



Don't worry, be happy

Why happiness in the workplace is a driving force behind the GFI Archiver™ MailInsights® reporting tool

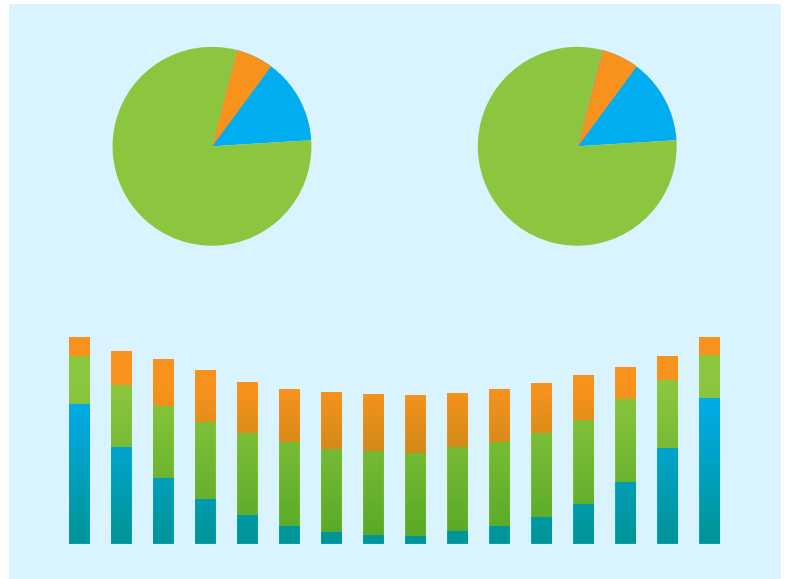
Are you happy at work? Do you think your happiness matters to your employer? The answer to both should be an emphatic 'yes'. Companies and even governments around the world are waking up to the importance of a happy working population.

A growing body of research suggests that the happiness of employees has an impact on the productivity of the organizations they work for. Studies show that happy employees work harder, have better relationships, stay with their company for longer and have fewer sick days.

According to the World Health Organization and the American Institute of Stress, a non-profit body, stressed workers are estimated to cost US industry more than \$300 billion a year as a result of absenteeism, accidents, lost productivity and medical costs. The European Agency for Safety and Health at Work, estimated that more than half of the 550 million working days lost annually in the US from absenteeism were stress-related.

"Happy people are typically more active and typically have a broader view and are more open to the world, that's typically good for business," says Ruut Veenhoven, Emeritus professor of social conditions for human happiness at the Erasmus University Rotterdam and director of the World Happiness Database, an archive of research findings on subjective enjoyment of life.

So if a happy workforce is a factor in boosting profits and ultimately improving a country's economy, it is perhaps little surprise, that companies and governments are now seeing employee happiness not as an idea promoted by quacks but as a real economic issue worthy of attention.



For visual purposes only.

But how do business bosses evaluate the happiness of their employees?

Clearly a core part of the solution is for managers to listen more carefully to their staff, to identify areas of discontent, gauge opinion and, where possible, to act.

Working out problems could be as simple as chatting to someone over a cup of coffee or establishing a mentor scheme to help employees fulfill their potential.

Yet as employers look for ways to better understand what motivates and makes staff happy, software companies are also responding to the issue - developing technological solutions that offer a way for managers to read the pulse of the workforce.

GFI Software™, which develops IT solutions for companies around the world, has incorporated a feature into its [GFI Archiver](#) product that monitors the mood of a company.

Just as the “worldwide trends” section of Twitter picks out key words that are trending, GFI Archiver - an email management solution for businesses - monitors frequently used words in emails and other email-enabled messages such as automated fax or SMS messages to gauge levels of happiness and highlight problems. The product enables a company to evaluate employee productivity and even to spot issues such as data leakage or cases of abusive behavior.

“Email is an integral part of doing business today and a valuable means of communication,” says Sergio Galindo, General Manager at GFI Software.

He says email usage can tell a manager a lot about employees in a company, how they work, and their attitudes toward customers.

“Email is a powerful source of information and, when equipped with the proper tools small to mid-sized businesses can gain tremendous insight into employee email usage and use the findings to improve in critical areas,” says Mr. Galindo.

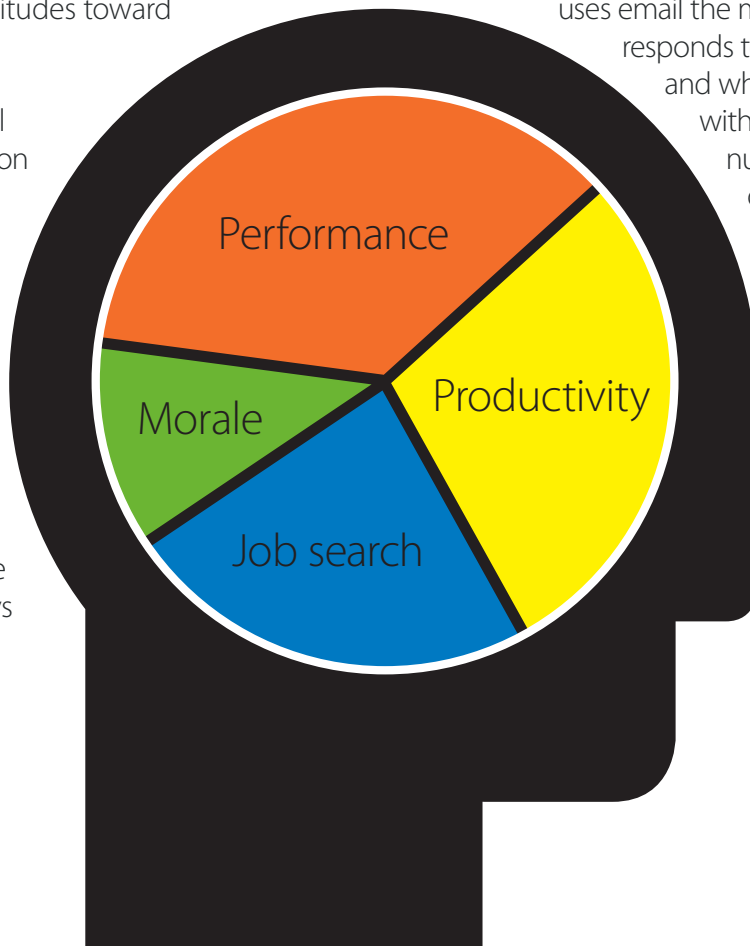
An integral part of GFI Archiver, for example, is its reporting tool, [MailInsights®](#). Managers receive reports that provide a snapshot of their business, offering ways to measure productivity or pinpoint employee performance issues. The reports can help companies to evaluate the performance of an employee or gauge the mood of customers, by extracting key bits of data from the email archive.

Employers that are specifically interested in employee performance and productivity, can use GFI’s Job Search Report, which highlights when employees are emailing recruiters and receiving alerts from job search sites, so that managers can try to address those issues before they lose valuable members of staff.

Meanwhile, GFI’s Email Performance Indicators report helps companies understand how employees use their office email, offering a useful guide to an individual’s performance.

The report ranks employees based on who uses email the most often, who responds to emails the fastest and who communicates with the greatest number of people or companies.

Another element of GFI’s reporting tool kit is the Phrase Search Report, which analyzes the content of emails based on key words, phrases or subjects.



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phrase search

phrase search engine

phrase search example

phrase search definition

GFI's Email Topics Report, meanwhile, identifies words that are most frequently used. It measures positive and negative email sentiment across an organization, offering valuable insight into factors that drive employee or customer email usage.

Such software programs can provide employers with a positive and valuable guide to understanding how their business is working. The next step, however, is to act on that information.

Some companies are already taking the happiness of their employees seriously and rolling out initiatives and consultation programmes to address issues and try to improve company productivity.

While most people imagine that the paycheck for a job plays a huge part in dictating how happy an individual feels about work, research into the area shows that how much employees are paid or even praised is only part of the story.

Who you work with, how managers treat staff and how much stress is involved in a job is

critical in changing the mood of a company. Giving employees a sense of autonomy in making decisions and freedom is often cited as a major factor in boosting happiness.

In other cases, smaller perks contribute a surprising amount to the health of a company.

Well-being initiatives being adopted by major companies, for example, include a mixture of incentives from cheap gym membership and free fruit to offering access to online health assessment tools.

Large firms, such as PwC, are spending time educating employees to focus on "energy and resilience".

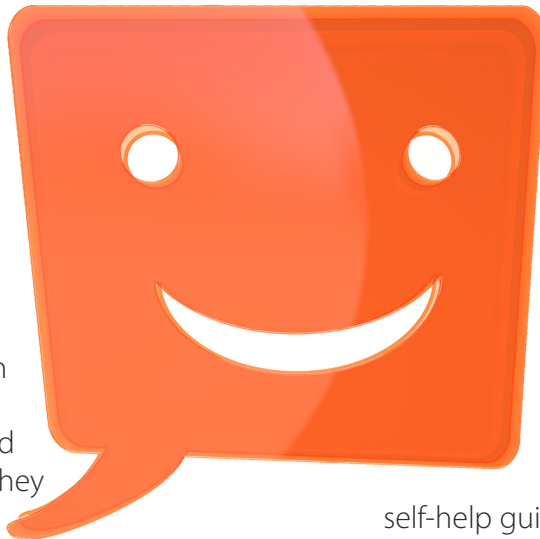
Beyond initiatives driven internally by a company's human resources department, there is also a burgeoning industry of external advisors guiding companies via courses, books and seminars on how to lift the spirits of a workforce.

Across the board, well-being coaches focus on helping individuals to manage their own lives better and create a better balance. That could be through exercise, better nutrition, more sleep, less caffeine and even meditation.

Most agree that even making a few small adjustments can help improve life for many people. It could just be a matter of changing the daily commute or making a commitment to leave on time once a week to be with the family.

Andrew Stead, a former Goldman Sachs banker who once headed the bank's European Convertible Bond Trading desk, now runs Your Daily Bread, a psychological wellbeing organization that aims to promote contentment.

He says organizations are slowly recognizing that they need to leave behind the hire and fire culture and replace it with a "hire and fire up" culture so that companies can hang on to their best employees and ultimately, so that they can survive.



As consumption patterns change, companies are looking for ways to connect on an emotional level with their customers too. Entrepreneurs and business leaders have become uneasy about making money on products that do not add happiness.

Last year, for example, the chief executive of Apple® chose to make a personal apology to iPhone® users after failings in the company's maps application emerged.

Tim Cooke's open letter published on the company's website represented a move by the Apple chief executive to emotionally connect with his customers.

"It's my opinion that our future of work lies squarely in our wellbeing and our happiness and that itself is the power to make a difference," Mr. Stead wrote.

He says that in some ways, small to mid-sized businesses find it much easier than larger groups to make changes that improve the well-being of their employees. But big businesses are also increasingly looking at ways to improve the culture of their companies.

Others take a slightly different view of what encourages happiness in the workplace.

Robert Kelsey - author of popular self-help guide "What's Stopping You?" - says that while it makes sense for managers to create a happy environment for their employees, ultimately what is really important to an individual is "fulfillment".

"Happiness for some people can just be a disguise for a lack of achievement," says Kelsey. He believes that setting goals and achieving them brings fulfillment at work, which leads to happiness.

Along the way, frustration may drive you to attain your goals but that is just part of the process of feeling fulfilled, he says.

The secret, says Kelsey, is to realize that finding real fulfillment and therefore happiness takes time. "It is a marathon and not a sprint."

To find out more about how GFI Archiver's MailInsights reporting tool can play a key part in helping you understand your employees and improve your business go to:

www.gfi.com/mailinsights-ebook



For a full list of GFI offices/contact details worldwide,
please visit: www.gfi.com/contact-us

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