

Do more. Faster. Right from your inbox



YuDoGlobal's innovative YuDoMail solution makes organisations more profitable & reduces operational risk by solving their business Email Pain Points.

"We trialled YuDo over 18 months ago to solve a growing problem in one of our teams. They had lost control over their client communications, which was impacting their customer experience and their ability to provide the service they wanted. We replaced Microsoft Outlook as their client email platform. The benefits were immediate, and they have now been using it successfully - and happily - ever since. In fact, the program worked so well that we now have every one of our 180 staff using YuDo - including our support teams. At a stroke, it has made our client communications measurable and accountable, and our staff love the functionality and ease of use. Moving off YuDo is now unthinkable!"

~ Reg Bamford | Founder and CEO - Sable Group

The Client

Sable brings together a group of companies that specialise in unique financial and immigration services for businesses and individuals. Their clients are 'global citizens'; individuals and SMEs with international interests like wealth, property, clients, suppliers and family abroad. For three decades, they have provided their clientele with expertise tailored to their unique circumstances with direct access to experienced professionals.

The Challenge

Solve the issues around control and management of client communications in order to ensure a positive customer experience and provide the high standards of response turnaround and accuracy that Sable expects of its teams.

Key Requirements:

- Provide a tangible improvement in the customer experience minimising the possibility of bad client service and missed opportunities due to delays in response times and missed emails.
- Value for money and predictable cost profile over the many years of email management ahead.
- Strategic deployment with minimal risk and disruption, integration with existing infrastructure and easy to implement and manage
- Visibility to email workload; accuracy, volumes and response times.

The YuDoGlobal Solution



YuDoGlobal was selected based on their expertise and experience in the Financial Sector of improving response times and managing business risk in email. YuDoGlobal helped Sable shape and structure a two-stage deployment strategy of YuDoMail, breaking down the technology and business change elements into manageable project phases. A two month pilot with support and training, followed by a seamless handover back to business as usual for self-administration. Following the success of the project YuDoMail was ultimately rolled out in the entire organisation in several sprints, giving Sable complete visibility into its business Email workload across the entire firm and increasing the benefits across the entire organisation.

Defining the Best Way Forward



Case Study - At a Glance

Company

- Sable Group (www.sable-group.com)
- Industry: Financial Services
- Number of Email Users: 164

Objectives

- Improve control of client communications & improve customer experience
- Reduce Email overload
- Give visibility into email workload
- Make client communications measurable & accountable.

Benefits

- Reduced an average users time spent managing their inbox by 55% equating to 300 hours saved a year per employee.
- Illustrative value: At an average salary of 40k per employee that equates to a saving of £106,600 for the entire firm (We cannot disclose the avg. salary at Sable).
- Transparency of their email workload with clear ownership & control within their teams.

- Provided Functional and Technical analysis to define the businesses objectives & how to align these with YuDoMail's functionality to be a business enabler.

Implementation

- Provided a streamlined implementation and set up process that required minimal input from the business, reducing challenges involved in innovation within complex global organisations. Operational risk was reduced by running the pilot phase in parallel to Sable's existing email solution. Our cloud solution integrated seamlessly with Sable's existing exchange infrastructure
- A smooth transition into production and handover of ownership to business as usual
- Access to YuDoMail Customer Champions for queries and support

Training & Metrics

- Ensured that stakeholders and users received adequate training on both the solution & expected benefits
- Throughout the Pilot Phase YuDoGlobal provided personalised metrics to identify gaps in End User activity on YuDoMail with follow up sessions on best practice and in depth training as needed; and to highlight insights into decision driving information and trends, such as user productivity, team effectiveness, response times and SLA reporting

Achieved Objectives

- ✓ Sable recouped 55% of the time an average user was spending on managing their inbox equating to approximately 300 hours saved a year per employee. This saving resulted in faster responses to complex contractual and legal enquiries and sped up review cycles and allowing the business to meet customer demands
- ✓ Transparency of email workload with clear ownership and control within team. Employees gained the ability to track cases efficiently and to respond appropriately.
- ✓ Improved timeliness of response and accuracy demanded by clients, allowing the business to build longer lasting, more engaging and profitable relationships.
- ✓ Real time data extracts and metrics with decision making information at management's fingertips making their client communications measurable and accountable.

Additional Benefits

- ✓ Improved communication standards and accuracy with built in templates for recurring query types and requests
- ✓ Improved resource allocation based on metrics
- ✓ Achieving high reduction of response time whilst maintaining and consistently perfecting quality of responses
- ✓ High management visibility to dashboards with real time email data and trends for the whole firm
- ✓ Accurate reporting on types and volumes of issues, queries and requests received via email
- ✓ Statistics on user and team efficiency
- ✓ Ability to identify and action cross selling opportunities, and to track individual user input to new opportunities

For more information, please contact yudo@yudomail.com