

Next Generation Mail : Toward a Personal Social CRM

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QuestionableMail

NextMail'11

First International Workshop on Next Trends in Mail

August 22, 2011- Lyon, France

Introduction

- Practitioner
- Mail usages
- QuestionableMail (project code)
- Thanks & Apologies

Mail vs Social Network

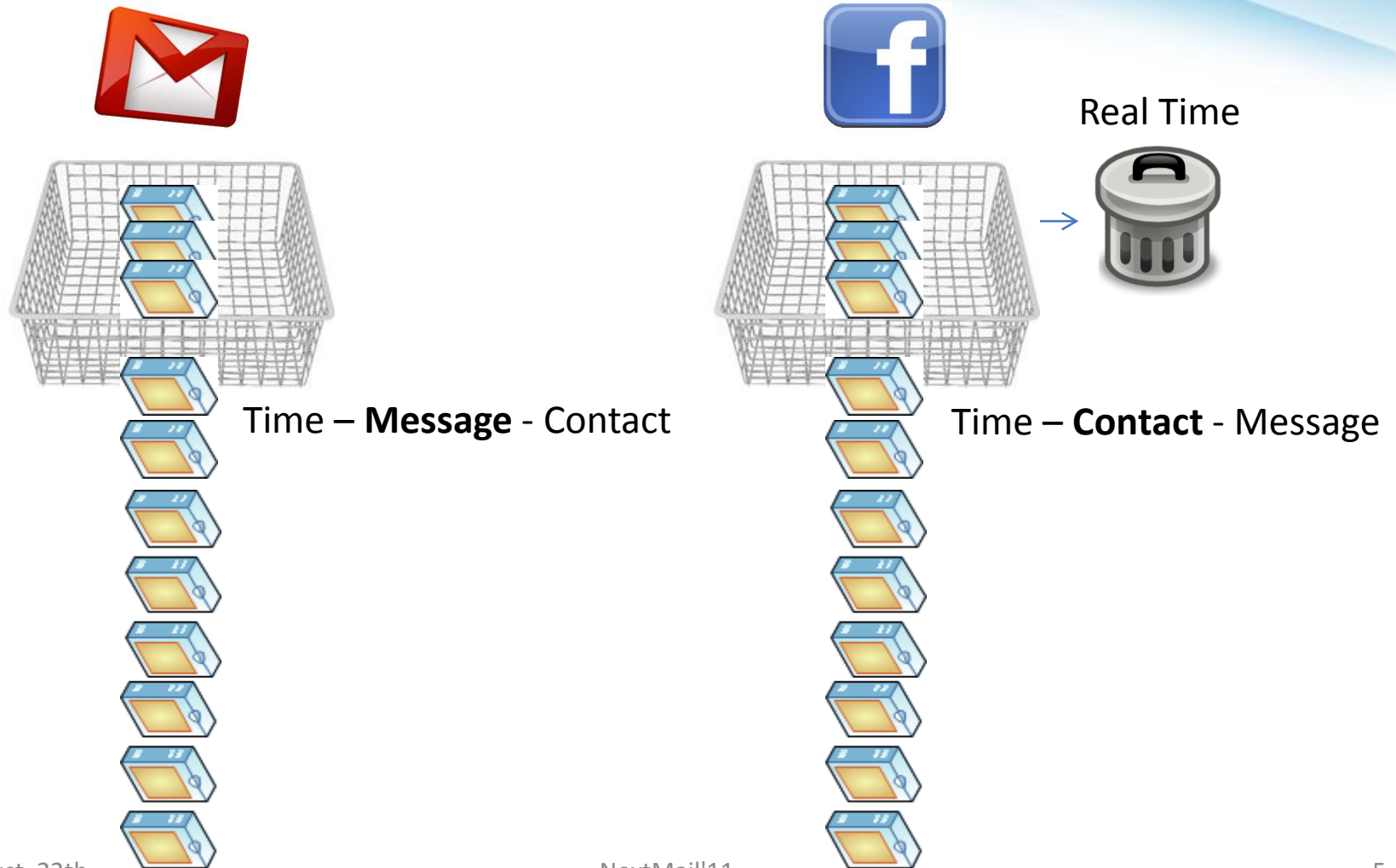


Audience
Functionnalities

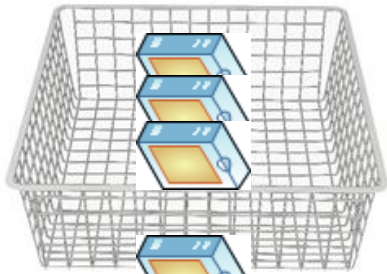
Conclusions

- There is an implicit social network in your email
- Flow overload / filtering : same problem for Mail and Social Network
- Attention is not the point
 - High level / Low level
 - Non priority subjects
- Personal Social CRM : Priorize vs Specialize
 - From Messages to Contacts
 - Relationship Management
 - Delegation

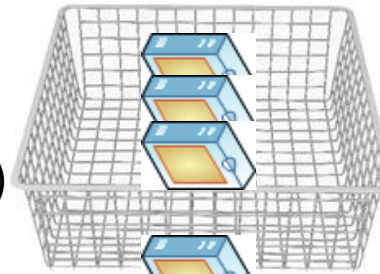
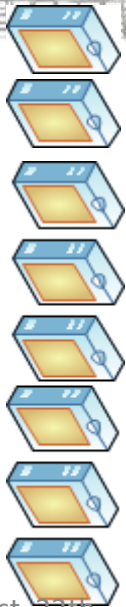
Messages flow



Re-Processed Messages flow



Time – **Message** - Contact
Thread (conversation)



Time – **Contact** - Message
Privacy (contact group)
Thread (conversation)
EdgeRank : contact by

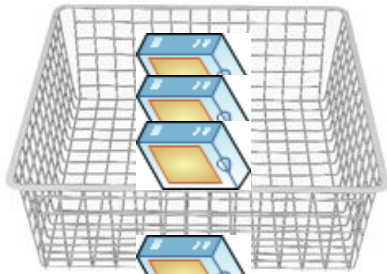


Time
Frequency
Type

Top News • **Most Recent** ▼



Specialized views of Messages flow



Time – Message – Contact

Thread (conversation)

Priority Inbox



People Widget

Priority Inbox

Archive Spam Delete

Important and unread ▾

- Frederic, Frederic (2)
- Frederic, Frederic (2)

Starred ▾

- Romain Vuillemot
- me, Romain (3)
- Frederic, me (2)
- fredericbaud
- Clas, me, Frederic
- Frédéric, Jean-Ch
- me, Thomas (4)
- Frederic, me (2)
- Jean Christophe
- Samuel, me (2)

Everything else ▾

- Nicolas Guillau
- Nicolas Guillau
- Dauphine Alum

Xobni

Rechercher

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#13 Classement Xobni

Sortant: 302 Entrant: 434

Fichiers échangés

Fichier	Date
20090205_Give & gets DPE-MCS.pptx	06/02/2009
Guide du speaker pour les Microsoft TechDays 09 - V2.docx	03/02/2009
BoR_New User Interface on PC_Microsoft version_v1.3.docx	30/01/2009
Improving Consumer Use of the Web_Final.docx	30/01/2009
La lettre Customer Team France Television VOD Info.docx	30/01/2009
IE8byorange_proposal.docx	29/01/2009
Microsoft - Cranfield Innovation Survey v11.docx	24/01/2009

Activer vos gadgets

Afficher les informations depuis YouTube, Flickr et Yelp dans Outlook

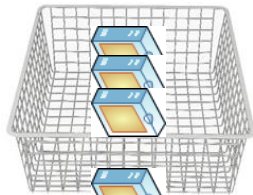
Activer maintenant En savoir plus

August, 22th

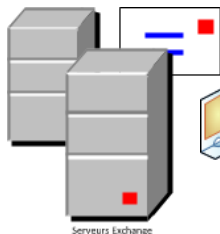
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Specialized views of Messages flow

Cloud based mail (Gmail)
storage, retrieval and post processing



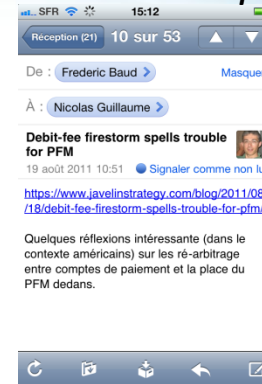
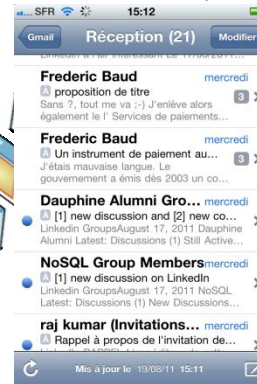
Time – Message
- Contact



Time – Message - Contact

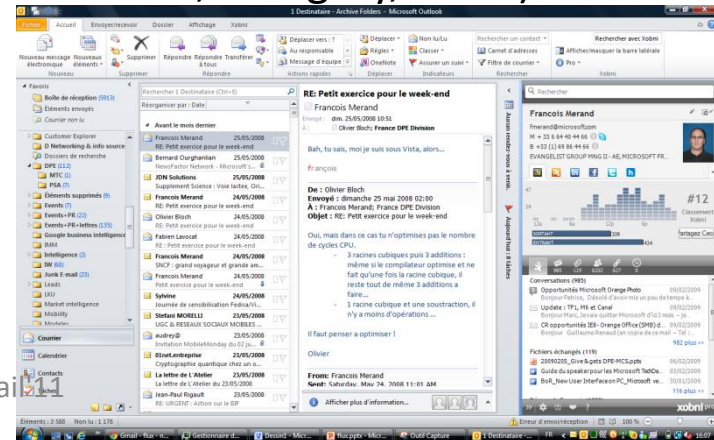
Mobile inbox (iPhone)

Quick & Short Response



Time – Message - Contact

Working inbox (Thick Client – Outlook)
Advanced Daily Processing (Follow up, Folder, Category, Rules)



Even worse

- Multiples « behaviours processing »
 - Clean desk policy, Move/Tag messages, GTD & forget
- Multiple views
 - Weekly/Montly/Quaterly View, Thread Follow up , Activity Report, Relationship,...
- Multiple roles
 - Sale representative, biz development, project manaer, CEO, marketing guy, technical support,...

Personal CRM

- Keep the messages flow
- Add specialized views
- Customize set of specialized views by role

Personal *Social* CRM

- Social is not the point
- Enterprise Processes & Groups
- Delegation

Questions

Thank you

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APPENDIX

