# EMAIL OVERLOAD IN THE ENTERPRISE

The science behind email productivity

**SaneBox**

It's hard to believe that in 1998 when the movie "You've Got Mail"

came out, people actually looked forward to opening their inbox.

The problem of email overload has gotten exponentially worse over

the last few years, as the volume of email grows by 10% every year.

In this white paper we will examine the issues associated with email

overload, as well as potential solutions.

# SECTION 1:

## EMAIL OVERLOAD FACTS AND FIGURES
Email overload is a global epidemic and it's here to stay

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### 28% of company time is spent on reading and responding to email

- The McKinsey Global Institute found that an average employee spends 13 hours a week clearing their inbox (i.e. reading and responding to email). This is by far the most time-consuming work activity.

- Based on a 45 hour work week, this equates to 28% of our time spent on completely reactive, low value work.

Clearing an inbox is not in anyone's job description

### Less than half of emails deserve attention

- According to SaneBox's internal data, an average inbox contains only 42% important, relevant emails. This means 58% of the emails in the average inbox are not important and should be processed in bulk.

The signal to noise ratio in the average inbox is low

### Attention switching is a productivity killer

- Email interruptions are a drain on productivity. A study by the Danwood Group found that it takes an average of 64 seconds to recover from an email interruption, regardless of its importance, and return to the same productivity level

- Based on a 45 hour work week, this equates to 28% of our time spent on completely reactive, low value work.

Even simple emails can equate to hours of lost time

## Email overload increases stress levels

- A team of researchers at UC Irvine and U.S. Army found that access to email dramatically increases participants' heart rate and stress levels, and reduces their ability to focus.

## Email is not going away

- While many tools propose to replace email e.g., project management software, social enterprise tools, etc., the volume of emails continues to grow at 10% YoY.

- A study by the Grossman Group found that middle managers who spent 100 hours per year on unimportant emails didn't want their access limited or taken away. They did however want policies put in place that would reduce the volume of emails sent to their inbox.

> Controlled log-in times and batch processing decrease stress and increase productivity

> Email is here today, but companies need to invest in tools to combat email overload

# SECTION 2:

## SANEBOX IS THE SOLUTION TO EMAIL OVERLOAD

We built SaneBox using the latest machine learning technologies and applying scientific principls behind neurology and productivity.

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### The science behind SaneBox

- When we see a long list of objects e.g., emails, of different context mixed together, it requires our brain lots of energy to prioritize and determine next steps. When those objects are categorized based on criteria relevant to us (by importance, project, etc.) processing becomes significantly easier, with a much lower error rate.

- In particular, grouping less important emails (noise) into one bucket allows us to process them in bulk, thus eliminating attention switching costs.

- The human brain is great at pattern recognition. Even if an email is miscategorized (i.e. a pattern is broken), it's natural for our brain to notice and correct the mistake, as opposed to attempting to sort through a list with no obvious pattern.

> Switching tasks takes time. Grouping emails gives that time back

## How SaneBox determines importance

- SaneBox analyzes a user's past interaction with their Inbox by only looking at the header. It reads a long list of factors such as: which emails you open and respond to, how quickly you open them, how often you respond, what is never opened, etc. It applies machine learning algorithms to determine importance of each incoming email personally.

- It then moves unimportant emails into a separate folder and summarizes them in a digest.

- If something is stored in the wrong place, simply moving the email to the correct folder trains the algorithm not only how a user wants to treat this particular type of email, but general preferences as well.

SaneBox only analyzes the header

## Smart, simple, flexible and customizable

- SaneBox works anywhere anyone checks email — on any email provider, client or device — simply by adding folders. There's nothing to download, install or learn.

- By default, SaneBox creates the @SaneLater folder for "unimportant emails". But users can create multiple folders for emails of different importance and context for newsletters, receipts and notifications, as well as custom training folders.

- If something is stored in the wrong place, simply moving the email to the correct folder trains the algorithm not only how a user wants to treat this particular type of email, but general preferences as well.

SaneBox works with everywhere you do

## Full suite of features to outsmart any inbox

SaneBox offers several features in addition to filtering:

- **Snoozing non-urgent emails:** Some important emails cannot be acted upon right away. SaneBox lets you move them out of your Inbox until the net day, next week or any other specified time.

- **Reply tracking**: If an email you sent goes unanswered by a certain time, SaneBox will remind you.

- **To-do management**: Send email reminders to notify you of important events in the future.

- **Cloud storage integration**: Clear up storage space and improve the organization of your attachments by moving them to Dropbox, Box and IBM SmartCloud.

- **One-click-unsubscriber**: Unsubscribing to individual emails isn't just a waste of time – it can lead to more spam. With SaneBox, you can unsubscribe from a sender with 1-click, and you'll never see another email from them – they will go straight to trash.

- ...and more

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