

Email Overload in the Enterprise

White Paper by 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. Today everyone is struggling with it, and an average employee spends 13 hours a week processing email instead of focusing on their work priorities.

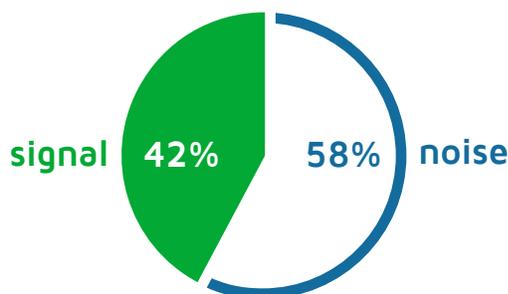
An average person spends 28% of their time reading and responding to email

- The McKinsey Global Institute [found](#) that an average employee spends 13 hours a week reading and responding to email. That's by far the most time consuming work activity - at 28% of our work time.
- This equates to 650 hours a year spent on a completely reactive, low value work (keep in mind responding to emails is only part of the job description for customer support).



▶ EMAIL OVERLOAD IS A GLOBAL EPIDEMIC

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 can be processed in bulk.

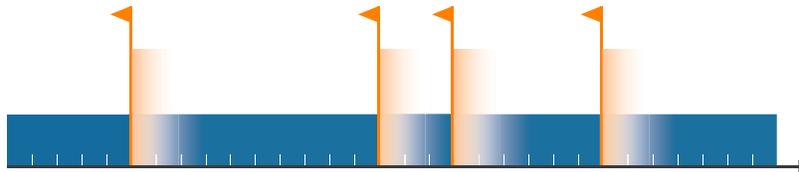
▶ THE SIGNAL TO NOISE RATIO IN AN AVERAGE INBOX IS VERY LOW

It takes 64 seconds to recover from an email

- 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 the email's importance) and return to their work at the same work rate at which they left it.

▶ IT IS CRITICAL TO BATCH-PROCESS UNIMPORTANT EMAILS

notifications
productivity
time



Email overload increases stress levels

▶ CONTROLLED LOGIN TIMES AND BATCH PROCESSING EMAILS DECREASE STRESS AND INCREASE PRODUCTIVITY

- A team of researchers at UC Irvine and U.S. Army [studied](#) effects of limiting email access on participants' heart rate and ability to focus. It found that limiting email access dramatically reduces stress by tracking participants' heart rate. Participants without access to email switched windows 18 times per hour vs 37 times per hour for participants with email access

Limiting internal email is not a good option

- A [study](#) by the Grossman Group suggests that limiting or eliminating internal email to employees isn't an effective solution to email overload.
- The study found that middle managers who were spending around 100 hours per year on unimportant emails didn't want their email access limited or taken away. They did however want policies put in place that would reduce the volume of emails sent to their inbox.

▶ EMAIL IS HERE TO STAY, BUT COMPANIES NEED POLICIES AND TOOLS TO REDUCE EMAIL OVERLOAD

SaneBox to the rescue

SaneBox analyzes importance of incoming emails, moves unimportant messages into a separate folder and summarizes them in a digest - like a secretary who doesn't let unimportant stuff interrupt you. It also has lots of other features to free your team up from email overload and make you more productive.

Full suite of features to help you manage email more efficiently

- **One-click-unsubscribe:** 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.
- **Snooze non-urgent emails:** Some important emails cannot be acted upon right away. SaneBox lets you move them out of your Inbox until the next day, next week or any other specified time.
- **Follow-up reminders:** If an email you sent goes unanswered by a certain time, SaneBox will remind you.
- **Cloud storage integration:** Clear up storage space and improve the organization of your attachments by moving them to Dropbox, Box and IBM SmartCloud.
- **Salesforce integration:** SaneBox automatically prioritizes emails from Salesforce contacts and/or leads, so you can filter your inbox based on income potential.
- **Custom rules and more!**

IT managers love it!

- **Nothing to install:** works on your current email infrastructure (Exchange, Google Apps, Outlook, Apple Mail, iPhone, Android, etc)
- **Bank-level security and privacy:** we never take possession of the emails, and never look at the content - only the headers. Login credentials are salted and hashed using 500 iterations of SHA256 via a PBKDF2 algorithm.
- **Admin tools** to manage team accounts safely. Active Directory and IBM Notes Delegation integrations avoid the need to store login credentials altogether.

Time savings that pay for themselves:

- **SaneBox saves** an average employee over 100 hours per year. At minimum wage that would be worth \$725 per year.
- **No risk:** everyone in your company can try it for free, and you will only be charge you for employees who stay after the trial.

