



Meetr.ai

AI driven communication strategy

"Client Email analysis report"

Overview

Integration and analysis details

Directory integration

- Microsoft 365

Data collected

- 1 year historical data

Organization units included

- Entire organization: Management, Developers
- No sub organization units were included

Customizations and Segmentation

- Customizations:
 - None
- Segmentation:
 - Segmentation by user type (LeanMail users VS Non-LeanMail users)
 - Performed on entire data set without focusing on specific Organizational unit

Additional comments

- Weekday starts at day 2 (Monday)
- Weekend is during day 7 and 1 (Saturday-Sunday)
- Work hours are between 8am-18pm

Meetr's approach and method

Meetr has developed a unique approach in order to provide an objective analysis that reflect on the primary communication elements of the organization.

We've collected the relevant email communication data, enriched it on various levels and by using Meetr unique knowledge graph and AI learning, established a baseline of communication culture and habits.

The focused analysis categories visualizations are presented in the next chapters of the report together with our findings and insights.

Overview

Key takeaways

- Email communication is mainly conducted during business hours or slightly before with Management coping with higher volumes and tending to focus their communication to specific times of day.
Relevant category: Time preferences, Responsiveness
- External communication is the main target of email communication in the organization. Suggesting that emails are mostly used as an externally facing tool.
Relevant category: Distribution
- Overall, response rates are similar between organizational unit's with a slight gap in External communication respond as Management show slightly higher response time.
Relevant category: Responsiveness
- Although Management show handling more email communication per day (session analysis), their blocker score is higher than Developers. suggesting that Management does not manage to cope effectively with the entire email communication volume.
Relevant category: Responsiveness
- LeanMail users show a more “focused” email behaviour, showing less sporadic spread throughout the week and time of day while focusing more on main clients and partners. LeanMail users also being more session effective and showing lower blocking score.
Relevant category: Time preferences, Distribution, Responsiveness

Analysis category- Time preferences

Category insights:

- Overall, email communication is not capped to the official working days and hours showing communication being done outside of the official working time.
- Management are coping with higher daily volumes of emails and tend to focus their communication to the first half of the day.
- LeanMail users tend to evenly spread their communication effort throughout the working week (1-4) and tend to focus their communication effort to specific times of the day. Non-LeanMail users are more sporadic throughout the days and hours of day.

Email by day of the week

Analysis findings:

- Developers have most of their email traffic on Sundays, Mondays and Wednesdays (60% of total communication).
- Management users have their traffic somewhat evenly distributed between Saturdays through Wednesdays (82 emails on avg), with a slight peak on Wednesday (91 emails), and these days account for most of the email volume (66%).
- LeanMail users have their traffic evenly distributed between Sundays through Wednesdays (99 emails on avg), with a slight peak on Monday (111 emails), and these days account for most of the email volume (75%).
- Traffic gaps between LeanMail users and non-LeanMail users are the largest on Mondays (65%), with LeanMail users having much lower email volumes than non-LeanMail users.

Emails by weekday (OU)



Emails by weekday (LM)

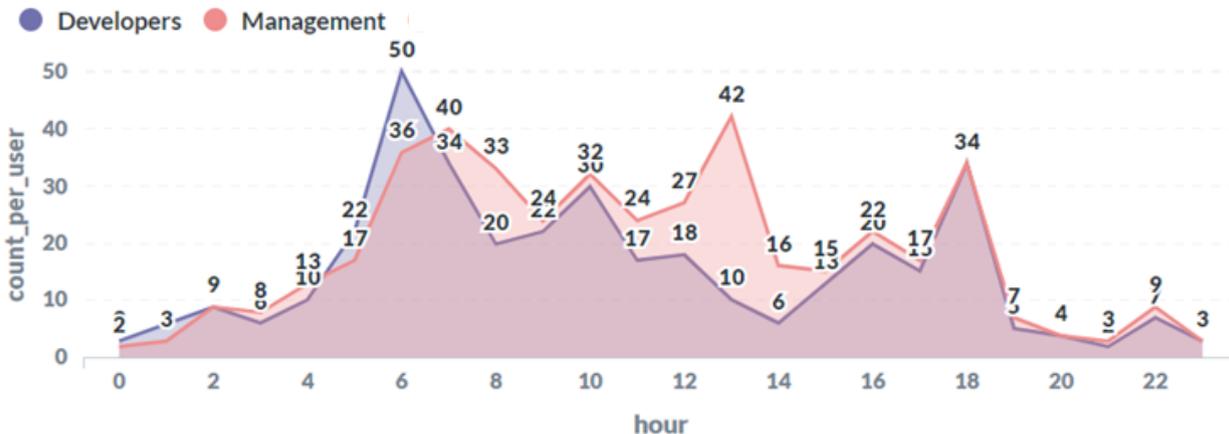


Email by hour of day

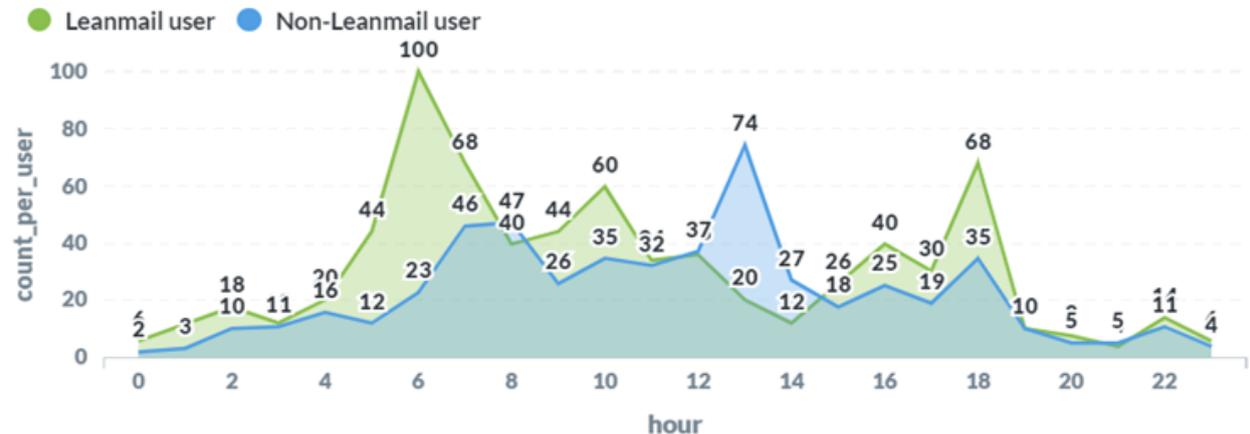
Analysis findings:

- Developers have higher traffic in the edges of the day (6am-10am, 16pm-18pm).
- Management users show low to no email communication after 16pm.
- Most email traffic is happening in the mornings between 6-10am.
- LeanMail users have peaks of traffic in the beginning and end of the day (4am-8am, 14pm-18pm). compared to non-LeanMail users which have a peak at mid-day (13pm).
- LeanMail users have much more email traffic between 4-8am than non-LeanMail (103%).
- LeanMail users have more email traffic between 14-18pm than others (41%).

Emails by hour (OU)



Emails by hour (LM)

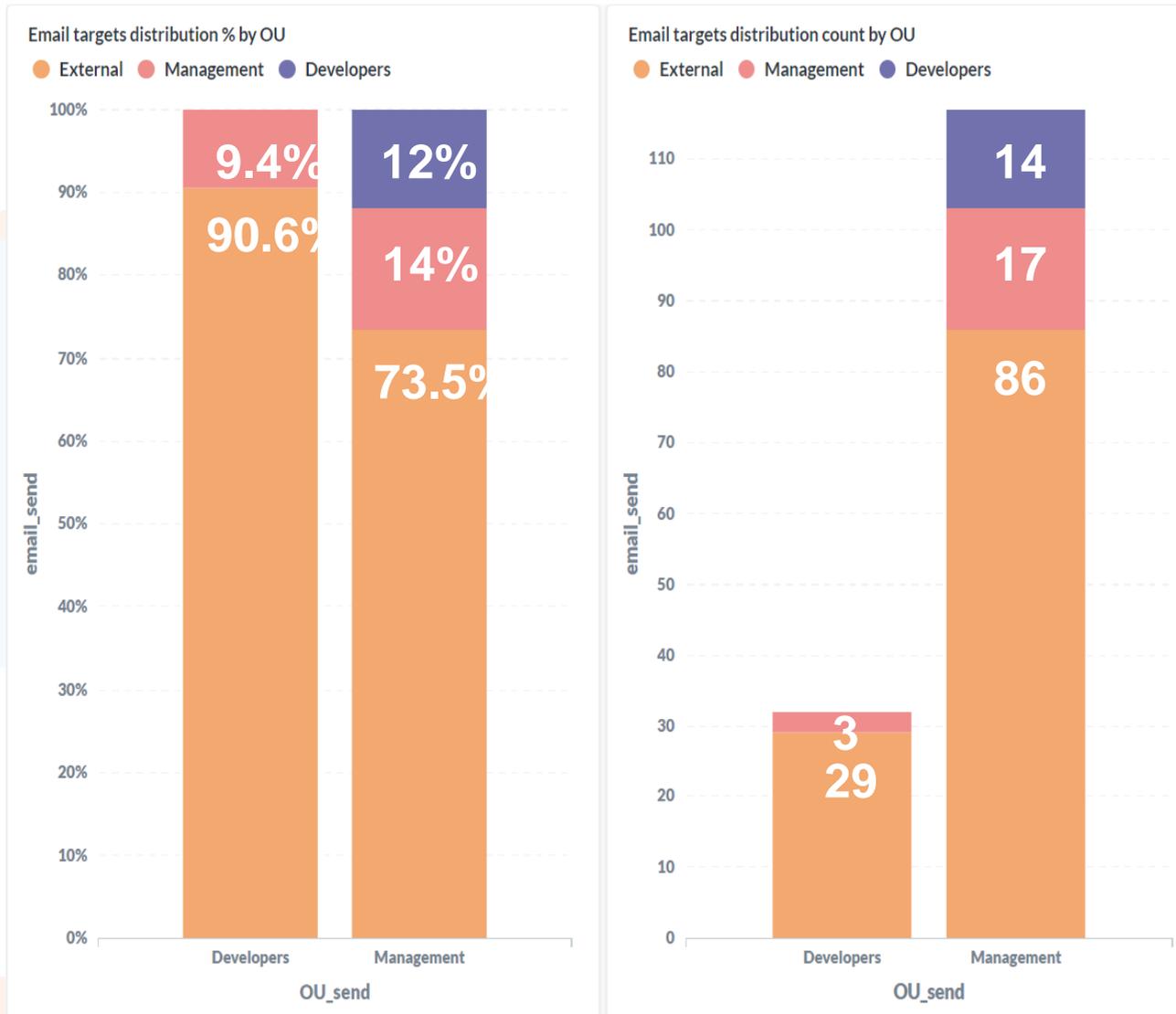


Analysis category- Distribution

Category insights:

- Management users are much more email heavy than developers. They spend more time per email, sending significantly larger volumes.
- Most emailing efforts are spent on external communication, furthermore developers are having no internal emails at all. Suggesting that emails are mostly used as an externally facing tool in the organization.
- LeanMail users in the organization display a much more 'focused' behavior in terms of email distribution. Their average email is less time consuming and their targets are very consolidated, with the top 7 targets accounting for all external communication.

Email target distribution



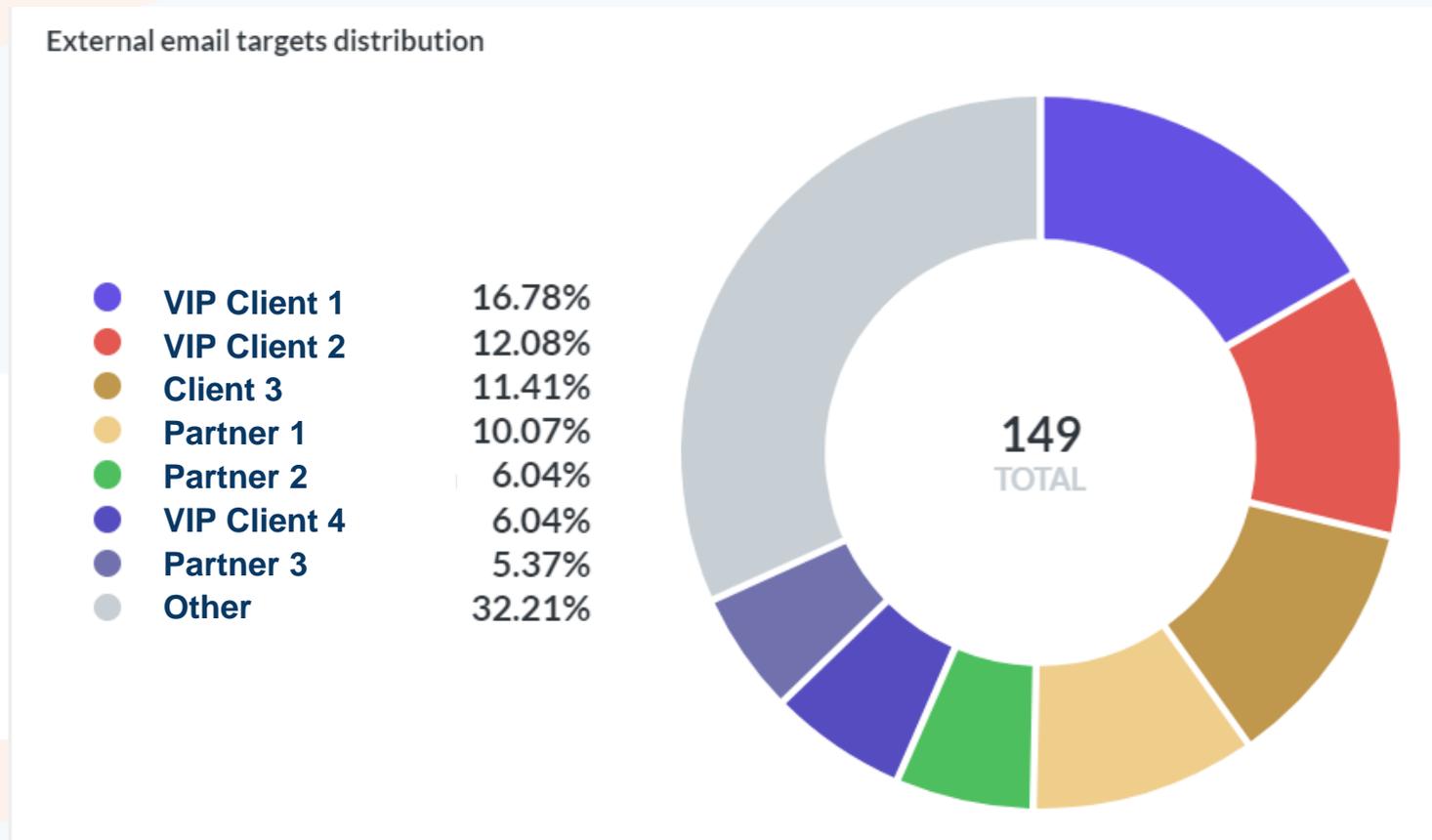
Analysis findings:

- Management respond internally in similar proportions (14.5%, 12%).
- Management mostly email external targets (73.5%).
- Developers mostly email external targets (90%) and do not email internally at all.
- The average developer user sends (72%) less emails than management users.
- The average management user sends 3x the amount of external emails than the average developer.

External email target distribution

Analysis findings:

- External email communication is customer heavy. Top 3 VIP accounts amount to 35% of total volume.
- The communication is very consolidated with top 7 targets accounting for 68% of total volume, top 4 customers account for 46% of total volume.



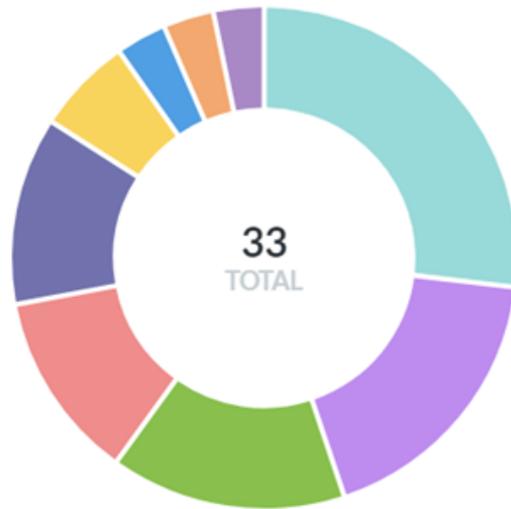
External email target distribution (LeanMail VS non-LeanMail)

Analysis findings:

- LeanMail users are more target focused. Top 7 targets account for 97% of total volume compared to 80% for non-LeanMail users.
- LeanMail users communicate more with VIP customers, 51% compared to 4% for non-LeanMail users.

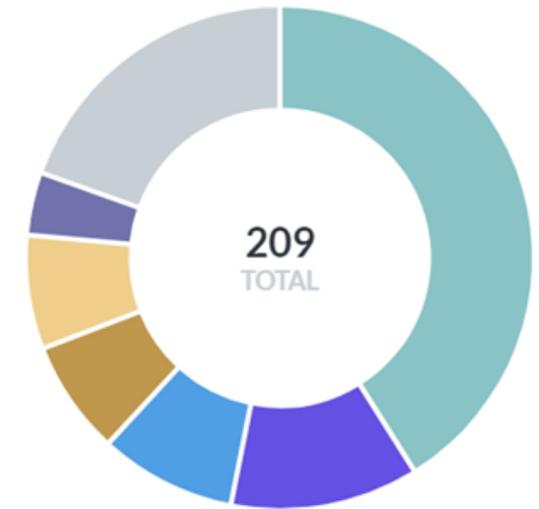
External email targets distribution (LM user)

VIP Client 1	27.27%
VIP Client 2	18.18%
Client 3	15.15%
Partner 1	12.12%
Partner 2	12.12%
VIP Client 4	6.06%
Client 5	3.03%
Client 6	3.03%
Other	3.03%



External email targets distribution (non_LM user)

Client 1	41.63%
Client 2	11.96%
Client 3	8.61%
Partner 1	7.18%
Partner 2	7.18%
VIP Client 1	3.83%
Other	19.62%

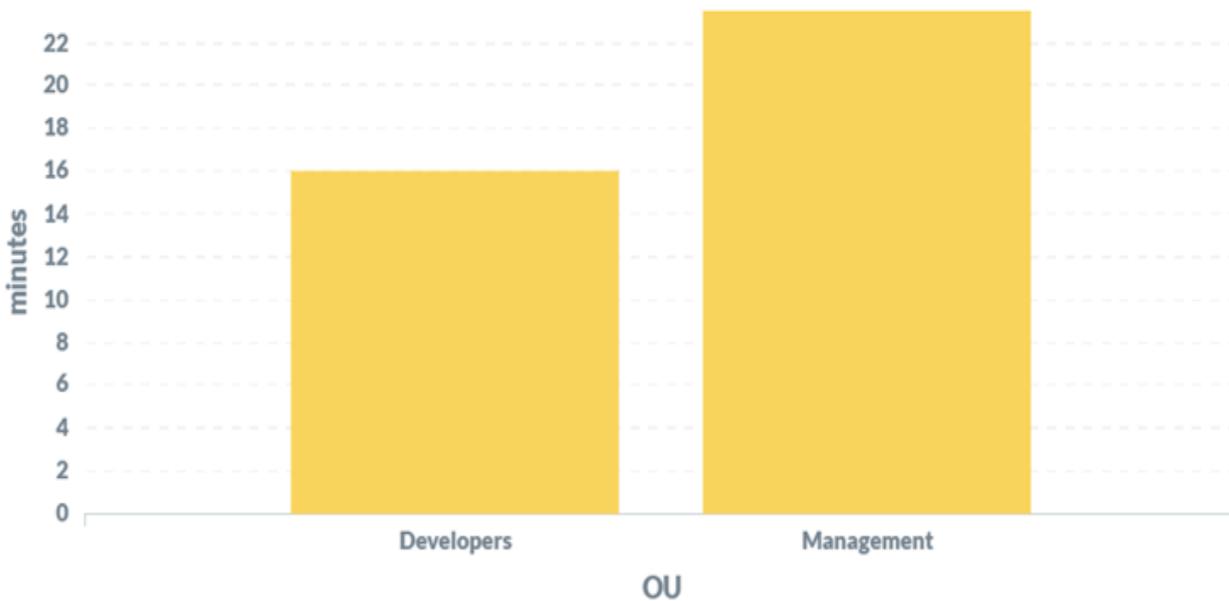


Average email write time

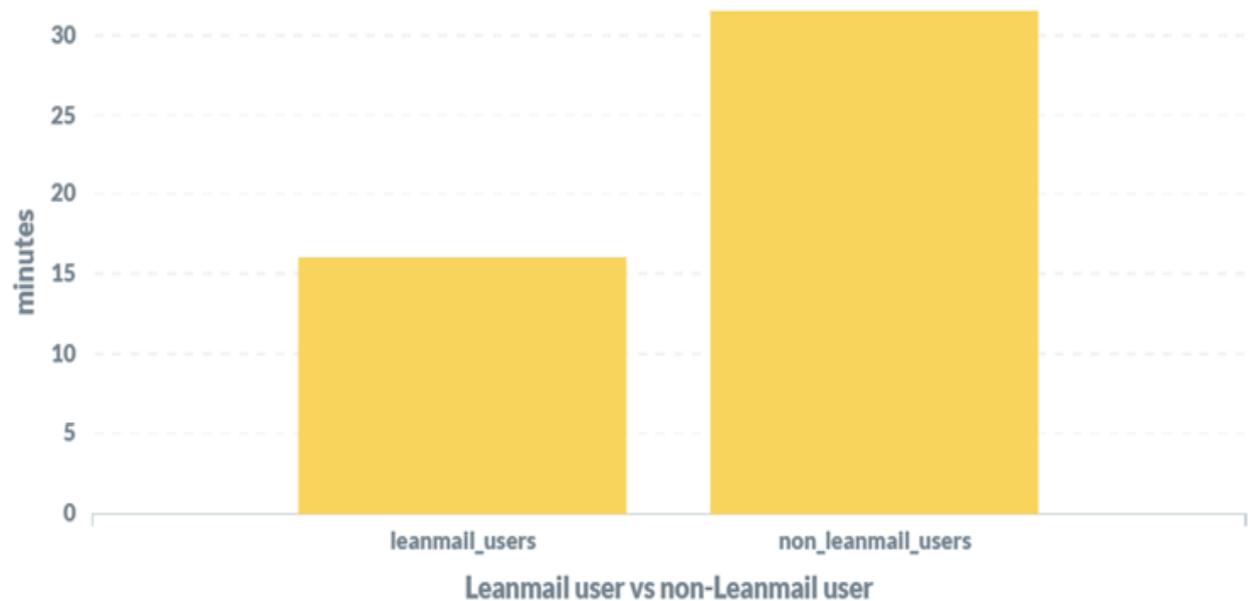
Analysis findings:

- Management spends the most time on an average email (23 minutes), 50% longer than Developers (15 minutes).
- LeanMail users spend less time on an average email (15 minutes), 52% less than non-LeanMail users (31 minutes).

Emails read & write time spend (avg per employee per OU)



Emails read & write time spend (LM)



Analysis category- Responsiveness

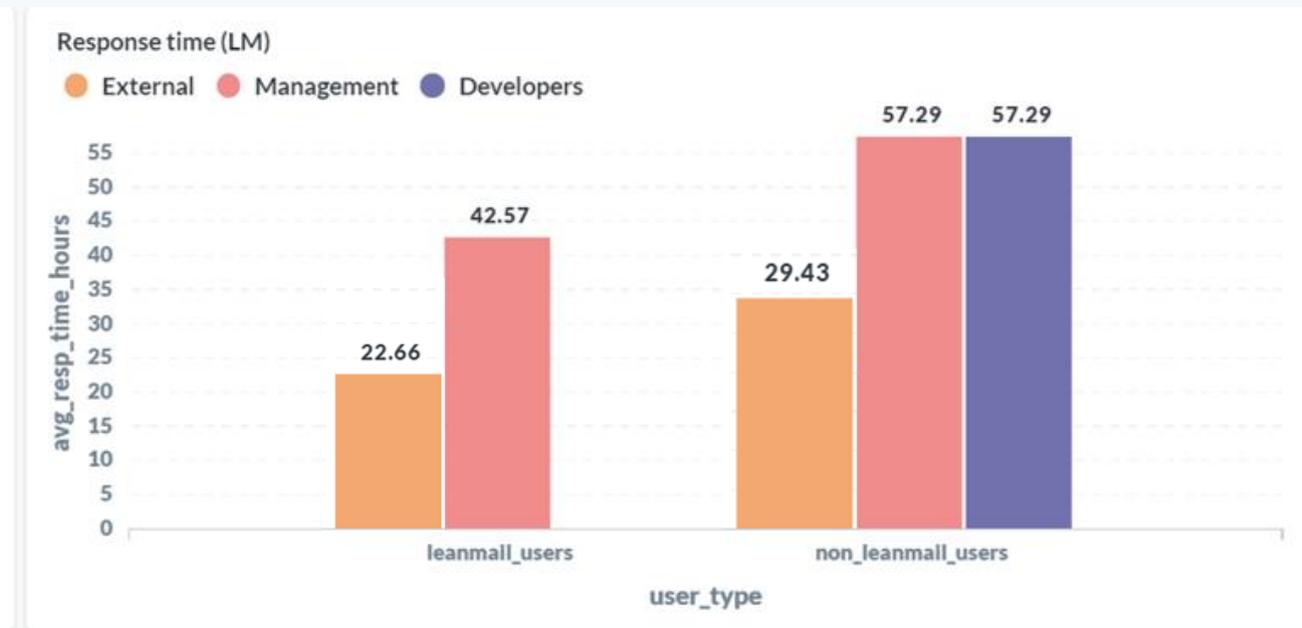
Category insights:

- Developers act similar to Management in terms of internal responsibility while being less intense in their sessions. Suggesting that their short response time for external emails is key for their low blockers score.
- Management users are more intense in their sessions in terms of volumes, time and capacity; similar in their response time internally but take longer in their external responses than developers. In addition to their high blocker score it suggests that external communication to management has the highest dependency.
- LeanMail users are more effective in their sessions, handling higher capacity volume, respond faster and has lower blocker scores. This suggests that the most important implication on the email flow is session effectiveness.

Response time

Analysis findings:

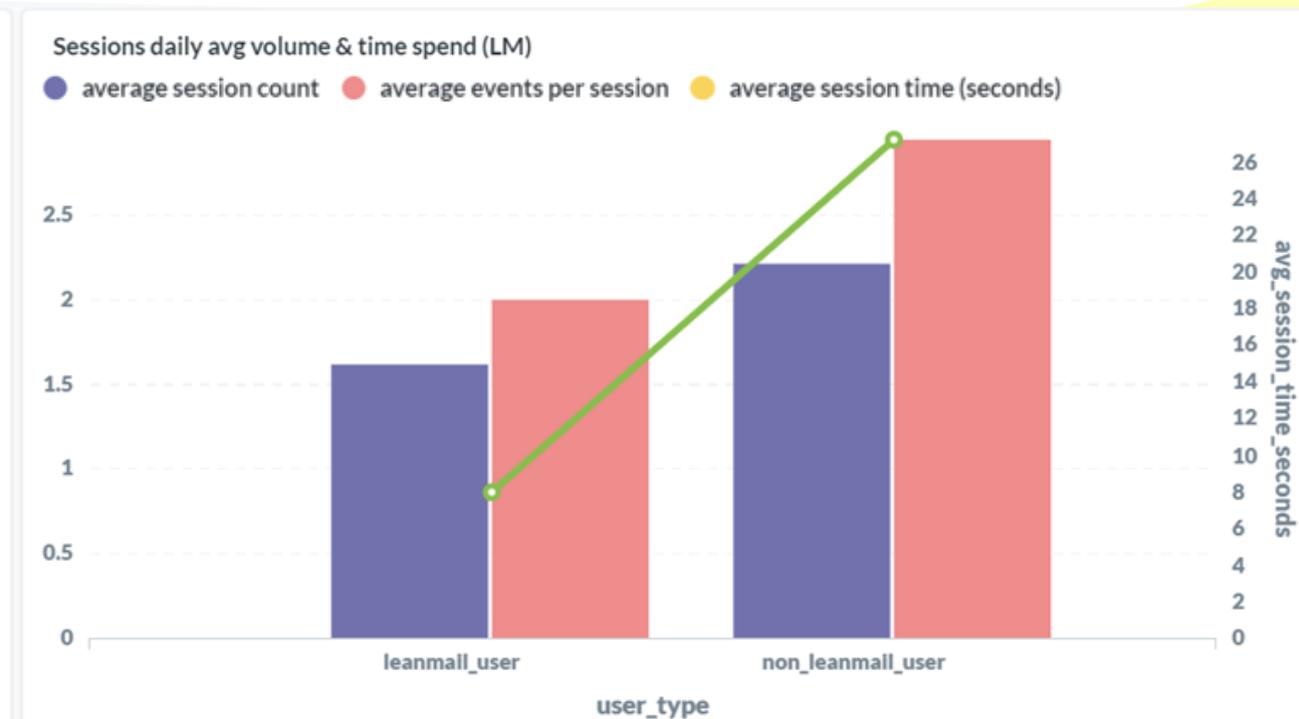
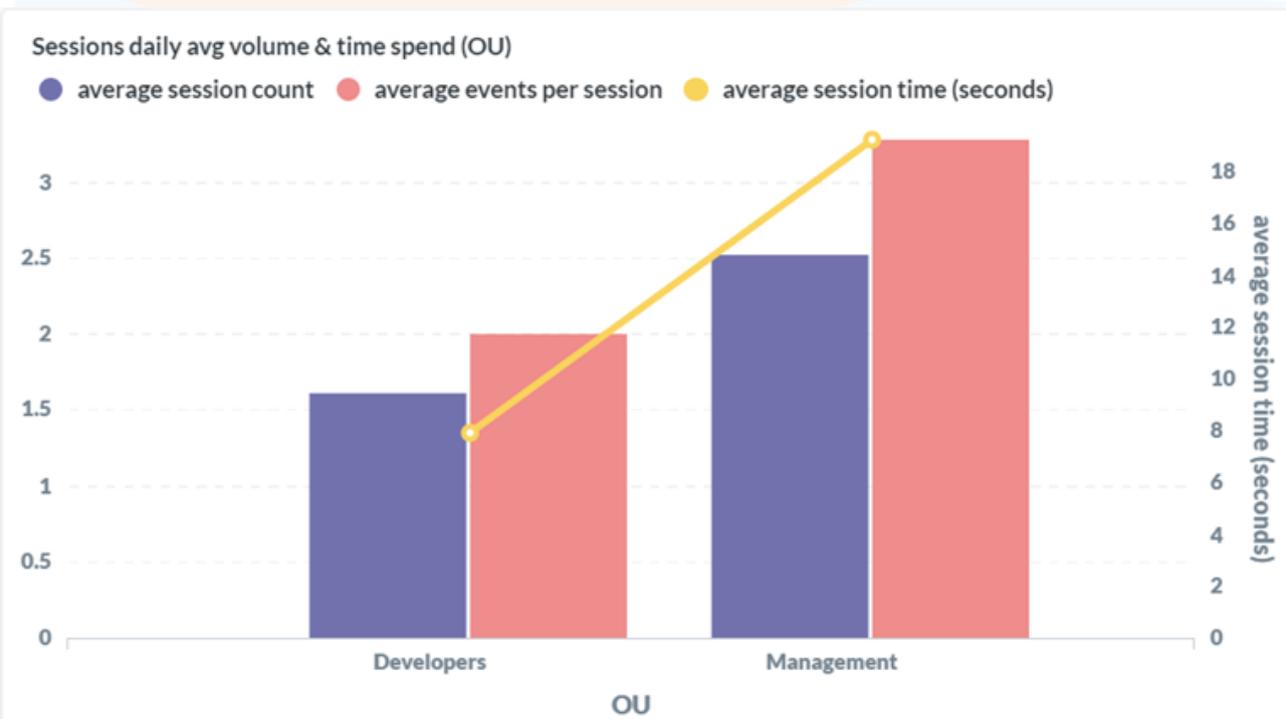
- Developers are similar to Management regarding responsive speed to internal email (57.29 hours) and respond faster to external emails (77%).
- Management users are slightly more responsive internally (13%) than towards developers while responses to external emails are faster (58%).
- Overall, LeanMail users respond faster via email communication than non-LeanMail users, both in External communication (30%) and in Internal communication (26%).



Session analysis

Analysis findings:

- Management are more session intensive, having more session per day (55%), longer session duration (141%) and higher volume of emails per session (64%).
- LeanMail users have fewer sessions (-73%) but are more effective in terms of handling email capacity (66%).



OU	Average session time (seconds)	Average events per session	Average session count (per day)
Developers	7.96	2	1.62
Management	19.25	3.28	2.52

User type	Average session time (seconds)	Average events per session	Average session count (per day)
LeanMail	7.96	2	1.62
Non LeanMail	27.25	2.95	2.21

Blocker score

Analysis findings:

- Management are the biggest blockers in the organization (0.62), 55% higher than developers (0.4).
- LeanMail users are significantly less blockers (0.4), 46% less than non-LeanMail users (0.73).



LeanMail product tips and hints

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Your next chapter with Meetr.ai

This package details a sample of the entire Meetr.ai platform capabilities, delivering an ad-hoc email analysis and a small taste of the total capabilities Meetr.ai has to offer.

By using Meetr.ai in its full scope, you will be able to:

- **Integrate multiple communication channels:** text and behavioral (audio/video)



- **Unlock additional analysis categories:** Call conduct, Sentiment, Topic analysis, Communities, Social aspects and many more...
- **Unlock additional solution features:** Prediction, Optimization recommendations, Policy editor, Single employee feedback
- **Unlock additional UI capabilities**

Contact us at Hello@Meetr.ai for a personalized POC/Pilot options and full integration process.

***By purchasing this package, you are entitled for a 15% discount on your next chapter with Meetr.ai.**