



The evolving role of email in the post-pandemic world

As we reflect on the last year, there is now light at the end of the tunnel. We pin our hopes on the not so distant future to regain some freedom of interaction amongst colleagues and friends, and a return to some form of normality.

However, don't be fooled into thinking we're ever going back to the 'old normal' way of working; the first lockdown acted as a turning point in many of our lives - workers and organisations had to learn to adapt to the new ways of working and accelerate digital plans to accommodate a remote environment.

Some fundamental changes occurred in 2020, including the following:

- An [online study](#) estimated that close to 40% of workers in the EU had shifted to remote working in 2020. Research also finds that responses to COVID-19 have accelerated digital technologies' adoption by [several years](#); businesses had to adapt to the rapid shift in remote working to survive.
- Remote workers realised the vast potential savings in cost and time by eliminating the undesired daily commute. [The research](#) found that the average employee saved \$4000 by working from home, while other studies estimate an everyday [savings of \\$758M](#) in the US alone.

However, not everything has been smooth sailing during home working. Despite the increase in productivity from the new home working' style, many organisations still face challenges:

- The [migration of assets to the cloud](#) only saw a change of 34%, which may correlate to a low organisational shift in spending on data security, which only saw a difference of 34% throughout the period.
- Work culture could easily be represented throughout the company, pre-pandemic. However, with little face-to-face communication since the pandemic occurred, building culture can prove even more challenging.
- Information in different systems became increasingly difficult to find and access. Especially as different information resided in various locations, creating silos and friction.

The common expression today is 'remote working is here to stay'. But as with everything, there needs to be a balance. Businesses now will need to find that balance between home working and face to face interaction, and be able to accommodate both physical and remote working environments seamlessly.

What do the potential challenges look like in the post-pandemic world?

While we have adopted many new methods of working throughout the pandemic, the state of the post-pandemic world remains uncertain. Indeed, many workers never want to go back to the pre-pandemic style of working. [Research reveals](#) only 12% want to return to full-time office work, and 72% want a hybrid remote-office model moving forward. So, the need for collaboration and visibility remains increasingly more crucial within the post-pandemic world.

[86% of business owners and staff](#) attribute workplace problems to inadequate or insufficient communication tools. For enterprise and small businesses, collaboration software is becoming increasingly more crucial to business success. [83% of employees depend on technology](#) for collaboration, and according to McKinsey, online collaboration tools and digital workplaces [can increase productivity by 20 to 30%](#).

Email is the letter of today: A greater reliance on email than ever before:

Businesses email usage has increased since the start of the pandemic and has become more reliant than ever before.

While many believed Slack and Teams would be the solution to better communications, everyone always defaults back to email. The use of communication tools such as Team has proven to be successful during informal, internal communications. However, for external and formal communications, email remains the default and has evolved into the letter of today.

- **91%** use email to communicate with their clients.
- One-third of respondents (**32%**) spend at least one hour per day - the equivalent of nearly one working day per week - managing their email inboxes.
- **70%** believe it's one of the most significant productivity drains on the workforce.
- **73%** of respondents say that too much time is wasted trying to find emails, and **38%** believe "it's not very easy" to find information in their inbox.
- **87%** feel better email management is essential to delivering good records management (**87%**), providing better information visibility (**86%**) and quality management (**84%**).
- **84%** of respondents also said that poor email management could have significant consequences for their business.

2021 Email and Document Management Usage Benchmark report, Mail Manager.

Making email an ally in the post-pandemic world

Mail Manager is an email management solution that seamlessly integrates with Microsoft Outlook to solve your email management headache. It reduces the time and complexity of filing and retrieving emails and attachments. Using AI, our system allows you to file emails to a shared central location for greater visibility throughout the business, ensuring it is quick and easy to find critical information.

With more emails being sent than ever before, and email continually relied upon for formal conversations that can't take place face-to-face, better email management must form part of good records and document management.

This approach to email provides business with several key benefits:

- **Quick and easy filing:** Emails are filed as soon as they are sent or received by employees, as well as automatically keeping or discarding attachments. This can save up to two hours per day, per employee.
- **Enhanced search:** Businesses can search for any keyword or between a specific date and time range, generating a list of relevant results from thousands of emails within a matter of seconds.
- **Collaboration:** Emails are automatically filed into a centralised location, making them accessible to all members of a project who have permissions to the filed locations and ensures everyone can collaborate on documents regardless of time zones or locations.

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