8 tips for managing business emails

«What is essential is invisible to the eye »
Saint Exupery, The Little Prince

1. Do not underestimate the power of email in customer management

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The emails have been introduced since 1971 with ARPANET, have become the main tool of communication between companies, so that it is estimated that every day are sent for work over

- Customer-periodic communications company-communications relating to the various processes related to the lifecycle of the customer such as opportunities, quotes, orders, requests for assistance
- Transfer of documentation for project management or analysis of new projects
- Timely information on products and services offered

Today the number of emails (business email account) are 929 million and is expected to grow by 5% over the next 4 years to 1.1 billion in 2107!

As a result of this importance, must be considered an extremely relevant to the management processes of the customer! If you neglect it loses a good deal of information related to customers!

2. Learning how to manage Mail processes

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The emails in an organisation come into play in various fields and streams, the main ones:

- Acquisition of new clients through forms on your website or generic email (info, sales, help desk, for example)
- Direct mailing of an RFP to a specific commercial
- The order confirmation email
- Email passage of documentation for execution of works
- Emails containing invoices, tax records, credit notes
- Mail Service Required
- Trade mail or newsletter

The management and coordination of these processes also involve email allows an improvement in customer knowledge and an improvement in business performance.

3. Avoid to use e-mail client as business processes application

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This is the typical situation where the remedy is worse than the disease.

Very often, email clients are used as business applications .This create problems to all the organisation because the contacts are separated from the accounts and all the main customers information are stored in single points.

For example, the quotes or the project documentations are in the mails of the Sales Agent and not in a shared area.

Ask to yourself:
1) are you able to find out all the quotes made by your colleague?
2) Have you got mail folders arranged for single client?
3) Are your internal mails more than the external mails?

The advice is to adopt business mail application tools that can guarantee to stored the mail information in shared area and in the right process.

4. Avoid the queues by email

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It's very common to exchange in the team information by forwarding customer emails.

Seem inevitable, although there are solutions chatting that seem to have solved the problem.

The main issue, however, is this: if I get an email from a customer and then I chat with my colleagues, I have to "copy and paste" all the time ... and there is no history!

The advice is to adopt business mail tools that can guarantee a correct use of business email management, avoiding duplication and sharing information between the different teams.

5. Manage business emails by team

Business emails, as mentioned, play a decisive role in the management of processes related to the customer (orders, quotes, projects, service, etc..). This process has to be managed from a team that can monitor and reassigned according to the needs and workloads.

The main purposes of a business mail application is:
- sharing of customer information
- interoperability of multiple people on the same client
- fast storage of information
- guarantee response: if management is entrusted to a single user and this person can't answer, the process of communication is interrupted.
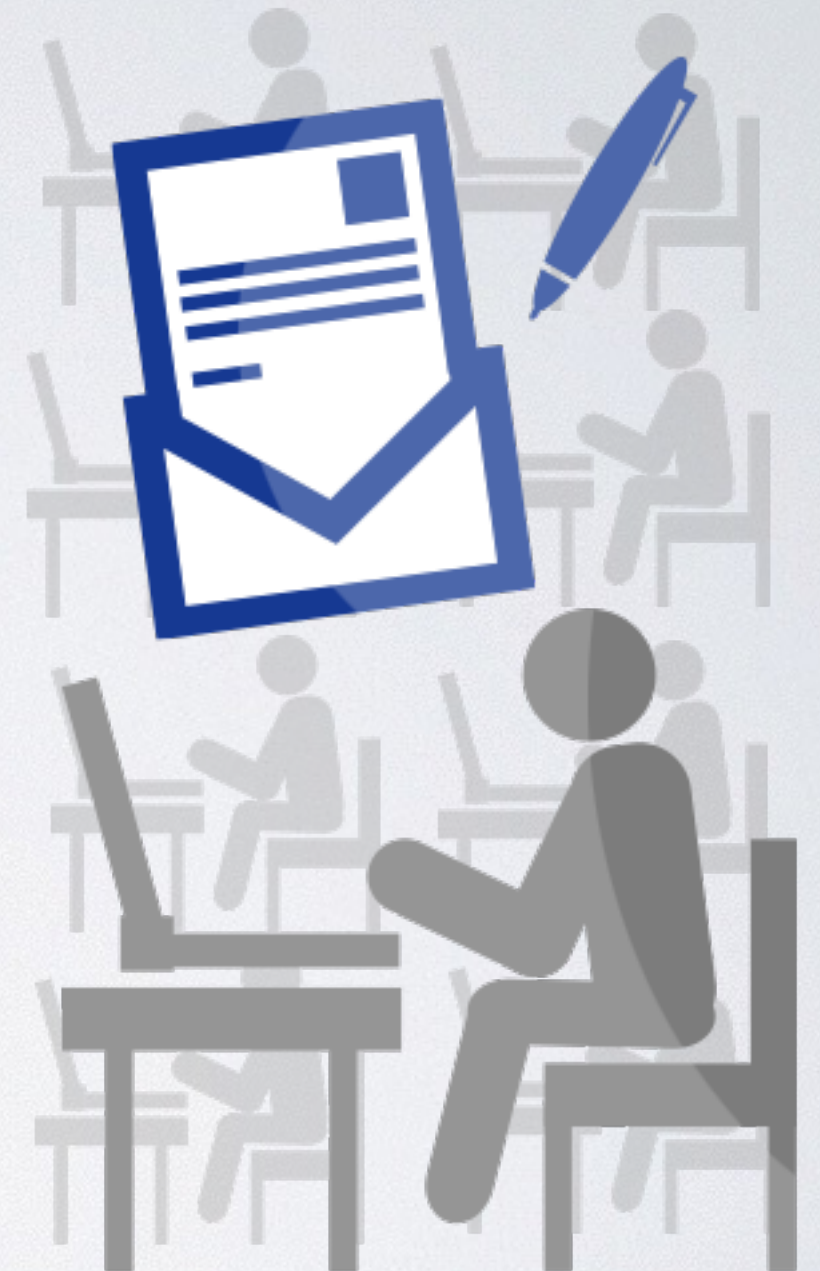
6. Storage of the business mails

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"I keep any email that it may serve me in the future …."

So the mail accounts have amazing bellies, full of folders sorted by year, project, customers ... become cryptic with storage policies completely arbitrary.

Every information has certainly been filed. Email with its folder ... but we are sure that it is also the best mode for consultation by a team that must interoperate on multiple clients?

7 Business emails should be handled quickly

One of the major mistakes that are activated when you run marketing campaigns on park customers or potential is not being able to respond quickly to requests related to campaigns initiated.
The problem is generated because the customer may submit a request for quotation using a web-form or a generic email. In this way, the email will end up as practice in a single "bin" from which then must be taken and buffing to commercial reference, which is not said to be immediately available for a response. The control also is impossible
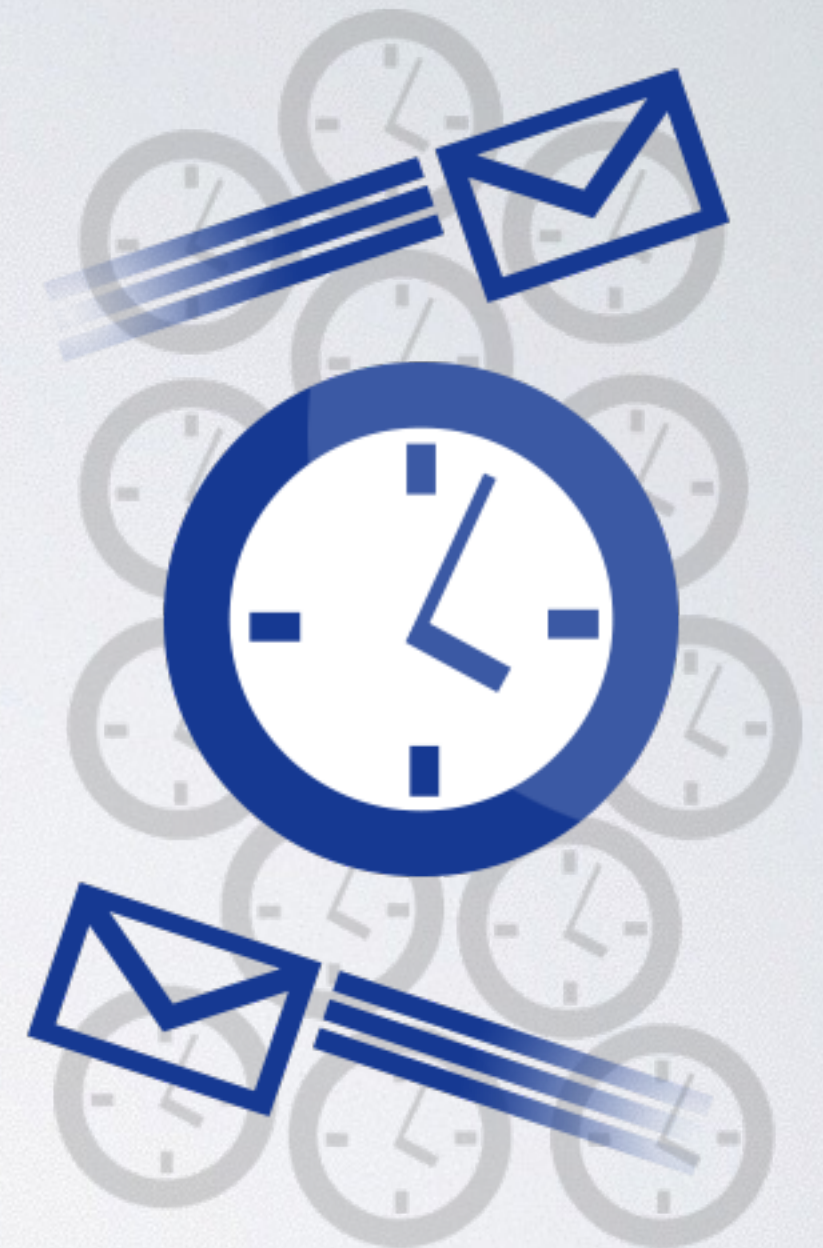
The must is to adopt business mail tools that can guarantee both the automatic assignment of emails and the conversion of emails at the same Tickets or Requests that can be handled at the team level and not by individual user.

8 Social media and instant messaging tools do not replace the corporate email

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Despite the advent of multiple means of communication alternative to email, such as social networks or instant messaging tools, the importance of corporate email is growing as their number.

DAILY EMAIL TRAFFIC	2013	2014	2015	2016	2017
TOTAL WORLDWIDE EMAILS SENT / RECEIVED PER DAY (B) %GROWTH	182.9	191.4 5%	196.4 3%	201.4 3%	206.6 3%
BUSINESS EMAILS SENT / RECEIVED PER DAY (B) %GROWTH	100.5	108.8 8%	116.2 7%	123.9 7%	132.1 7%
CONSUMER EMAILS SENT / RECEIVED PER DAY (B) %GROWTH	82.4	82.6 0%	80.2 −3%	77.5 −3%	74.5 −4%

It seems impossible, but what is essential is invisible to the eye because daily habits are hard to change. Methods learned incorrectly that involve costs and mudslide organisation. So before placing the gear, it's better to look down, and see if your shoes are laced up!