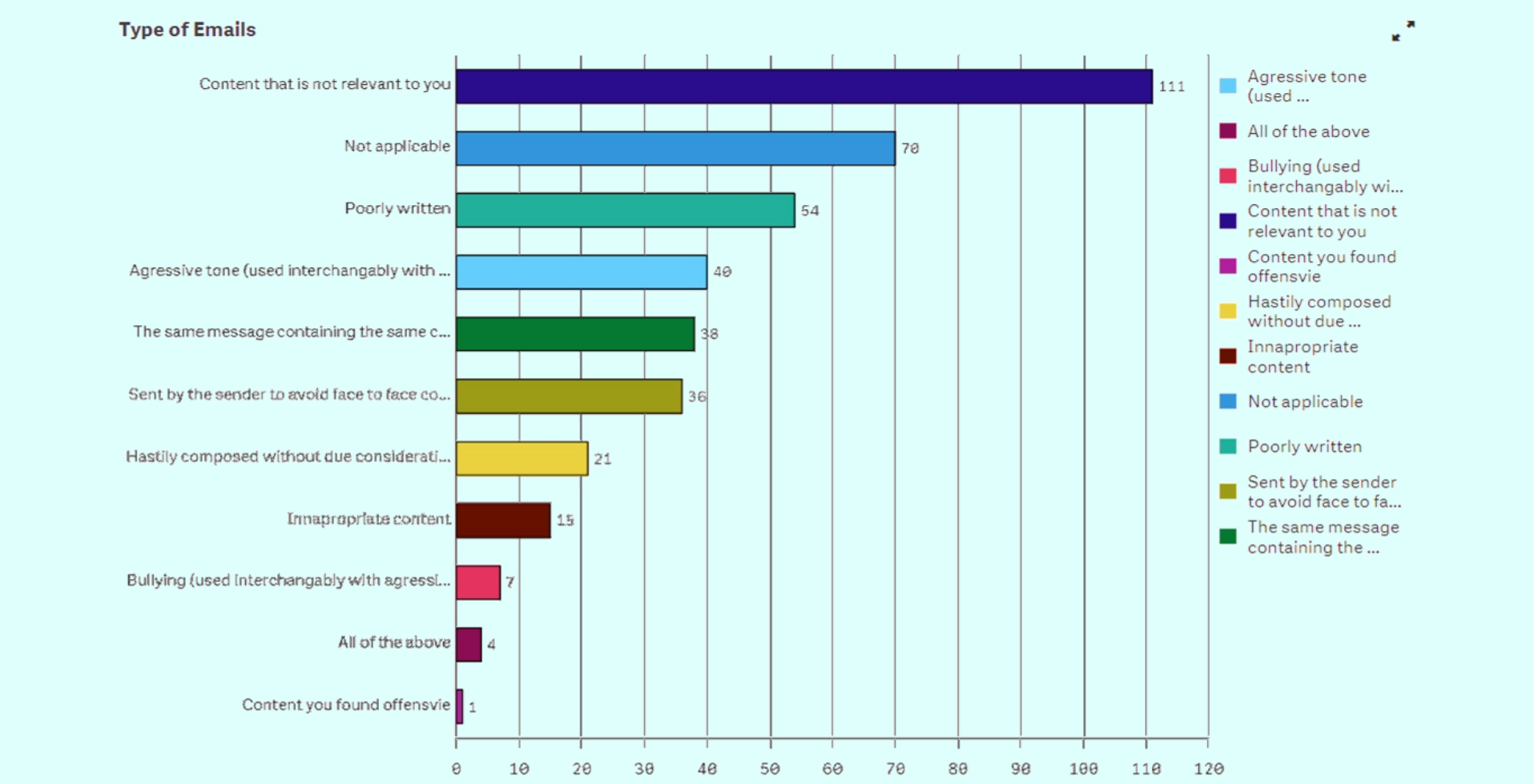
On a lighter note some background details were also researched such as “**What do they think are the main drawbacks of using email?**”



### 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 less face to face interaction with others.
- “**Damaging messages**” which give rise to more misunderstandings stand on the 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?**

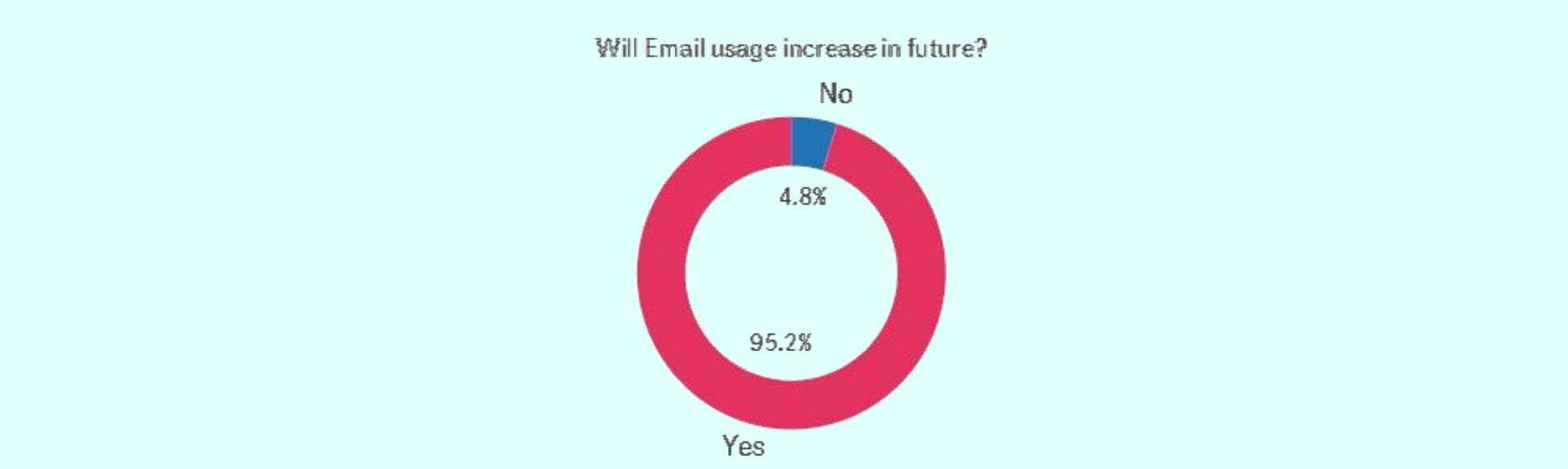


- **111 respondents** have categorized emails as “**Non relevant content**” which might indicate emails landing in the wrong inboxes or they have to deal with emails which are not relevant to them.
- Other major contributions lie in the categories “**Poorly written (54)**”, “**Aggressive Tone (40)**”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

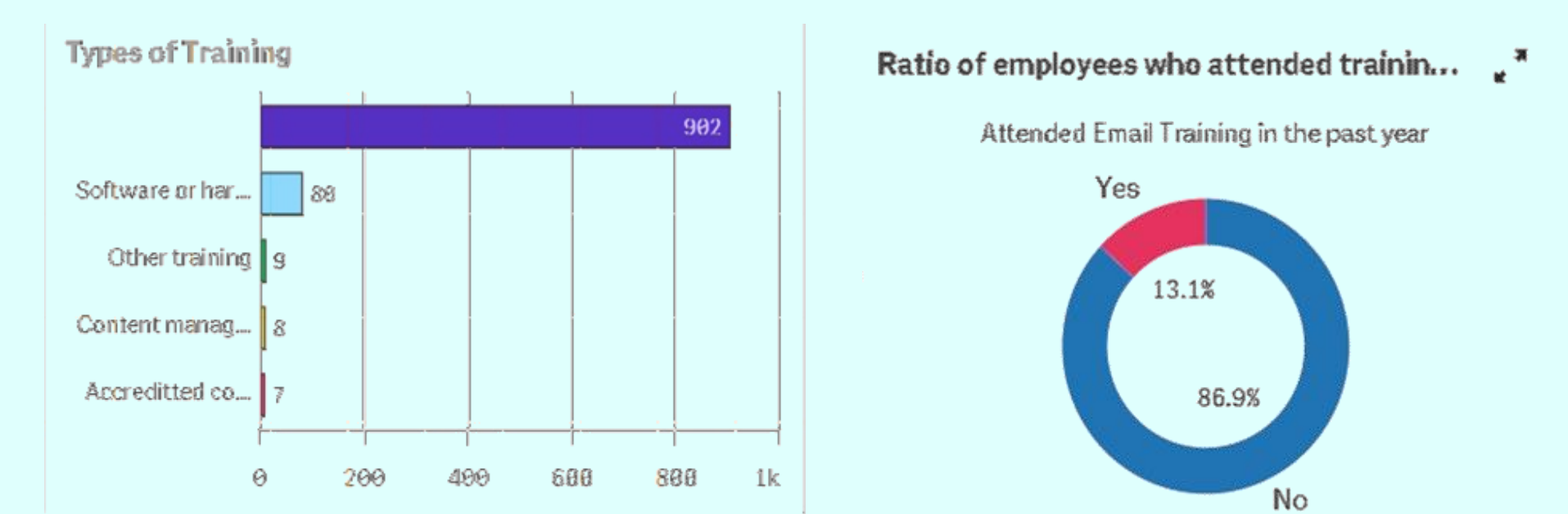
The majority of the emails subjects have been falling in the above mentioned categories which proves that respondent might be wasting a lot of time handling such emails.

### 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?



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



- **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 mind set of the respondents.

