

is this

THE END OF

EMAIL?



Graduate Think Tank Session

A Think Tank session for Graduates at a Global Technology Organisation; discussed the use of Email in the Workplace and the possibilities of alternatives.



THE END OF EMAIL??

Email probably won't be going away anytime soon, but this could be the year we see other alternatives become more popular.

Is Email over used in the workplace?



There has always been talk of the paperless office, in fact that idea has been doing the rounds for over 20 years.

As old equipment has been replaced with funky new technology, shouldn't we have a better solution other than email? Since the introduction of email to the workplace, have we become more productive?

Or is it more of a case that businesses should introduce effective email policies? Some start-up companies have taken the step to remove email completely from the office, other companies such as German Vehicle

company Daimler introduced an email policy where emails sent to employees on Holiday were deleted. Other companies like Salesforce have their internal communication tool, Chatter.

There's also Yammer, Lotus Notes Sametime and plenty of Intranets. What's interesting is the rise of closed messaging Apps, such as WhatsApp and Snapchat, which the 18-24 year old demographic seem to have grabbed with both hands.

Will these Apps ever have a place in the world of business? Probably...

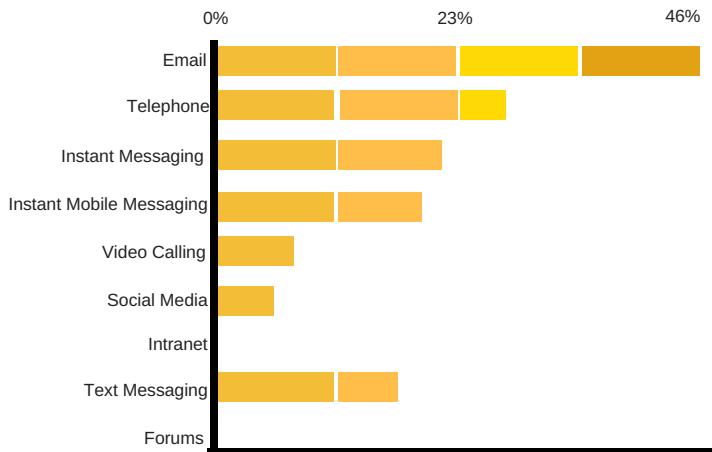
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**EMAIL...IT'S PROBABLY
NOT GOING TO GO AWAY**

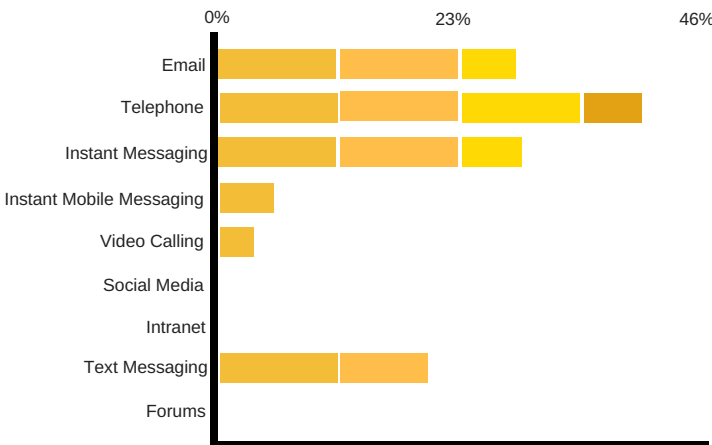
ONLINE POLLS AND DISCUSSIONS

In preparation for the Think Tank session, an internal poll was created on the company Intranet, as well as a poll and discussion on Linkedin, this produced fantastic responses and interesting insight, below are the conversations and Poll results.



external poll

From the results we can clearly see Email Communication is the main preference, although tying this Poll in with the discussion post on Linkedin, there seems to be shift towards a use of mix of technologies, Email and Instant messaging being the favoured.



internal poll

A poll was available on the company intranet for all employees to vote, and remained live for one month, Here we can see the preference is Face to Face / Telephone, incorporated with a mix of technologies, email and instant messaging.

LINKEDIN DISCUSSION

This discussion "End of Email? Rise of the Social?" was posted on the Social Media Marketing Group on Linkedin. This is an ongoing discus-ion and all 999,547 members of this group are able to participate.

I use social media and email. Many people I know get so many emails that sending a Facebook or linkedin message can be more effective. - **Marci**

The last channel that died must have been morse code. In Marketing, new channels never kill old ones. They just add new possibilities for reaching customers. - **Florent**

There will always be email communication in some form. I don't think ti will disappear any time soon. - **Brenda**

Email is always preferred followed by texting and then Social Media. - **John**

Good luck with achieving quality, persuasive and effective communications with only Social Media. Proof is in the doing. Wishing thinking is all this really is. Don't give up on email, powerpoint, PDF files and white papers. - **Paul**

I know this was a discussion on communication platforms, but I find it interesting that in-person/face to face communication wasn't even an option. Because as helpful as technology tools are, sometimes the big problems can only be solved by people in a room together. - **Vanessa**

The key to successful communication is combining all the best channels. - **Ann**

DIGITAL MESSAGING SYSTEMS USED INTERNALLY

email



Email can have a tendency to be overused, especially "*Reply To All*". The group felt there were times when the use of Email was not necessary and a message should have been posted on an Intranet Group, especially when collaborating on project.

instant messaging



Instant Messaging is generally a very widely used and popular communication tool throughout the organisation, although the group felt for formal emails where a paper trail is required, email was the preference.

salesforce chatter



The group watched a demo of salesforce Chatter capabilities. The group felt Chatter had taken all the best parts of Social Media and created an effective communication tool. The overall opinion deemed this to be an exciting and innovative way of communicating with colleagues.

text message



Text messaging has its place, but not always the preferred method of communication. Great for short simple messaging "Stuck in Traffic" / "Running Late" / "Call me when you can", the group discussed with the ability to view email on our phones, combined with the use of WhatsApp could almost make text messaging a redundant form of communication.

WhatsApp



This was the groups preferred communication tool, the Graduates have a successful WhatsApp Group and use this to communicate with each other, they find it a very effective tool, however wished senior management would embrace this technology.

Intranet



General consensus found the Company Intranet a little confusing, overwhelming and felt as though the User Experience had been completely forgotten. However, once you had navigated the platform, using the option of Groups was perfect for collaboration, they also liked the Newsfeeds on the front page and agreed it was very informative.

CONSLUSION

what can we learn from Social Media

Open social media platforms (Facebook and Twitter) are being left for “closed” platforms that allow for more private, one-to-one and group messaging, for business wishing to adopt a similar format, intranet's and salesforce.com Chatter can be utilised. By keeping it simple and not over overworking the platform, Intranets can be a perfect place to collaborate with colleagues on projects.

Create an Intranet Orientation session for all new employees

best practice communication guidelines

Email can be an effective way of sharing information and managing work across large organisations. But email is only as good as the ethos of the company. Badly used, it can clog up employee's time and systems.

Investigate what are other companies doing to eliminate the number of emails.

Ensure Best Practice Communication Guidelines are published and available for all Graduates, include these in a welcome pack.

what about messaging apps?

The 18-24 year old demographic have embraced instant messaging Apps, and use it very successfully in the workplace. Messaging apps dominate the rankings in Apple's App Store and Google Play, with products such as WhatsApp and Snapchat, Facebook's Messenger app at the top of the downloads.

As a working case study Introduce WhatsApp to the Senior teams.

Investigate all Communication platforms available throughout the organisation, under-take training to understand how these platforms work and conduct training workshops for Graduates.