

## From 'Word of Mouth' to 'Word of Email' ... Email Management - How it influences your Business?

### Opportunities with Internet

The Internet has emerged as a potent tool of communication and a boon from the womb of Information Technology. In this millennium, Internet has become the preferred media, which is revolutionizing the way communication is done throughout the world. The major advantage of Internet is it provides ready information on the finger tips, has numerous channels that are cost-effective and proves facilitating for delivering products and timely services to customers across the global village. Today, the outcome is obvious, where many of the business transactions, deals and exchange of critical information are happening through the Internet. The customer as the end user is well in tune with the rapid changes happening in technology and as such the Internet. By being techno-savvy the present day customers and consumers would not only make effective use of Internet but would be putting 'Email' communication to a better and greater usage.

### Email as a Communication Tool

Electronic communication is a world apart from the paper-based communication. Emails – the world over have increasingly become the most preferred communication tool because of its speed, accuracy and unmatched broadcasting ability.

In fact, email as a communication tool has taken precedence in customer interaction, as compared to any other form of communication. When used in a proper manner, email has the inherent potential to stimulate customer loyalty and satisfaction, help and deliver quality online service, establish a strong bond and lasting customer relationship, and like icing on the cake literally proves to be cost-effective.

The major plus one would discover with the electronic mail is that its turnaround time is so fast, it proves to be more conversational than the traditional form of paper-based communication. Undoubtedly, Internet's impregnable reach has cut across geographical boundaries of the world, and in the present technological era is one of the fastest way of either gaining or losing potential customers.

### To keep the customer engaged with your services, you should be able to:

- Respond to customers enquiries quickly, professionally and efficiently
- Be receptive to the customers needs (not reactive) and provide accurate and timely information/solutions
- Gradually build and maintain a strong bond and lasting relationship

**Consider this Situation:** In your organization one of your Customer Support Executive is unhappy and in a bad mood. At the same time s/he receives a customer enquiry mail and the personnel replies in a harsh tone. Now, would you visualize that the customer would be inclined to use your company's services? On the Internet word travels fast -- as it is a known fact that an email takes just 3 minutes to reach thousands of people instantly. Therefore, your company

stands to lose potential customers, just due to one single harsh email. Would you prefer such a situation to prevail? ... the answer would be a unanimous and obvious NO!

### **Advantages of Email**

The world over, electronic mail has redefined the way communication and businesses happen. And when seen on a broader picture the email usage has not only impacted the business world in a positive way but has ushered in a novel way of communication for people from all walks of life, in the process giving a defining edge over other forms and modes of communication.

### **Some core advantages of using Email:**

Email has added a new dimension to businesses and enterprises. It has virtually empowered businesses across the world. Millions of people, customers, small and big organizations today vouch for the efficacy of Emails and how it has impacted in a positive way, as well as how it stands apart from other mediums of communication.

### **Managing Email is Easy**

Your proposal can be answered, revised, stored, and sent to others, all without any paper work involved. You can manage all your correspondence on screen and so can your customers.

### **Email is Fast**

Email is delivered instantly...from your system to anywhere in the world. No other method of delivery can match up to this service. Timely buying and selling decisions can be made in a split of second.

### **Email is Inexpensive**

Compared to telephone calls, faxes, or over night courier service, Email is less expensive. Recent studies have shown that businesses can save huge sums of money using e-mail, in lieu of long-distance phone calls and postal deliveries. In addition, fax gateways allow further savings. More and more formats can be sent via email, anything from CAD files to pictures and software.

### **Email is Easy to Filter**

The subject line on an Email makes it easy to prioritize messages. The reader can identify critical correspondence quickly and deal with it accordingly. Unlike regular mail, which needs to be opened and reviewed, or voice mail which requires you to either listen to or scan all your messages for those that require immediate attention.

### **Transmission is Secure, Reliable and Timely**

The level of security in transmitting Email messages is very high. Email is private. Often telephone and fax messages are not. If the address information is correct, rarely does an Email go astray. Fax machines can be out of order or out of paper and this prevents an important message from being delivered in a timely manner. Moreover, Email reaches its destination across the world in a few seconds as opposed to days or even weeks with the postal service. Email doesn't worry about crossing time zones or that colleagues are not in their offices to take telephone calls.

### **Lends Privacy**

You don't have to worry about interrupting someone when you send email. The email is sent and delivered by one computer system communicating with the Internet. Although it is put into someone's mailbox, the recipient isn't interrupted by the arrival of email.

## **Convenience**

You can deal with your email at a convenient time. You don't have to be interrupted when an email arrives, and you can read it or work with it when you have the time. Also, you can send it at your own convenient time. It doesn't have to be written or sent at a time when you know the recipient will be available. This is what we mean by the term asynchronous communication.

## **Dissemination of Information**

Email can be sent to groups of people at the same time. This facilitates collaborative working and efficient dissemination of information

## **Social Preference**

Many people prefer to communicate by email. People are more likely to receive quick but thoughtful responses than if they were using the phone.

## **Simplifying Communication**

Some people become more communicative using email. Email is one of the key building blocks of telecommuting, allowing the culture of home working to develop.

## **Risk Factors – The other side of Email**

The evolution of Information Technology has brought in radical changes especially the way communication happens in the new millennium. But this phenomenal technological stride does have its pitfalls. As every new media has its negatives – the oft repeated complaints received are on the amount of emails -- the spam mails, junk mails et all.

### **Some dis-advantages and limitations of using Email:**

- Email isn't necessarily private. Since messages are passed from one system to another, and sometimes through several systems or networks, there are many opportunities for someone to intercept or read the email. Many types of computer systems have protections built in to stop users from reading others' email, but it's still possible for a system administrator to read the email on a system or for someone to bypass the security of a computer System
- Some email systems can send or receive text files only. Even though you can send and receive images, programs, files produced by word processing programs, or multimedia messages, some people may not be able to properly view your message
- It's possible to forge email. This is not common, but it is possible to forge the address of the sender. You may want to take steps to confirm the source of some email you receive
- It's difficult to express emotion using email. The recipient doesn't have the benefit of seeing your facial expressions or hearing your voice. You have to be careful with humor or sarcasm, since it's easy for someone to take your message the wrong way
- You can receive too much or unwanted email. You can receive "junk" email in the same way you receive other types of junk mail. On the Internet, junk mail is called spam. You may have to take active steps to delete the email you receive and try to stop it from being sent to you in the first place
- You may not know about the person with whom you are communicating. The communication is often all in text and it's possible to get an incorrect impression of the person sending the email. Also, some people misrepresent themselves

## **Conclusion**

Email has created a niche for itself as an Internet marketing tool that is fast, easy to use, inexpensive and effective. Email levels the playing field between the big corporations and small businesses. No longer is it just the big boys who have the resources to access the big advertising houses. Anyone can get their word out there using Email as the method of delivering messages.

The evolution of Information Technology has brought in radical changes especially the way communication happens in the new millennium. But this phenomenal technological stride does have its downside. Effective Email Management has become critical for an organizations survival in the global market place; to provide quality customer service; and to pro-actively compete amidst the cut-throat competition.

In today's global market place the customer has unanimously emerged as the King. For they have choices, have options at hand and are increasingly familiar with the trend and your competitors - and with an open market at their ready disposal, the customers would no longer wait long enough for you to get back to them. From the time you receive an email based customer enquiry, you need to pull and pool all your resources together to ensure customers' satisfaction - first.

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### *Reference URLs:*

<http://www.emailcash.com>

<http://people.umw.edu>

<http://www.certificate.net>