

## Capital One

McLean, Virginia

COHESIVE KNOWLEDGE SOLUTIONS INC.



### Problem...

When internal surveys revealed that email overload was a growing productivity challenge, Capital One's Productivity Tam took action. Capital One associates reported that email was consuming more than 30% of their work day. The surveys reflected growing concerns relating to the **quality** as well as the quantity of email.

**“Capital One’s Productivity Team did an excellent job of diagnosing and addressing a growing productivity challenge: email overload. One year after training, they were sustaining the positive benefits.”**

~ Tim Burress, CKS founder and co-developer of “Email Excellence” email management training

### Solved.

Over 2,000 Capital One associates participated in “Email Excellence”, a 75-minute email management training program developed by Cohesive Knowledge Solutions, Inc. (CKS). Improve Group’s (iG) [elink email management training](#) is derived from “Email Excellence”, and iG’s trainers are CKS-certified.

Workshop objectives were tailored to Capital One associates’ needs. Internal survey data was incorporated into workshop to gain buy-in from participants. Generally speaking, participants learned the following:

- How to send fewer email messages;
- How to create clear, concise, actionable email; and
- How to coach others to become more proficient at email.

Actual results were measured against workshop goals. The following are the results of a survey taken two months after the launch:

- | A **21% reduction** in number of emails sent and a **23% drop** in the time spent processing email was reported.
- | Quality and clarity of email **improved by 51%!**
- | Associates comfortable with email coaching **rose from 47% to 75%!**

One-year post-training survey results determined results were sustained; **88% continued to leverage workshop best practices** and **80% believed the workshop made them more productive.**

