



# THE POWER OF MEASURING EMPLOYEE EMAIL

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We're on a mission to make meaningful internal communication easy. Banatatag is dedicated to building tools that save you time and improve your employee communications, while building an incredible community of experts, practitioners, and educators to elevate internal communication professionals and their organizations.

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Over the past five years, the Internal Communication (IC) field has grown at an unprecedented rate. In a 2020 study of 1,000 global communicators, respondents across all company sizes indicated that the number of full-time employees dedicated to IC had grown over the previous year <sup>(Gallagher)</sup>. With the emergence of Slack, Microsoft Teams and other products targeting employees, communicators also have a greater diversity of tools available to support their IC objectives.

Despite the popularity of these new communication channels, communicators continue to rank email as the most effective internal digital channel and the most used feedback channel. Yet organizations often still struggle to use this powerful medium effectively.



Let's explore some of the common challenges communication professionals face with employee email.

# CHALLENGES WITH INTERNAL EMAIL

Cutting through the noise  
to focus on what really matters



Email is challenging to get right because it is widely overused.

Communication professionals are competing for their audiences' attention against many other senders.

**269+**

**BILLION EMAILS**

are sent every day—that's 149,513 every minute (Campaign Monitor)

**28%**

**OF THE WORKWEEK  
READING AND RESPONDING**

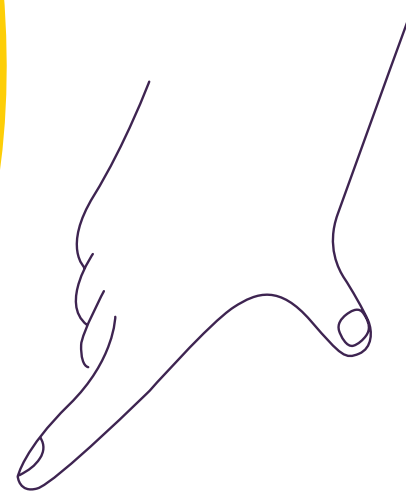
The average person spends 28% of the workweek reading and responding to email (Plummer et al.)

**62%**

**OF THE EMAILS  
ARE NOT  
IMPORTANT**

According to SaneBox, the average inbox contains only 38% important, relevant emails. This means 62% of the emails in the average inbox are not important (SaneBox)

With those figures in mind, any internal communicator has to ask:



**Are employees reading our emails?**

Since there is no limit on the length of internal newsletters, writers are often bombarded with content submissions from departments across the organization. The resulting product often includes too much content and requires hours of re-formatting to ensure tonal, visual, and structural consistency.

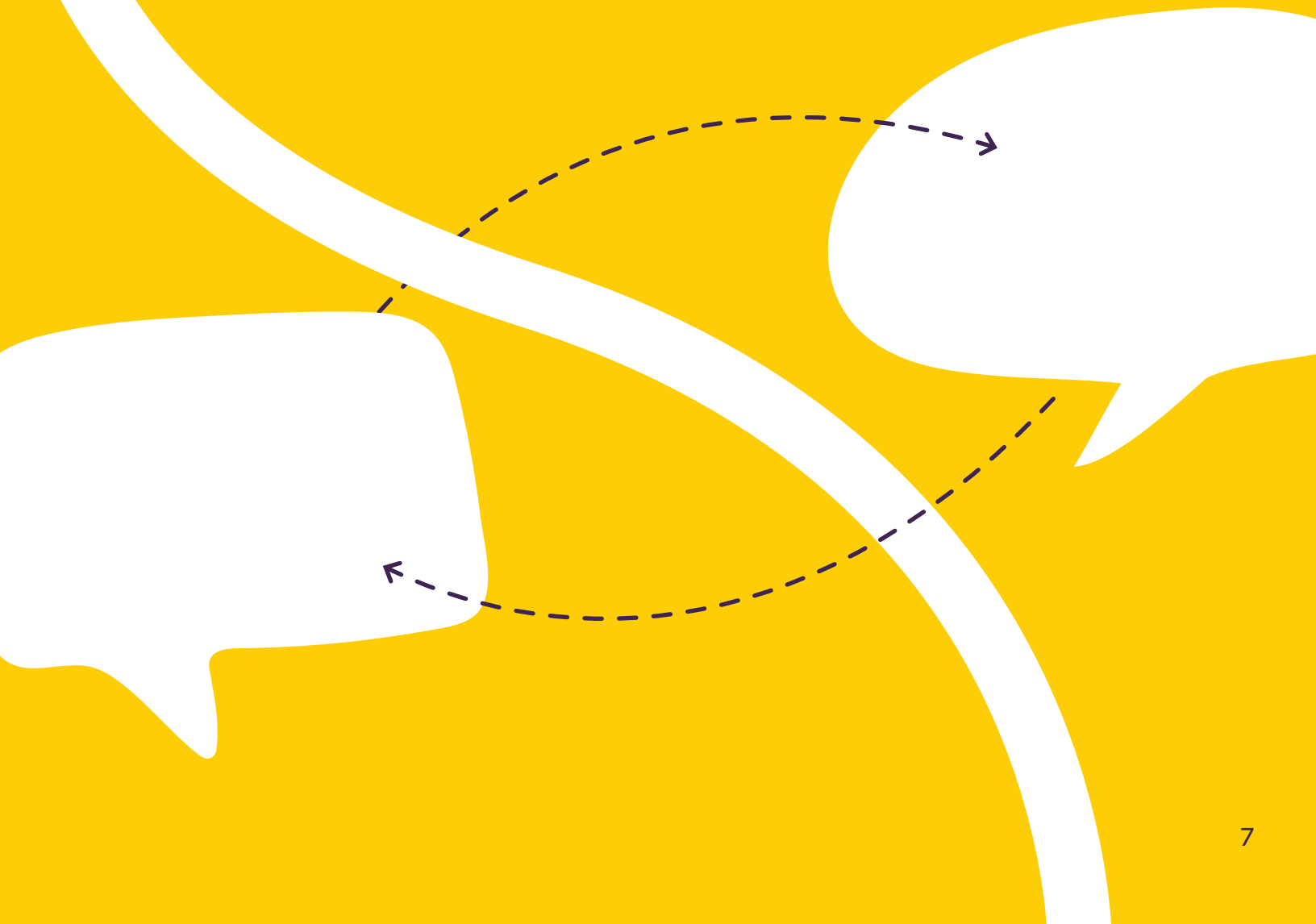
**Do employees consider our emails important?**

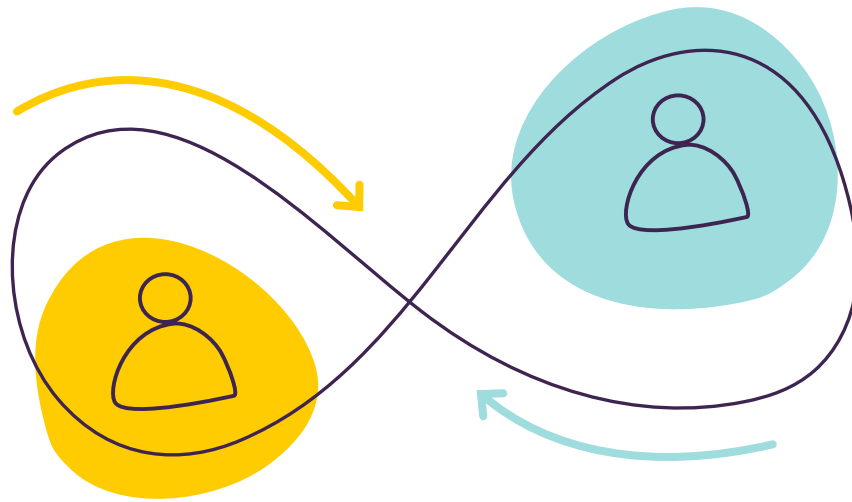
In spite of the time investment required to prepare a quality newsletter, it's challenging to know what content is resonating with the audience. In order to deliver the right messaging to the right audience at the right time, communicators have to be selective and curate content. However, being selective about what makes the cut can be political when all stakeholders consider their information essential.

**Are we getting through?**

**Without measurement, it's almost impossible to validate assumptions about which content is actually important to employees and ensure that your messaging is really providing value, rather than getting lost in the noise.**

# ENCOURAGING TWO-WAY CONVERSATION

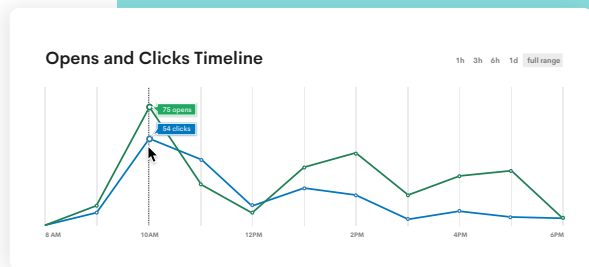




Neuroscience tells us that our brain activity synchronizes with each other during two-way conversation—an indicator of successful communication (Glaser). The lesson that communication professionals can take from this is that when communication is two-way, the listener is more likely to engage with the information they are receiving. While it’s easy to dismiss the email newsletter as a one-way channel, with no opportunity for listening or response, this is actually not the case.

As we will cover next, through thoughtfully incorporating pulse surveys as a regular feature in your newsletter, and then featuring audience responses in subsequent newsletters, email newsletters can move beyond one-way. When the employee knows that the email they are receiving has a person on the other side, listening to their feedback, they are more likely to engage. When employees feel heard, they are more likely to engage with their source of information again.

The challenge that large organizations face when communicating messaging to thousands of employees is how to meaningfully integrate opportunities for personal, two-way interaction. To many newsletter creators, the idea that employee email could be a two-way conversation rather than strictly a broadcast channel might be completely new.



What do you think of Townhall?



# DEMONSTRATE THE IMPACT OF INTERNAL COMMS



Compared with their far more visible and more established counterparts in Marketing or External Communications, Internal Communication professionals are challenged to demonstrate the value of investing in their audience—employees.

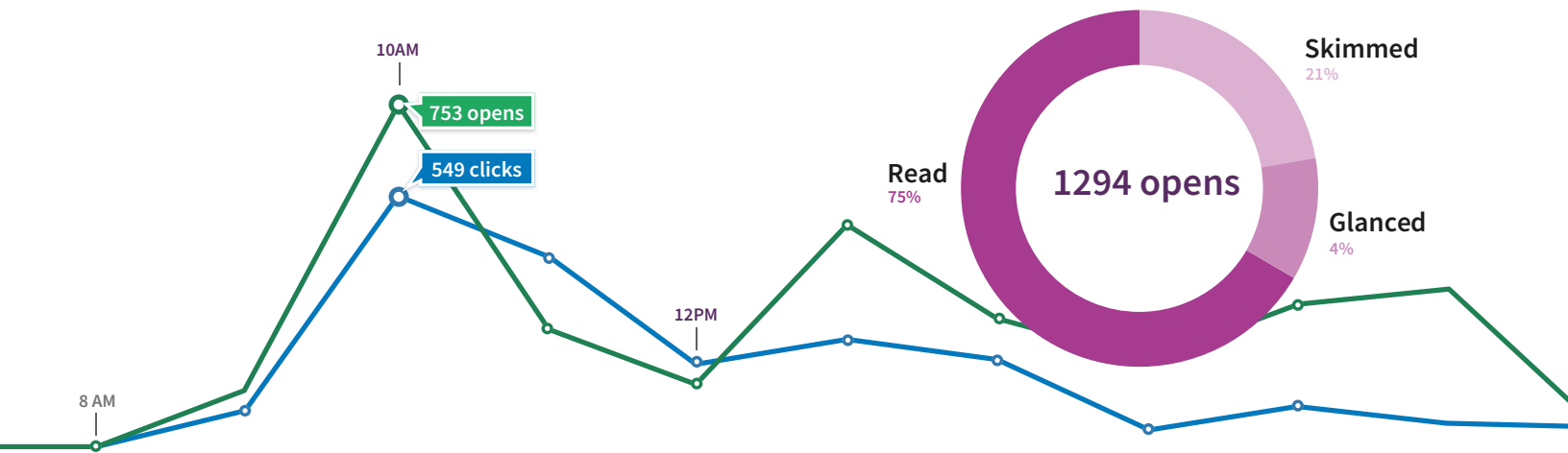
Where metrics such as media impressions and social reach are widely understood success measures, business leaders may be less knowledgeable about the importance of measuring Internal Communication.

This is where communication professionals have a clear opportunity to advise executive leadership on how Internal Communication, if properly leveraged, can impact employee loyalty, retention, and external reputation.



# OPPORTUNITIES WITH INTERNAL EMAIL





Communication professionals can mobilize a wealth of data from employee email to demonstrate the power of Internal Communication. From open and click rates, to audience segmentation, to location and device data, to eNPS and pulse surveys, email can be a rich channel for measurement. Professional communicators leverage

all these measurement opportunities to demonstrate value and reinforce their position as trusted advisors within their organization.

It's vital—if communicators want to be strategic—that they use measurement to make strategic recommendations, based on analytics.

"Communication is the cornerstone of any successful organization. The larger the company gets, the more important Internal Communication is for gathering meaningful feedback and achieving success."

**Isaac Oslund**

Chief Technology Officer  
Bananatag Systems inc.

# MAKING SMART CONTENT DECISIONS



# When all content is treated like the most important content, then it is difficult to prioritize any content as must-read.

This lack of prioritization can damage the credibility of the content source. That's where email metrics like click rates become vital to communicators. Over time, click rates can be tracked and the patterns in audience engagement behavior can tell a story about what topics are most valuable to employees.

Auditing internal content is the first step to understanding how to move forward. By codifying the different types of content that an organization regularly sends and integrating clickable calls to action within each of these newsletter components, communicators can measure the relative popularity of a specific type of content. Note: Within this process, it is crucial to test different variables within each content type—like whether content is in first, second, or third position in the newsletter—to ensure that other variables aren't affecting click rates.



Once a content type is deemed under-performing, it can be retired or optimized. For example, if Upcoming Events are not generating significant interest, the communicator can evaluate whether that particular content could be presented in a more compelling fashion or, if the content is not directly related to business objectives, it might be time to stop featuring it. You can evaluate subject lines in this same way, and evaluate new messaging using A/B split tests.

3 Departments			
Department ▼	Recipients ▼	Unique Opens ▼	Survey Responses ▼
Operations	4861	3160 (65%)	253
Finance	1629	1173 (72%)	59
Marketing	3513	2986 (84%)	358

Over time, communicators can use data to make the case for shortening the length of employee emails, by including only content that performs well. Data helps the communicator make the case to stakeholders for what content might be better presented in another channel. Alternatively, organizations can identify what content would be better sent

to targeted distribution lists based on the characteristics of particular audience segments. For example, while upcoming events might not be pertinent to the entire organization, perhaps location-specific event listings are a better option.

	Toronto Sales Team	897 contacts
	Exec Comms Approval	12 contacts
	Brazil People Managers	119 contacts

# LISTENING TO YOUR EMPLOYEES



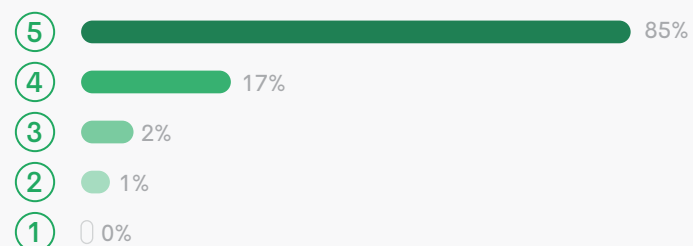


In addition to uncovering the story that open and click rates tell about an organization's employee content mix, communicators can encourage two-way feedback by incorporating powerful interactive elements such as pulse surveys into their emails.

**Unlike longform surveys, pulse surveys reduce friction in the feedback process by limiting creators to a single question. The audience can then respond to this question with a single click and, if requested, leave anonymous feedback.**

If integrated meaningfully as a mechanism for ongoing feedback, pulse surveys can become a key tool for communicators to advise executive leadership on their strategic approach. For example, following up on an all-hands town hall with a question such as *"On a scale of 1 to 5, (5 being most confident) how confident are you in applying the information you learned at the town hall?"* A high score would indicate that the town hall was effective in introducing new information to the audience, whereas a low score is a useful indicator that further effort is needed. Asking the same question on a regular basis can be used to develop insightful trends for important employee issues.

"On a scale of 1 to 5, (5 being most confident) how confident are you in applying the information you learned at the town hall?"



Organizations can also go one step further and empower their audience to influence the content that they receive from their employer. Communicators can foster a culture of two-way dialogue in their organization by regularly encouraging employees to share anonymous comments that will then be featured in communications.

For example, responses to a question such as *“What could we have done better at the town hall?”* present an opportunity to immediately relate back to employees how their peers are feeling, and then own the narrative by addressing any issues directly, with the right key messaging.

**“It’s a conversation. A two-way street. Don’t expect whoever you are conversing with to just stay silent and listen to you rant. Be open to responses – wanted or not.”**

**Celeste Headlee,**  
Journalist

Since pulse surveys can take less than a minute to complete, they are invaluable tools to regularly include in employee communications. Communicators who strategically employ pulse surveys become trusted advisors to executive leadership, providing in-time insight into their workforce’s sentiment and alignment on strategic issues.

All Comments (423)
Hopefully that we can hit these again Anonymous
Nervous about keeping this going into Q3 Anonymous
Not sure what we have in the pipe for the rest of the year? Anonymous
Things seem to be really uncertain Anonymous

# DEMONSTRATING THE IMPACT OF INTERNAL COMMS



Like all strategic communication, Internal Communication is best when it connects business objectives to shifts in audience behaviour or perception. An organization attempting to accomplish its strategic mission turns to Internal Communication professionals to drive and evaluate success. Using Pulse Surveys to calculate an organization's Employee Net Promoter Score is a prime example of this.

**Employee Net Promoter Score (or eNPS) is an adaptation of the popular Net Promoter Score (NPS) type survey, which is used as a standardized way to measure advocacy towards brands or products.** A high eNPS is a strong indication of an employee-centric company. It is a sign that employees generally speak about the organization positively, and are more likely to refer their contacts to apply for open positions.

Beyond eNPS, communicators have many tools at their disposal to drive impact using email. Employee newsletters are an excellent channel for relating updates on strategic initiatives and measuring internal sentiment on those campaigns. Moreover, by launching major external initiatives to internal audiences first, organizations can build employee loyalty and drive external communications through strategically encouraging employee advocacy.

"We have found that by applying many of the principles of consumer advertising to Internal Communications, leaders can guide employees to a better understanding of, and even a passion for, the brand vision."

**Colin Mitchell,**  
[The Harvard Business Review](#)

eNPS = %



**MAKE  
MEANINGFUL  
INTERNAL COMMS  
EASY WITH  
BANANATAG**

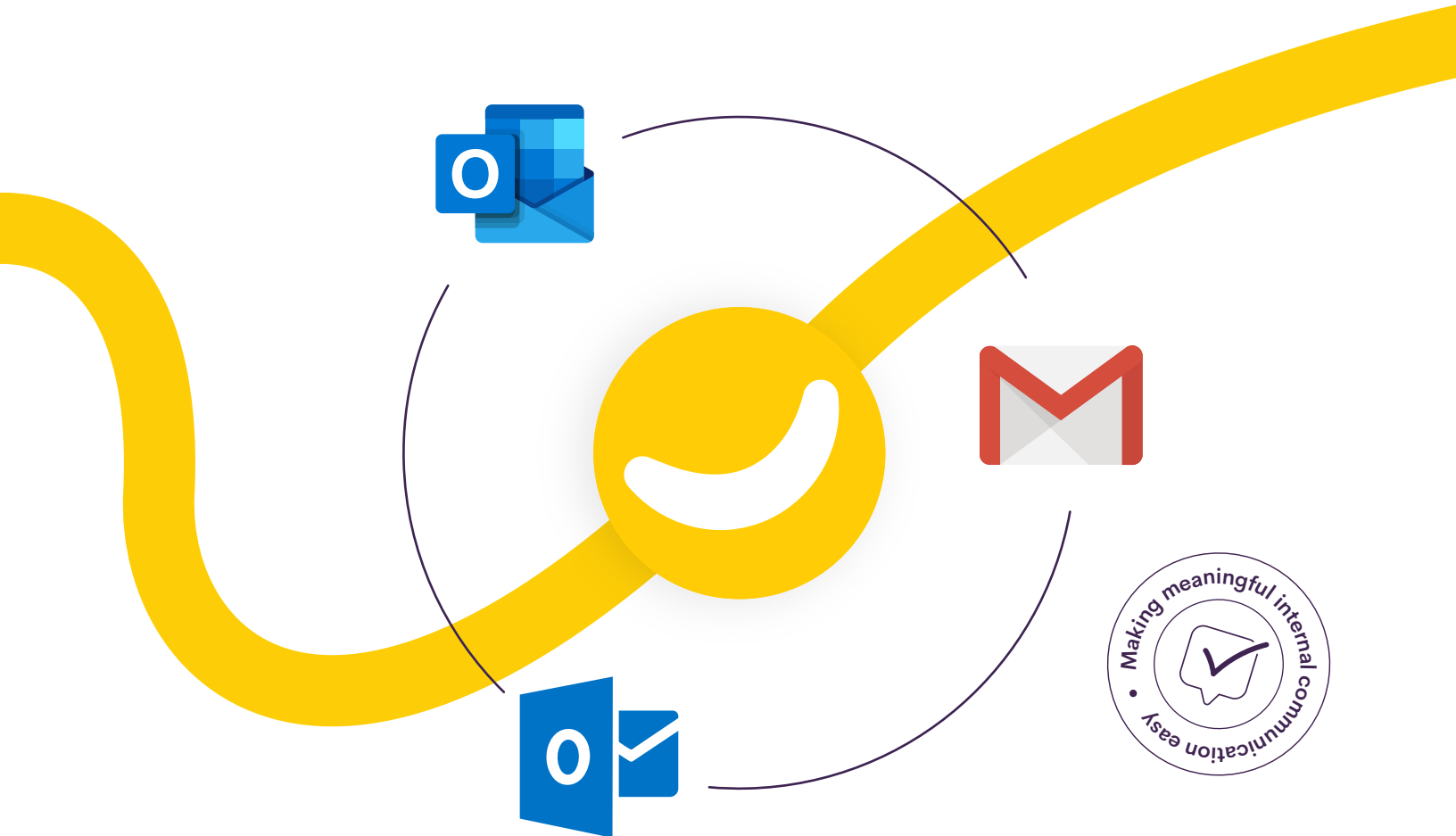


Professional communicators need to ensure that internal email remains the effective, interactive, and strategic channel that it can be. Bananatag can help. Whether an organization is sending from the Bananatag platform or through its Outlook or Gmail integrations, they will benefit from robust analytics to help inform successful communication. Communicators can leverage the platform's metrics to make evidence-based decisions that will inspire audience loyalty.

Bananatag's Pulse Surveys make ongoing two-way feedback easy, meaningful communicators no longer have

to work with a longform survey tool to gauge employee sentiment on a topic.

As communicators continue to drive progress on corporate objectives through email by interpreting metrics, optimizing content, crafting templates for departmental use that favour data-driven practices, and proving to stakeholders what content really matters to the employee audience, they reinforce their position as trusted, strategic advisors within their organization. Throughout this practice, Bananatag is there to make meaningful Internal Communication easy.



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# MEASURE YOUR EMPLOYEE EMAILS WITH



Unlock the power of your employee emails with the design, distribution, and measurement tools you need to make meaningful internal communication easy.

Discover how Banatatag can help you and your organization reach your goals with a personalized product demonstration.

A line-art illustration of a hand with the index finger pointing towards a dark purple rounded rectangular button. The button contains the text "Get started" in yellow. There are several short pink lines radiating from the top of the button, suggesting a click or activation.

[Get started](#)

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