Use Cases and Customers

Wundamail:
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Wundamail is the modern way to manage teams of every shape and size. By condensing group thinking into a single daily email, it works to empower leaders, support team members, and make things simpler for everyone.

Wundamail users report a range of benefits depending on the sector, size, and the personality of each individual team using it. Here at HQ, we're constantly amazed by the creative and brilliant ways our customers take things way beyond a simple team update.

To help you get to know how Wundamail can work for different leaders and teams, we've put together a few examples of our typical customers. Read on to meet our customer personas, complete with real-life use cases to illustrate our software in action.

Dave Department

Dave runs a department of around 5 and 30 people within a larger enterprise. He likely has access to a company credit card and likes that he can set up Wundamail without needing to go through procurement, purchasing or the IT department.

Dave is short on time and resources, and hopes to improve accountability within his team. He wants an accurate view of group progress, and Wundamail can save him time, energy and money.

Dave's goals:

Dave is under pressure to deliver. His team is a direct reflection of his management skills, and as such he wants things to happen as quickly and efficiently as possible. He is time-short but wants to maintain a presence and steer people in the right direction.

Dave's Motivations:

Dave is likely to be ambitious and intent on climbing the corporate ladder. He is motivated by the prospect of promotion, and is keen to please and impress. As a result, he is open to fresh ideas and favours a modern approach. He hopes to achieve a step-change within his team that will mark him out as an capable, forward-thinking leader.

Dave's challenges:

Dave's main challenges are operational. His priority is to improve efficiency and productivity with minimal time input- he will likely make plenty of comments and suggestions on the daily compilation, and his daily question will aim to educate and motivate his people. Wundamail also provides him with a clear, succinct way of showcasing his department's progress to his boss/ superior.

Wundamail Stories

Jane: Head of Change Management at a Global Automotive Brand

Jane manages a major change management project at a multinational manufacturer of automobiles. Her priority is to transform processes and streamline operations, and communicate these changes to several teams she manages within the organisation. She has set performance objectives and is under pressure to meet an implementation deadline.

Jane manages a range of teams on and off-site, and wants to keep in touch with everyone and get a flavour of what's going on from her desk at headquarters. She wants to make things happen quickly, and Wundamail has proved most valuable in terms of crisis management. The feedback loop allowed her to locate and diagnose an urgent manufacturing issue which was costing the company hundreds of thousands in sales of car parts.

> "For me, Wundamail is a great leveller. I can see at a glance if a problem arises and canvass information from those on the front line. It was a sales advisor who flagged the parts issue and I spotted it directly in the compilation. I was able to gather information quickly, locate the cause and respond with a plan of action.".

Wundamail works for Jane as she can steer the conversation. She makes use of the peer-to-peer learning to help her team educate one another from within. She tracks their engagement consistently, and rewards people for good contributions. She shares the insights from Wundamail with the C-Suite in her quarterly review.

Steve SME

Steve is the owner and manager of an SME. He lacks time and a formal management structure, and approached Wundamail as a direct way of managing people and monitoring his enterprise.

Steve loves the daily compilation email, and reads it like a morning newspaper. He wants an accurate snapshot of his business, without micromanaging or sitting in on countless meetings. It provides a solid foundation for him to build on his success.

Steve's Goals:

Primarily, Steve wants to build and maintain a successful business. He wants to lead from the front and manage his team efficiently, often with a direct, no-nonsense approach. His personal brand and finances are at stake, and he needs to have his finger on the pulse.

Steve's Motivations:

Steve's entrepreneurial spirit drives him forward, and he wants to fire his team up to perform. He's ambitious with limited time and resources.

Steve's Challenges:

Steve's challenges lie in time and people management. His skills and expertise are likely to be specific, and he has relatively little patience with HR admin or office politics. He struggles to stay in the loop and check in with individuals, so he wants a way of monitoring progress on the move.
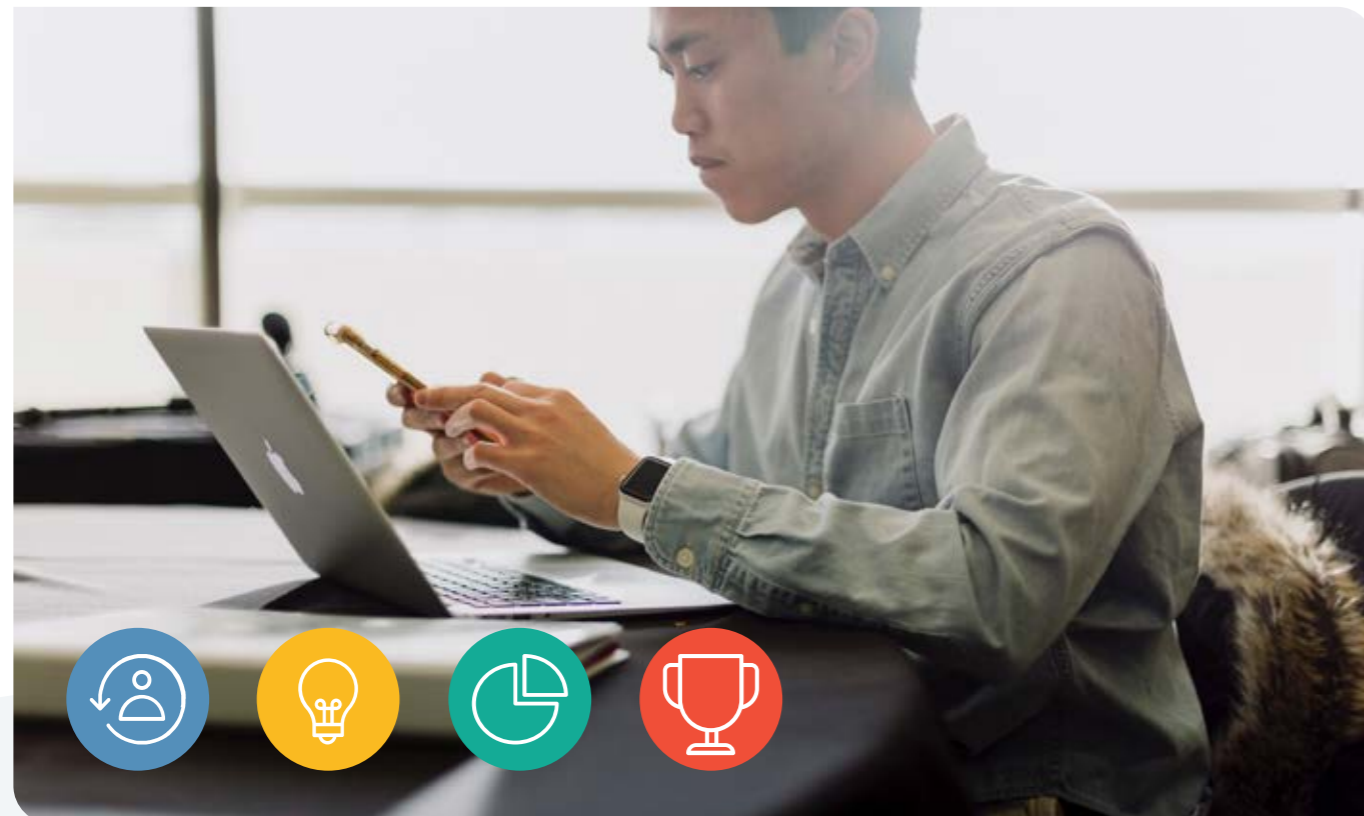
Wundamail Stories

Simon: Founder and Director, Bixteth Partners

Bixteth Partners are a capital introduction, management advisory and research firm in who help management teams achieve their ambitions and companies realise their potential. As the founder of an SME, Simon uses Wundamail to keep track of clients, projects and colleagues on a daily basis. Bixteth are frequently spread out geographically and spend a fair amount on the road meeting a range of different clients.

Wundamail reminds the partners at Bixteth to check in with each other and share insight. It helps them maintain the pace and momentum despite long periods without a full team meeting.

> " At Bixteth, we stick with the same question template every day: a straightforward "What's going on?". It's no fuss, and very effective indeed- we've never needed to change it. Less is more! It keeps me up to date with everyone and everything, without me constantly needing to check in. "

Chris Corporate

Chris is a senior executive in charge of managing a large organisation. He reports to a board of directors or members of the C-Suite, and is responsible for large-scale strategy, decisions and operations.

Chris knows that his internal operations and IT teams hinder progress, and wants to implement quick, efficient communication from top to bottom. He believes in communication, and struggles to get a clear picture of operations at all levels of his organisation.

Chris's Goals:

Chris wants to improve company performance, and ultimately revenue. His priority is productivity therefore, and he has ambitious vision for the organisation and his role in its success. Wundamail allows him to create a culture of accountability for this vision right across the organisation.

Chris's Motivations:

Chris is a high-achiever, intent on achieving the targets and goals set by the board or members of the C-Suite. He strives for success in his projects and initiatives, and wants to run a smooth operation with minimum time and hassle.

Chris's Challenges:

The main challenge for Chris is keeping his teams working to a consistent high standard. Process issues and bureaucracy are rife, and he wants to cut through the noise and direct things from the top. His people are a testament to the quality of his work, and he needs to ensure everyone is aligned with his vision for success. He often spreads himself too thin, and struggles to make time to properly support those who report to him.

Wundamail Stories

Iain: Tax Advisor and Partner, DSG Chartered Accountants

Iain is a Partner at DSG, one of the leading independent accountancy and advisory firms in the UK. He works with a wide variety of small, medium and larger businesses and private clients, and uses Wundamail to track and manage the smaller teams within the practice.

Iain's main focus is on team efficiency. He needs to ensure work is being completed at a high standard and on schedule, and Wundamail helps him motivate and incentivise his teams. He changes the question depending on what he feels needs focus, and has recorded a significant improvement in both process and alignment with the overarching company vision.

> At DSG, I lead a range of individual advisors who all specialise and tailor their approaches. It's great to have the feedback system built in so I can keep all my people management in one place and see where things are up to. It's good for people to see exactly how others are progressing and encourages a little healthy competition! I also use the Wundamail rewards system to incentivise people to complete their timesheets and bill on time- it works really well for us.