Standardizing Emails for Scale: Empowering Security, Trust, and Better Customer Experience for a Growing Business

Background

It's the small things that make a big difference. This was evident when our property management client sought help standardizing their email management. Email accounts and signatures are like digital calling cards, impacting business significantly. Imagine receiving a postcard from your hometown while abroad. It would be confusing and concerning. Similarly, business communication discrepancies can have serious consequences.

For our clients' security, we don't disclose company names or personal information to prevent targeted phishing attacks.

Challenge: Compromised Customer Experiences and Cybersecurity

Emailing accounts and signatures are like online calling cards, except these digital ones can make an especially big impact on your business in unexpected ways. Put it this way: What if a relative traveling abroad mailed you a postcard from your local home town? A bit confusing, and maybe even cause for concern, but when discrepancies like this happen in business communications, a lot more is at stake!

Our client saw that non-standardized emails were undermining trust in their clients, causing confusion for internal and external communications, and even creating vulnerabilities for cybercriminals to exploit. Our team had the pleasure of helping our growing client overcome these challenges. Read on to see how we did it.

"This was a complex undertaking but was executed smoothly by Anderson's technical experts." - K.P.

With a growing team serving a range of different customers, our client started to see how their non-standardized email systems were hurting the business, customer experiences, and their cybersecurity posture. The lack of standardization of user accounts, email signatures, and setup processes presented several problems to our client:

- It created security risks as cyber-attackers could much more easily impersonate a member of the team without discrepancies being noticed.

- It made it harder to tell spam and phishing emails apart from actual user accounts.

- Without proper user setup conventions, it was hard to create and manage standardized accounts, as multiple managers were setting them up.

- It was undermining the brand and customer experience of the business.

These challenges made it harder for our client to ensure their security, nurture their brand, and create a consistent customer experience. Knowing these challenges, we rolled up our sleeves to help our client transform the situation.

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The Solution: Streamlined Email Management, Disruption-Free

Addressing these challenges was a complex task, so we did our homework. We started by mapping all of the types of email accounts, dynamic rules, delegation, forwarding rules, and other dependencies present in our client's multiple email systems. By mapping the technical territory, we were able to ensure the standardization would be a smooth and disruption-free process.

With this understanding, we updated each of these elements to ensure that the standardization would apply for all accounts without causing unexpected issues for our client's team. We took care of ensuring that the wider authentication dependencies between different apps would also not be compromised by the project.

To safeguard continuity and ensure the implementation was a smooth and successful one, we acted in planned phases that allowed us to respond quickly to issues and feedback from the team quickly across the process. Communication was a key part. We kept our client's team informed and onboarded them to help them smoothly adapt to the changes.

Following each implementation phase, we checked in with our client to make sure that no issues had emerged and that everything was working as it should.

The Outcomes: Streamlined, Secure, and Customer-Friendly Emailing

Improved Email Security and Regulatory Compliance
- Implemented standardized email user naming conventions and signatures.
- Enhanced ability to distinguish legitimate from illegitimate emails.

Minimized Confusion in Communications
- Standardization reduced misunderstandings in both internal and client-facing communications.

Consistent and Professional Brand Image
- Enabled the business to present a professional and consistent brand image.
- Enhanced the customer experience and empowered trust.

Efficient User Account Management
- Management spends less time on creating and managing user accounts.
- New standards make setting up users much more scalable.

Another Milestone to Better Business With IT

We're proud of the streamlined, secure systems our email standardization project provided.

Got an IT challenge? Let's talk! One client, A.M., shares:

"We're lucky to have Anderson Technologies. They offer more expertise than a single IT employee, found us a cost-effective solution, and genuinely care about their clients. They provide dependable service for websites, networks, and databases."

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