Implementing change
during uncertain times

Like most businesses today, Mail Manager is affected by the COVID-19 pandemic. Whilst we appreciate for many business owners investing in technology right now isn't their top priority, we want to share some best practice guidance for implementing a new system when everyone is working remotely.

The key things to ponder are:
- Why should we do this now?
- How should we communicate the change?
- How will it be set up?
- What's the most effective way to get people set up and what's the associated downtime?

Why are businesses implementing Mail Manager now?

There are some real practical benefits to implementing an Information Management solution like Mail Manager now.
Critically, there is never a perfect time to implement technology: When the market is buoyant we're too busy, and when things have slowed down we tend to lack the confidence that now is the right time to be 'getting our house in order'.
Speaking to the clients coming on board with us now the key considerations for them has been:
• How comfortable your business can sustain the monthly expenditure associated with Mail Manager through and beyond this period
• What problems are we trying to address? Risk is very eminent in the industry at the moment, with many leaders feeling they're going to need strong records for what will be a new environment with virtually all projects delayed to some extent. The second is that they use this time to finally address a long-acknowledged headache for their business, due to the amount of time wasted filing or searching for email, and if they're comfortable with the investment levels then the decision becomes slightly more straight-forward.

How should we communicate the change?

The difference between acceptable and excellent implementations of Mail Manager is board level buy-in and commitment. What this means is, it shouldn't be seen as an IT roll-out, it needs to have support from the leadership in the business, who communicate:
• The importance of managing email effectively and responsibly to the company.
• What's in it for me - any examples of where being able to search for all emails across a project would be beneficial to project runners.
• That the use of Mail Manager on projects will form part of an assessment as to how information & records are being managed on the project.
The way to evidence commitment to your new investment is to mandate the use of it, and if you're not prepared to mandate the use of Mail Manager to your intended users, stop and revaluate why your doing the project.

What does this communication look like typically?

• A message from a senior-level leader/Director.
• 4-5 'champions' selected to take part in training (1-2 hours) and provide any necessary support to their colleagues.
• Encouraging staff to attend virtual training sessions.
• An estimate from each employee on the volume of email they expect to file to encourage some accountability.
• 3 weeks after installation – a further 1-hour training sessions which forms part of a Q&A based on their actual use of the software.

Mail Manager

How will it be set up?

90% of Mail Manager deployments are installed remotely so this part of the process remains unchanged, whilst we walk you through a 90-minute process of setting Mail Manager up. This incorporates standard rules and streamlining key processes such as project creation, naming conventions, filing prompts, and more, so you never need to think of them again.

What's the most effective way to get people set up and what's the associated downtime?

As mentioned above, the technology part of this roll out takes approximately 90 minutes and is straight-forward. The part you'll be more concerned with is 'how do we get people using it'?
Here's what business are currently doing to implement this change within their company:

• Communication from leadership.
• 4-5 key champions selected.
• Installation of Mail Manager.
• 2 virtual training sessions which are on your system rather than a test set up.
• Mail Manager then appears in everyone's Outlook and begins learning behaviours & prompting staff to file incoming & outgoing email.
• Your designated point of contact has a weekly call with your Mail Manager consultant to provide any feedback.
• We present you with usage statistics so you can understand who is & isn't using the solution.
• Within the first 2 weeks, we deliver further sessions to any sections of the company who aren't using the solution, including potentially adjusting the set up for them so it's configured to their needs.
• Q&A session 3 weeks post go live for staff to attend
This methodology is a key reason behind our success in retaining over 95% of clients, the other factors are:
• Nobody loves email or looks forward to opening their inbox – give them a solution which turns their inbox in to a do list.
• Mail Manager is a solution impossible to ignore because it integrates in to the tool you use for the majority of your working day.

Estimated downtime:

1 hour per employee

See below for what our clients say about how straight forward implementing Mail Manager has been, how filing has become addictive, and how they finally have some peace of mind:

"If you weren't using Mail Manager's search and were using an inbuilt search it could take you hours, if not days to find a particular email. Mail Manager is a priceless asset to us"
David Price, IT Manager, Austin Smith Lord

"Introducing Mail Manager has been simple and a seamless operation for us because it has not involved any fundamental changes in our IT strategy or the way we work as individuals"
Craig Weaver, Director, EADS Group

"Within a week, Mail Manager was installed across the company. It's now integral to how we work. It's very intuitive"
Sabrina Forte, Project Manager Szerelmy

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+44(0) 191 479 1648 | www.mailmanager.com