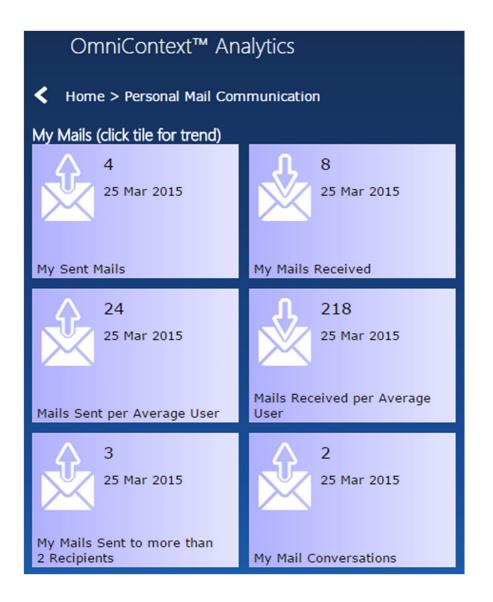# Improving Productivity in an Enterprise with OmniContext™ Personal Analytics

Customer Story

Making detailed knowledge of own work and communication habits to all employees integrates with major company initiatives to foster self-improvement and better efficiency across all levels and business units.

Business Background

Personal analytics has been steadily gaining popularity among the enthusiasts of individual efficiency. It uses the latest computer and mobile technology to understand how you spend your time and what people are important for your network. Once you know that, you can understand and change your habits to become more efficient. Furthermore, it is actually fun and becomes increasingly popular with many professionals across all sorts of business.

This approach to improving productivity can benefit not just a single person, but also an entire organization.

The Challenge

A large European industrial company with factories and offices worldwide has adopted a major initiative to develop more efficient work habits. In the context of this initiative, the way of working with e-mail was identified as one of the very important efficiency factors across all facilities offices and all employee categories.

Each of the more than 120,000 employees is receiving on average about 80 e-mail messages daily, plus a substantial number of phone calls and regular meetings. Just reading and writing those e-mails takes on average almost 10 hours a week. This is much, and at the same time calling it „information overload" would be an oversimplification.

Staying competitive in today's hyper-connected world does indeed require to do many things during one day. Sometimes those 80 e-mails are not necessary at all, sometimes they may be of critical importance. The best way of handling them is to develop a conscious habit of understanding what is important and what is not. The time spent for reading and writing e-mails has its very substantial value, so this value has to be in line with the importance of those mails and the decisions based upon them.

The Chosen Approach

In order to raise awareness to this important productivity factor, the executive board of the company has asked the human resources department to find a way of presenting individual details of e-mail activity to each employee. This was complemented by a wide program of training and coaching about efficient work with e-mail, phone calls and meetings.

OmniContext™ Personal Analytics turned out to be a perfect instrument to help establish such conscious and rational work habits. A small diagram with the number of daily e-mail messages was included on the Intranet web site of the company just next to the company's current stock price.

Whereas the stock price was obviously the same for everybody, the e-mail details were individual and showed everyone's own numbers. Those who were interested could follow a „show me more" link to a personal web page with details of their e-mail activity on a daily, weekly, and monthly basis, as well as average numbers for the entire company.

The Results

These metrics have attracted much more attention than originally expected. On a daily basis, more than 15 % of all those who visited the company's Intranet portal, followed the link for additional information and reviewed the details of their e-mail working habits.

Three months after the project had been started, more than a 10 % decrease in average e-mail activity was registered across the organization. Very remarkably, the count of e-mails sent to more than two persons decreased by approximately 40 %. The human resources department has received numerous positive comments from those who found themselves to be substantially more productive with this new level of detailed knowledge of their own working style and habits.

The average time gained for productive work and business value creation was equivalent to having almost 2,000 more employees in the organization. One of them commented: „for the first time since many years, we have seen so well quantified case of information technology improving productivity of my work".

About the Technology and Its Maker

OmniContext™ Personal Analytics are used by thousands of individual and enterprise clients worldwide to understand how they work and to use this knowledge to become more efficient in their professional life. OmniContext™ is a cloud-based mobile product by Hypersoft Information Systems of Munich.

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