

# Productivity Success with Smartlaunch

An increase of 17%, or 7 hours of value-added time per employee per week



Smartlaunch offers one of the most advanced store management solutions available for Internet and Gaming Centers in the retail management software industry today. Founded in 2003 and headquartered in Copenhagen Denmark, they're an international provider of supercharged entertainment center software with customers in over 125 countries around the world.

For more information please visit:  
[www.smartlaunch.com](http://www.smartlaunch.com)

## Challenges

- ✓ Integration
- ✓ Productivity
- ✓ Efficient communication

*Smartlaunch* are a leading provider of management and billing solutions specifically designed to meet the needs of internet cafes and gaming centers.

There's no solution out there like it that allows for such high-level administrative capabilities while still paying as close attention to the experience of the actual gamer.

*Smartlaunch's* team consists of developers, software entrepreneurs, electronics engineers, customer support, software sales, and financial management. They have offices and employees in Canada, Portugal, India, and the Philippines.

With such a vast array of employees in different timezones around the world complication are bound to arise when it comes to communication, between both team members as well as between employees and customers.

Email remains the most wide-spread & commonly used form of communication amongst businesses in the entire world.

You may think newer technologies would have replaced email by now when it comes to areas of business including product development, marketing, and customer service but recent reports have shown otherwise.

According to Radicati Group, a tech market research firm, business users send and receive 121 emails on a day per average, and that number is expected to grow to 140 emails

## Solution

Smartlaunch's implementation of Mailbird to complete job specific tasks, including employee management, marketing, communication, and customer service and support to the Internet and Gaming Centers around the world who utilize their software solutions.



a day by 2018.<sup>1</sup>

The same report states that the total volume of business emails is expected to grow to over 132 billion *per day* by the end of 2017 ...

With numbers like that email doesn't seem to be a form of communication to be phased out anytime soon.

Interaction workers on average spend 13 of their working hours (approx. 28%) each week in their inbox according to McKinsey & Company, a global research firm.<sup>2</sup>

**Mailbird enhanced communications, knowledge sharing, and collaborative efforts across our global business allowing us to spend less time finding ways to communicate and reach both our clients & employees.**

Edwin Krishna  
Lead Software Developer

An additional 20% of working hours are spent either looking for information or trying to get in touch with team members who can assist them with certain tasks.

The average worker loses 2.1 hours of productivity *every day* due to interruptions and distractions.<sup>3</sup>

This was a major issue at *Smartlaunch*, as gaming centers rely on them to help run their businesses efficiently, in a timely-manner with minimal set-up, wait times and maintenance.

*Smartlaunch* relies on efficient communication for their success across the board ...

**Around the time of launch the product really got a lot traction in Europe, specifically in the Scandinavian countries like Denmark and Sweden. We established a strong reseller network at that time.**

Mike Ziarko  
CEO

*Smartlaunch's* journey for the right solution to uphold their commitment to excellence in customer support, communication amongst colleagues and maintaining their network of resellers wasn't easy ...

Their quest for productivity and refinement included years of trial and error spanning several countries around the globe and a dozen other communication alternatives.

However, *Smartlaunch* never gave up their search.

When *Mailbird* presented itself in the lives of *Smartlaunch* employees one thing was certain: No longer was *Smartlaunch's* progress to be impeded by the limitations of traditional Windows Mail apps.

Everyone at *Smartlaunch* now uses *Mailbird*. The switch was fast and easy, with the entire company wide transition, including software installations and updates, being almost instantaneous. With the help of *Mailbird's* exceptional support staff, the entire process took less than a day to implement.

One of *Smartlaunch's* main sales/marketing strategies is segmented e-mail marketing.

*Mailbird's* solution of grouping prospective

Source:

1.) The Radicati Group, Inc. Email Statistics Report, 2014-2018. 2014.

2.) McKinsey Global Institute. The social economy: Unlocking value and productivity through social technologies. 2012.

3.) <http://www.entrepreneur.com/article/204980>

clients into categories allows for personalization of contact lists which makes this task a whole lot easier.

*Mailbird* allows *Smartlaunch* employees to organize all their work in one place.

*Mailbird's* solid design features a modern, clean, customizable interface so is very user friendly.

*Mailbird's* features and shortcuts allow clients to run their favorite apps inside their email including Dropbox, Facebook, Google Drive, WhatsApp, Twitter, and LinkedIn.



*Mailbird's* unified inbox combines more than just the messages from all their different e-mail accounts ... Integration of messaging apps, task management apps and integrated calendar apps allow for ad placement through paid Google advertising and Facebook re-targeting, allowing for ease of communication and content marketing.

**Bottom line:** *Mailbird* raised productivity of *Smartlaunch* employees.

*Mailbird* is the fastest email app ever ...

**Using Mailbird has made Smartlaunch more successful overall as a company when it comes to our team communication.**

Otelo Magalhães  
Support Specialist

Their 'Quick Response' feature optimized for processing and workflow speed drastically reduces email time, and an inline action status bar organizes everything with haste.

***Productivity of the Smartlaunch team increased by 17%, or an extra seven hours of value-added time per employee per week.***

Three hours were saved on time spent sending emails, and two hours each for both searching for information and communicating and collaborating amongst themselves in order to complete job specific tasks.

These specific tasks include employee management, marketing, communication, customer service and technical support to Internet and Gaming Centers around the world who utilize *Smartlaunch* software solutions.

### Mailbird Mission

To reach our big vision of creating "The world's best email solution that is highly secure, fast and innovative", we stop at nothing to build remarkable email software that helps everyday people and professionals take control of their life. Mailbird goes over and beyond, delivering real global email solutions with the best service that inspires happiness in our customers. For more information please visit: [www.getmailbird.com](http://www.getmailbird.com)

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