

The cost of improper email management



Introduction

Email is the most commonly used communication tool in many businesses, but it's also the riskiest. Everyone manages their inbox in different ways, which causes headaches for directors and business leaders. With over **379 billion emails** sent and received around the world every day, email management is an ongoing issue that takes up a great deal of employees' time during the work-day, and often eats into their social time and weekends as well. Especially when there is not a proper email management process or system in place.

In business, time is money. Industries globally from AEC, to accounting, finance and everything in between are feeling the burn from poor email management. Failing to effectively manage your email means that Directors and business leaders don't know where their business-critical emails are, how they are stored, and they struggle to find the right information when they need to.

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Here are the main costs of improper email management, and how you can ease the burden in your company to deliver profitable work, mitigate risk and ensure information is accessible across the business.



The cost of losing an email

When is the last time you lost an important document or couldn't find an important email? Losing email trails can be stressful to say the least. It's not uncommon that your employees might spend hours looking for a specific email they've sent a client, or worse still, completing reworks because they can't find what they're looking for. Improper email management is a productivity drain for your business.

But what happens when things go wrong?

How do you guarantee your team will be able to produce everything that has ever been said to a client or on a project?

More often than not, businesses don't realize how important an email is until something goes wrong. The power of documents and correspondence is unparalleled and we've seen a number of clients win disputes purely because they were able to locate documents from projects completed years ago.

Keeping track of all correspondence and having clear audit trails will always benefit your company. Directors need to ensure that all information, including legacy information from completed projects are discoverable as these will be the difference between winning and losing a legal dispute, should one arise.

One of the biggest benefits of proper email management is having the confidence that you can protect yourself and your business if something does go wrong. By implementing an email management software in your firm, you can meet your data retention policies and easily locate any correspondence you need in seconds, saving you hours and potentially hundreds of thousands of pounds in a legal dispute.



The cost of failing to automate

Email overload is continuing to disrupt employees' productivity levels. Studies have found that every time an employee stops what they are doing to click into an email notification, they lose focus on the tasks they were working on, and it takes **23-minutes** to get back on track. On top of this, on average employees spend five hours every day checking their work emails. Assuming most companies work a 9-to-5 working week, that adds up to five out of seven working hours spent in outlook. This is a huge productivity drain for any business.

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Automating is usually a simple task which saves employees huge amounts of time, and allows them to focus their attention on tasks that add value to your business. Think about how many hours you, or your team might spend searching for project or client information that is locked away in someone's inbox.

According to Ideagen's 2024 research, over half of IT leaders in the **AEC sector** are concerned about where data is stored within their organizations. Key issues include the use of too many different information-sharing tools, inconsistent storage practices, and difficulties locating documents. The survey, which included 188 senior IT decision-makers, 37% of whom were directors and 19% owners or partners, highlights the ongoing challenges directors and business leaders face in digitizing and streamlining information management.

To combat email overload and reduce this ever-increasing cost of poor email management, directors and business leaders need to implement tools that eliminate hours they would ordinarily spend searching for specific emails and project or client information.

We've calculated that by investing in an email management system that guarantees all information that is shared by email is stored in the correct file location, businesses can save the average employee 3-hours per week. Assuming your employee costs you £15 an hour, that's a total of £180 per month, per employee back in your pocket, and 12-hours spent on actual work. All this just by improving your email management processes.



Make your email management efficient

Ideagen Mail Manager enables businesses to discover emails and correspondence within seconds. We eradicate painful searches for specific emails or documents and prevent important project and client information from being locked away in individual inboxes. Project and client information can be instantly accessible by every member of a team, and you'll never lose an email again.

Our solution uses machine learning to predict where every email should be filed, and ensures all communication is stored in the most appropriate folder, following your existing file location structure and privileged access policies. It also enables you to ensure all employees are filing information in the same way so your IT officers can adhere to the company's data regulations and ISO standards.

Ideagen Mail Manager ensures everyone in the business is the most organized member of staff, ultimately providing you with peace of mind. You'll be able to produce all emails across any project or client within three clicks, you'll ensure consistent and complete record keeping and document management, and you'll reduce the amount of admin time required looking for critical information.



Stop letting poor email management drain your productivity and profits.
Take control of your communication today.

[Request a demo](#)

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