

## Email Communication - Vital as Your Fax or Phone But Do You Manage It Professionally?

The world today demands immediate and accountable communication to deal with the issues that arise on a regular basis.

Twenty years ago we were having the same discussions about installing fax machines in all stores and while there were many retailers jumping into this new technology, the vast majority were very slow to react which frustrated the opportunity for independents supermarkets to communicate.

MGA is building a new platform to enable instant communications to all stores through the email E-Newsletters that contain time sensitive and critical information and mobile phone SMS alerts for future urgent messages.

The sad news is that at least one third of all email addresses given to us were out of date, or not in use or the email boxes were full because they had not been regularly accessed.

MGA has developed the following recommendations regarding your email communications. All retailers are urged to review this list and attend to the recommendations as a matter of urgency.

- Is your email accessed at least twice daily? *You wouldn't forget to check the fax regularly!*
- Is your email account managed by a **professional secure email provider** or a free hotmail account? Many email addresses were private ones with questionable security and often little space. All businesses today must have a secure and professionally managed email provider. *These are mainly provided as a part of your internet provision anyway.*
- Do you have a professional email address one that easily identifies your business rather than your personal one? *Make it relative like: yourtowniga@yourisp.com.au NOT bigbob@yourisp.com.au. We are business people!*
- Do you have multiple email addresses for your key people? If so make your general email address copy all the key people in your business. This is easily managed by your email service provider. A good idea is to make sure your key team addresses are generic, like manager\_yourtowniga@yourisp.com.au **NOT** bob\_yourtowniga@ yourisp.com.au.
- Do you update your key supplier and service supplier partners with your email addresses whenever they change. *Always maintain a list of your contacts in outlook to make this easy.*



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