NEXT GENERATION EMAIL ISSUES AND SOLUTIONS

Issues and Solutions

Objective

The objective of this presentation is to analyze the drawbacks in current email clients and propose solutions to implement new features and enhance existing features

Agenda

- Issues in Email
    - General Issues
    - Corporate Specific Issues
- Email - Conceptual Model
- Identifying Solutions

General issues in current Email

- People receive more email than they can handle
- Spending too much time dealing with email
- Being unable to respond to email in a timely manner
- Can't find information they need in email

Corporate Issues in current Email

- If an employee leaves , it is difficult to extract useful information from his mail.

- Email has evolved to a dynamic project management and collaboration tool requiring integration between task lists, appointments, documents, etc

- Handles and present all incoming messages in the same way. Eg: Messages with pictures, Facebook notifications, a project update etc.

Conceptual model of email

Email Conceptual Model
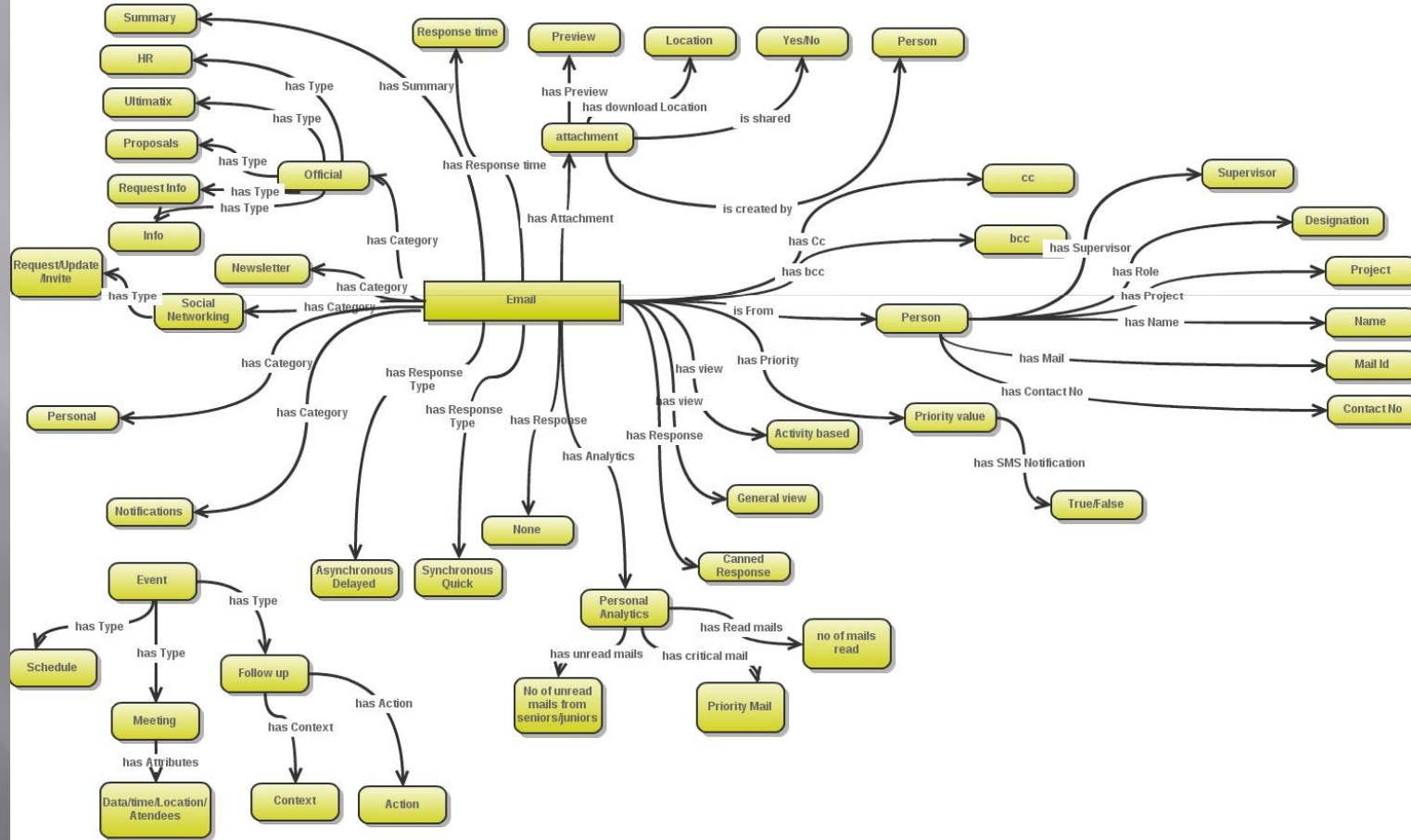
Solutions: A brief Overview

- Manual Currency Assignment
- Automatic Currency Assignment
- Employee Recognition
- Email view
- Relationship Tracking
- Schedule Appointments
- Contacts Management
- Social networking Management

Manual Currency Assignment

- Prioritization of tasks (ie) which email to respond to first according to the currency attached .

- Assumption : Sender and Receiver use the same mail client.

Automatic Currency Assignment

- Sentiment Analysis of email content:

  Negative feedback/comments can be understood and depending on the tone automatic currency assignment can be done accordingly.

- Highly Negative comments get +5 currency and highly positive comments get +1 currency

- Assumptions:

  a) Sender and receiver have different mail clients.

  b) Sender does not have sufficient currency to reflect the importance of the mail

Automatic Currency Assignment contd…

- Assumptions:

a) Sender and receiver are directly connected in the hierarchy through certain number of level(s)

b) Sender and receiver can be related through sibling relationship on the receiver's relationship hierarchy

Address Employee Recognition/tone(Internal)

- Social graph representation of the person's hierarchy wrt your hierarchy.

- Accomplished by logging on to Ultimatix from mail and automatically doing a people search and representing the result to the user as a JPEG/GIF.

- Ensures seamless integration and single sign on.

Email view

Threaded view and summarization of previous
conversations based on cc and bcc

Relationship Tracking

- Track the relationship between sender and receiver (Business/friend/family) .

- Show the strength of the relationship through
a) No of emails exchanged/week
b) History of currencies attached to indicate positive or negative connection

Schedule Appointments

- Automatically schedule appointments instead of dragging and dropping email on calendar
- Mine the date/time of the appointment and automatically update in the calendar
- Save and Block the appointment and send notification mail to the sender requesting the appointment automatically.
- In case of appointments already scheduled, suggest other times the receiver will be available.

Add contacts automatically

- Ask the receiver if he wants to add the user to his contacts when he gets a mail from a new contact / sends mail to a new contact

- Capture the domain from the email address
- Eg: abc@tcs.com. tcs.com indicates a Official contact.

Add social networking platforms

- Email client should ask whether it can add the receiver on any social networking platform from the mail

- Eg: Official - Can send linkedln invite
- Friend/Family : Facebook / Orkut invite

Auto create group

On sending email to the same group of contacts, suggestions for creating a group should be made by the email client

Additional Features

- Creation of Project Wiki and blog to share project related information
- Auto Categorization content wise – newsletters, projects , social networking etc.
- Sharing online documents like SRS, DTD.
- Prediction of average response time
- Summarization of mails beyond a particular threshold
- Personal analytics to keep track of response efficiency

Thank You