

Are Your Company Emails Failing You? Here's Why – And What The Alternative Is



Inundated inboxes

Email inboxes grow by the minute as staff are inundated by messages – often of low (or no) relevance. As a result, staff get message fatigue and emails get ignored.

122 emails are received on average per user, every day. ¹

It's about time

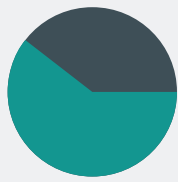
There's no guarantee when staff will see a message – hours, days or even not at all. It's too easy for staff to miss emails. Timing and delivery is unpredictable. Messages get auto-filtered into sub-folders. Emails quickly drop down inboxes as new messages arrive.



Out of office

The workplace of today is changing. Remote staff, virtual teams and mobile workers are all commonplace. Email's low engagement and lack of mobile optimization means these staff miss important messages – and internal communicators can't rely on the channel.

By 2024, **60%** of the US workforce will be mobile workers. ²



Not making the grade

Consumer comms are dynamic and visual – but email no longer makes the grade. Outside of work, staff receive digital content in appealing, visually-rich ways. They expect this richer content experience in the workplace. The flat, tired quality of email doesn't stack up, and staff engage less as a result.



Shot in the dark

Integrated, cross-channel communication is far more effective. As in advertising campaigns, using a variety of formats helps reinforce messages and build momentum. The 'one and done' nature of emails lessens the likelihood of being heard.

Consumers need multiple message exposures to cut-through – up to **10 times.** ³

Get to the point

The long-form nature of emails is at odds with the current preference for concise, bite-sized info chunks. Consumers' reading habits have changed. They're now skimmers of text, snackers of content. Delivering short bursts of highly-focused information aligns with them far better than long-winded emails.



Sources: 1. Radicati Email Statistics Reports 2. International Data Corporation report 3. ResearchGate Advertising Repetition report

Email has its place, but when it comes to engagement, new tools and strategies deliver far greater results.

SnapComms market-leading communication software is trusted by more than 2.5 million employees in 75 countries worldwide.

Dynamic, visual tools bypass email to truly engage employees – wherever they are, whatever device they're on. From urgent notifications to awareness and behavioral change, SnapComms helps internal communicators and businesses get employee attention.

