

The Collector Chronicle

NORTH AMERICAN RECOVERY

DECEMBER 2017

AMERICA'S COLLECTION AUTHORITY

LAST MONTH'S LUCKY WINNER

The lucky winner of our client prize for November is Mountain Land Rehabilitation. They have been using our agency since February of this year! We will be sending Kensie a \$100 Amazon gift card! Enjoy!

Amazon.com

THIS MONTH'S PRIZE

This month we will be giving away a gift card to the Cheesecake Factory!

Each client who sends new accounts during the month of December will have their name entered into a drawing. At the end of the month, we will draw a name. If it's yours, you'll win the prize.

*Don't miss out on your chance to win.
Send new accounts in December!
Good Luck!!*

**The
Cheesecake
Factory**

BAD EMAIL

**BY: DAVID J. SAXTON
PRESIDENT, NORTH AMERICAN RECOVERY**

We receive hundreds of pieces of mail each day. Imagine if you will, the post office delivering each piece of mail one at a time. Our receptionist would be constantly interrupted. She wouldn't be able to do anything but receive mail. Unfortunately, if gone unchecked, email can have the same effect.

While email has revolutionized communication as we know it, there are some drawbacks. This month I wanted to share some of the things we've done to reduce the negative effects of email.

As described in last month's newsletter, our employees' clock-in times coordinate with their break and lunch times to ensure uninterrupted work. Eliminating distractions and interruptions during these times is a critical component of their success. The physical set up of our office helps minimize distractions. We have high cubicle walls, and this cuts down on interruptions from other employees' movements or conversations. However, there aren't any physical boundaries for email. And unfortunately for most of our employees, email has become the number one distraction and time waster.

Our research found that an employee's productivity can be reduced from 25% to 50% based on the volume and frequency of email interruptions. It's that dramatic. And as hard as it was for me to admit it, I was a big part of the problem. I was using email as my primary form of communication with our staff. While I still use email because of its many positives, I've dramatically reduced the number of emails I send and changed the timing of when I send them.

In addition to that, I created a system that only allows emails to be delivered at specific times each day. The system still allows an employee to compose and "send" an email any time during the day.

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But the actual transfer and delivery of email is limited to the pre-determined times.

From their perspective everything still works the same. However, any message composed during an employee's work block won't actually be sent until their "email window" opens up.

What's an "email window"? It's a period of time—usually just before or after an employee's break or lunch—when all emails for that employee are sent and received. Email windows are the only time during the day when email will be delivered to an employee's inbox. This system keeps all the positives about email and eliminates the number one negative: constant interruptions.

If an employee has a thought they need to capture, they can still instantly compose and "send" an email, but the email won't be delivered to the recipient until a specific time.

Each email window is long enough to allow all employees ample time to receive, review, and respond to their email. (Note: Some jobs require more frequent access to email. Therefore, some employees have longer email windows.)

Once we made this change, we saw an immediate improvement in productivity. Our employees were able to work uninterrupted for substantial amounts of time each day. They were able to keep their focus on producing results—not reading and responding to email.

Here is an example of how it works:

A collector on the first shift has a calling start time at 8:00 AM. However, the collector will punch in five minutes before eight, so they can listen to voicemail messages and reply to or compose email. Their morning email window will close at 8:10 AM. Since the collector punched in

at 7:55 AM, they have fifteen minutes to send and/or reply to emails. Then, when the window closes at 8:10, the collector won't be interrupted or distracted by receiving any emails for the next two hours. In fact, the window won't open up again until 10:20 AM. This will allow the collector to have a two-hour uninterrupted block of work time, go on break from 10:00 to 10:20, then, when they return from break at 10:20, they can reply or compose emails from 10:20 until 10:40. Once again, when the window closes at 10:40 the collector will have another two hours of uninterrupted time to focus on results.

Then, ten minutes before they go to lunch, their email window will open again and they will receive emails that had been sent over the past two hours. They will have ten minutes before lunch, all during their lunch, and ten minutes after they clock back in from lunch to send and receive email. The window will then close and they will have their third two-hour block of uninterrupted time. Their last email window will open thirty minutes before they clock out for the day.

As you can imagine, some employees resisted having their email restricted at first. But once they got used to it, they agreed it was a great way to eliminate distractions and improve productivity.

As this is the last newsletter of 2017, I want to wish all of you a very Happy Holiday season. Thank you for your association with my company. Next year we will be celebrating 25 years in business. I want to thank everyone who has been part of our first 25 years. I am truly humbled and honored. Here's to the next 25!! Take care! Dave.



The Collector Chronicle is published by NORTH AMERICAN RECOVERY for prospective and current clients. The owner, David Saxton, welcomes your questions or comments.

DaveSaxton@North-American-Recovery.com

NORTH AMERICAN RECOVERY
PO Box 271014, SALT LAKE CITY, UT 84127
801-364-0777 • FAX: 801-364-0784

WWW.NORTH-AMERICAN-RECOVERY.COM