

BUSINESSMAIL FOR MICROSOFT OUTLOOK

On a daily basis, DS NORDEN receives 10,000 emails and today most of these arrive in the function-based mailboxes. Previously, this large amount of emails brought along challenges because the employees in each department needed to cooperate around shared email communication. Hence, it had to be easy for all employees to search for email threads and quickly identify which emails were relevant to them. Thus, using individual email clients was not useful, as too much information was lost in personal inboxes.

NORDEN

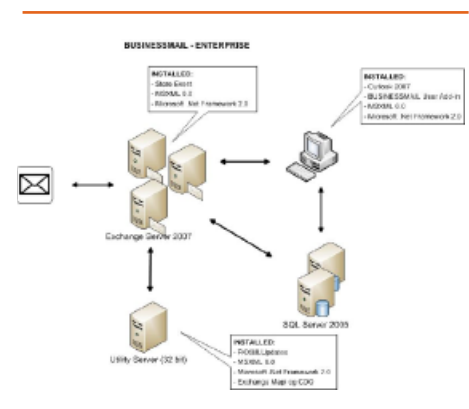
Before using BUSINESSMAIL, DS NORDEN used a different system for handling organizational emails, but this system had several challenges attached to it. First of all, it was a separate system that was not integrated with Microsoft Outlook or any other part of the Microsoft Office suite. Secondly, the further development of the system compared to the world-wide technological development was simply too slow.

DS NORDEN started to search for other systems and got in contact with the A.P. Moller - Maersk Group that was using the initial version of BUSINESSMAIL. DS NORDEN liked the basic ideas of the system and especially its integration with Microsoft Outlook, but the system needed modifications to suit DS NORDEN's requirements.

BUSINESSMAIL

BUSINESSMAIL ensures that the email communication at DS NORDEN is shared between all employees. Keywords are automatically assigned to each email so that all employees are able to see who is responsible for it, what it concerns, and if anyone has responded to it. Keywords are assigned based on e.g. sender, subject, or content. In DS NORDEN, the automatic keyword function captures approximately 90 percent of all emails, leaving 10 percent of remaining emails to be read by all employees. These 10 percent consist of junk email, general information, and emails that the automatic keyword function do not capture.

In addition to the keyword function, each email is also assigned a reference number, which allows for easy search of email threads and provides all emails with a unique reference. Thus searches can be based on various criteria, such as keyword, reference number, subject, sender, or content. Furthermore, it also becomes easier for employees to follow various communications across countries and or business units. This enables employees at DS NORDEN to capture relevant information and follow case progress at any hour of the day.



BUSINESSMAIL ensures that all email communication is shared between employees and that no emails are saved in personal inboxes.

“ BUSINESSMAIL ensures that critical information is available to all employees at the same time regardless of where in the world they are located. This makes them able to respond to new information, quickly search for relevant cases, and follow up on the progress of these cases, which makes us less dependent on individuals. In our line of business, quick response to emails is very critical and may save us several millions of dollars. ”

Senior Training Manager
Michael Steinfeldt
DS NORDEN



INFORMATION FLOW

DS NORDEN saves a lot of resources since its employees no longer need to skim through the 10,000 emails that the company receives in the function-based mailboxes every day. Furthermore, they are relieved of having to read all the irrelevant emails in which they have been put as CC. Michael Steinfeldt states that, before they started using BUSINESSMAIL, many of the employees spent up to 3 hours every day skimming through emails in order to be sure not to miss important information.

He estimates that BUSINESSMAIL has enabled employees to cut an hour and a half of reading emails every day! This means significant time savings, which manifests itself on the bottom line, but also in terms of increased focus on the real issues. A simple calculation, based on the 150 employees at DS NORDEN who are using BUSINESSMAIL, shows that the company is saving 225 working hours on a daily basis.

In addition to the internal issues which BUSINESSMAIL solves for DS NORDEN, external issues are also resolved. For instance, BUSINESSMAIL has a quick search function performed against a SQL server, which allows an operator to search for information while he or she is on the phone with a customer. This, of course, increases customer service, as the information flow increases.

TESTIMONIAL

Michael Steinfeldt states that BUSINESSMAIL is of great significance to DS NORDEN, as it is crucial to the company to be constantly aware of what their 250 ships are doing. This is especially important as ships may be sailing in the wrong direction or receive delayed port information and thus, incurring additional expenses. Moreover, in the unfortunate case that a ship runs into an accident, the company must be able to respond to enquiries from the authorities as soon as possible. This means that BUSINESSMAIL must constantly be accessible in order to ensure fast communication with e.g. ships and shipping companies.

FACTS

- Extension for Microsoft Outlook that combines personal and function-based mailboxes
- Cooperation and shared insight into all emails
- Quick search for emails and email threads
- Reference numbers are assigned to all emails
- Keywords are assigned to all emails based on e.g. subject, sender, or content
- Keywords determines the person responsible for the email
- Less dependency on individuals

ABOUT FISCHER & KERN

Fischer & Kern develops and markets products and solutions for Microsoft Outlook and Microsoft Exchange that improve our customer's administrative business processes.

Our competence and focus lie within the Microsoft Information Worker solutions area.

We were established in 1999 and our business is based on healthy market conditions, with time to engage in the specific customer's problems and needs.

