

Do staff read mass emails?



Is mass email the magic bullet to communicate to all staff?

Mass emails are frequently used by many departments in SingHealth to disseminate any information to the entire organisation, ranging from event and course invitation, memos, IT/HR announcements, disease outbreak or infection control notices.

The aim of the study is to find out how many of our staff read these emails.

Methodology

The project team did a trial with SGH on 22 Jun to 13 Jul 2016. We tracked a total of 7 mass emails and 1 targeted mass email using email tracking software, Bananatag. Due to sensitivity of Senior Leadership memos, it was not part of the study.

Result

Whenever a mass email is sent out, on average only 32.5% of SGH staff will open to read the email. 300 of them will click on the news item or event invitation to register or find out more. 25% of those who opened and read the email are via a mobile device.

We also tracked a targeted mass email which we sent to only SGH Senior Leaders, Asst Managers and above. This group of recipients are selected as they need to know about the information on the email. Out of the 691 email accounts that the email was sent to, 92% will open and read the email.

1 in 3 reads mass email

Read Mass Email



Do not read Mass Email

32.5% of staff opens mass emails

9,714
SGH Staff Strength

7,900
Email Accounts

3,160
Opens and Read Email

Mass Email is not Magic Bullet

- ✘ If the information is critical, you have to use other channels to send the message too.
- ✘ If the information that you need to share is critical for the entire staff population to know, you have to use other methods (e.g. lift posters, dept presentation, town halls) to reach them.
- ✘ Mass emails have to be mobile friendly so that it is easier for staff to read them on their mobile phones.
- ✘ More research and analysis should be conducted to identify:
 - Best day and time to send mass email that encourages most open rates
 - Segmentation and analysis based on different staff profiles e.g. doctors, nurses, allied health professionals and administrators
 - Different email title and body text

