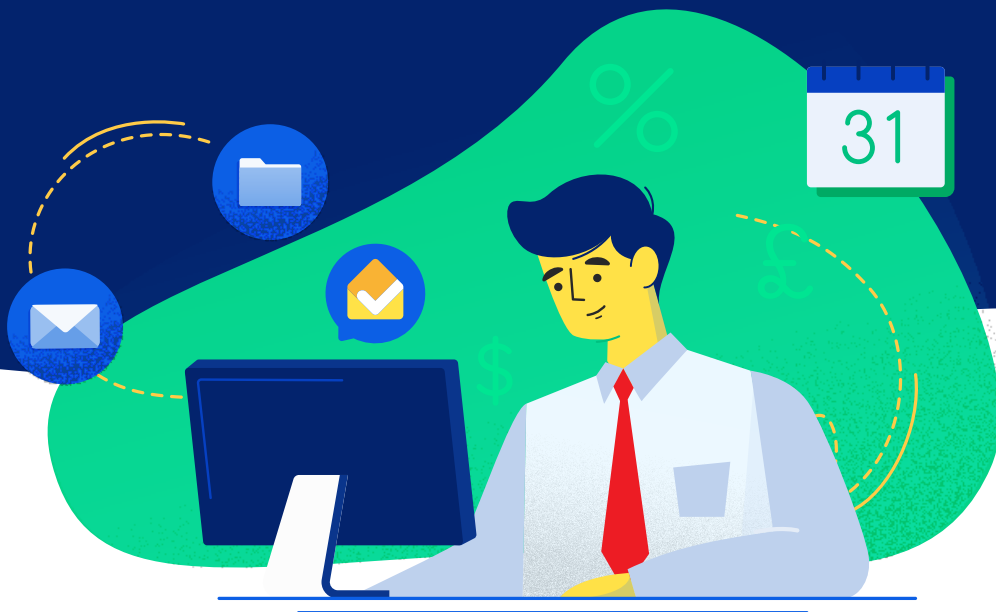


# Risk and non-compliance: The COO's guide to better email management



The role of a COO is challenging and changing. Ten years ago, operations roles were seen as more administrative, working alongside a broader set of Directors and linked directly to bringing in revenue. Now, we know the COO is responsible for executing strategies developed by the top management team and being accountable for how much value they can add, whether that be through increased revenues, efficiencies or reducing costs.

Leading COOs of today are in touch with all aspects of the company and know issues faced by the key workers in all departments. They are the change agents within the business to deliver tangible solutions to staff's everyday problems.

## Five reasons why email matters now more than ever

Email management. It's likely your least favourite phrase to hear, but as an operations professional, email management is a quick win that can revolutionise your organisation's project and client work. Why? Because email is the one thing in every organisation that people manage differently. You may be a diligent filer, but can you say that for everyone else at your company? Almost always, the answer is no.

For all businesses, inconsistent email management results in a huge productivity drain trying to find correspondence, low levels of visibility across the business, and enhanced levels of risk as emails can be used against you in court. While document management and record management processes are usually well-oiled, email is the one thing people manage differently. And, if everyone isn't managing their email, then the business only sees part of the picture. Or they won't have the full context.

As a COO, it's critical to ensure you are not opening your business up to unnecessary and costly mistakes. You'd be hard-pressed to find a news day that doesn't involve a company being caught out in costly litigation due to mismanaged emails, including [Microsoft, Williams v Sprint, the University of Southern California admissions scandal, and more](#). It's important to keep in mind that:

1. Email is the letter of today and contains plenty of important information
2. CEOs and business leaders are fed up with everyone doing their own thing in email
3. Staff are spending valuable time on administrative tasks like searching for information or manually filing emails
4. Compliance and audit trails are incomplete without proper email management processes, and it is almost impossible to attain or maintain ISO 9001 accreditations without it
5. Emails can be used in court against you and those who manage emails and documents better generally win claims and disputes

## A sure-fire way to boost productivity and collaboration

Email is a proven workplace stressor and productivity drain. Too often, fee-earners in your organisation are wasting valuable time on clunky email archiving processes or searching for email information. Teams are working unproductively because they don't have access to the right information when they need it, and all too often we're seeing major project or client errors as a result, meaning costly reworks

With a simple email management solution like Mail Manager, you can connect teams across the business, improving visibility of correspondence across the business. By aligning your email and document strategy in this way, your staff can file and find emails in seconds, drastically accelerating the time it takes to adhere to processes and locate important information.

*"Personally, for me it saves at least an hour a day. That applies to most senior staff. It was difficult to find information if I wasn't copied in and now it's simple and I can find it within seconds. Also, there's no need to keep looking for the right place to save as it predicts it. Plus, it only saves one copy, even if 10 different people save the same email, so our archiving space has really been dropping off."*

Brian Falconer, Principal at Severud Associates

With Mail Manager, COOs can:

1. Reduce the amount of time required for time-intensive manual filing and make any email searchable within three clicks.

2. Connect remote and hybrid-working teams by providing access to the right information, regardless of if they were cc'd into the original email.

3. Improve team transparency and information visibility across the board.

## Remove your compliance headache

When it comes to compliance and email management, most of the businesses we speak to are focusing on two things: Quality and ISO 9001. Businesses are either trying to incorporate better email management as part of how they deal with client requests and information, or those who have processes already around managing email are trying to ensure those processes are being followed.

*"We simply would have lacked the proper email audit trail needed to achieve ISO 9001 accreditation without Mail Manager." - Jamie Seabrook, IT Manager at JNP Group*

*"We love Mail Manager, it is the one software solution that consistently gets us through our QA audit for ISO9000. It's easy to use, particularly for new staff, and the search function means we are on top of an issue, before it's an issue." - Douglas White, Director at EJE*

The key to addressing this compliance issue is standardising email management across the business. With Mail Manager, you can ensure stringent processes are adhered to, such as email retention policies. You don't have a process if everyone is doing it differently, and email is one thing in the business that everyone typically manages differently.

## Regain control over business-critical information to reduce risk

Outlook is the biggest communication tool in many businesses and the letter of today, but everyone manages their email differently, creating risk in years to come. Losing or not having access to critical information residing in email presents a risk to the business in years to come. You never know when you will need to find an email to support you in a dispute or claim.

In fact, the amount of information residing within email is growing by the day. Every day, employees are sending and receiving hundreds of important project and client emails, a lot of which contains sensitive or commercial information.

This information is essentially data, all of which can be used against you in the future. Whether that is a court dispute or a data protection violation. Unmanaged email represents potentially hundreds of silos of data that have no oversight over them at all. That means nobody is checking if they are breaking any regulations or rules, or if people are leaving commercially sensitive information locked within local inboxes. This is particularly important when someone leaves the business, as this data needs to be managed.

Additionally, emails need to be managed in a secure and controlled manner, with strong privacy protocols and security controls. Mail Manager doesn't host any data and maps to our customers' existing security infrastructure, meaning emails are filed where the customer wants, and nobody can see sensitive information if they don't have access to it.

Mail Manager is what our clients call their 'insurance policy'. You can be sure you'll always be able to rely on an email in court, prove what's happened or who said what, find historical emails from years ago, and control who can access important correspondence. COOs can gain immediate control and visibility over project and client correspondence, mitigating the risk of losing sensitive email information (hence protecting yourself in court), and easily search through historic information regardless of if the original sender or recipient has left the business.

*"You're in a call with somebody, and you have a dispute over who said what or who agreed to something. I am now able to go into our Mail Manager filing system for that project and search within thousands of emails immediately, meaning I can find that smoking email to put the dispute to rest."*

David Wesemann, CEO and President at Spectrum Engineers

*"Mail Manager is an unsung hero which has saved our bacon numerous times, where we have managed to locate emails quickly as evidence of what the client has said, sometimes years ago."*

Steve Burton, Associate Director at Ardent Consulting Engineers



## How Mail Manager can help COOs

When we talk to operations professionals like yourself, we always hear that scaling and growing your business is the priority. Maybe you want to prove your worth and continue moving up towards a CEO position, or maybe you want to ensure your business is protected against any disputes.

We know that it can be challenging to identify solutions that will help everyone in the business, and email represents a major productivity drain for every staff member. Your worst nightmare is finding out that email filing processes haven't been followed, and there is a real fear that you won't be able to retrieve information in the event of litigation, a dispute, or an e-discovery request.

With Mail Manager, COOs can achieve a 'helicopter view' of what's happening in the business across key staff and key clients, and we believe you should be able to see key correspondence within three clicks. This will aid your strategic goals, and you can implement something in the business quickly with an immediate ROI.

Mail Manager allows COOs to better understand their business, especially in terms of which teams are following processes and which aren't, helping you stop the opportunities to reduce the amount of time teams are spending on filing or searching for business-critical information.

But don't just take our word for it, you can [download a free trial](#) of our solution today or [book a bespoke demo](#) to see how it will work for you.

# BOOK A DEMO

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