

Creating Customer Demand

Brightware Survey of F100 E-mail Response

- E-mail management vendor needed to raise the bar for e-mail response times on consumer websites
- Brightware devised annual surveys of F100 with a simple question: "What is your corporate headquarters address?"
- Startling results three years running that made for outstanding business press coverage
- Message clear that customers want timely e-mail interaction and companies lacked the technology to provide suitable service
- Enterprise software company that markets to Global 2000 was successful in increasing consumer demand for e-mail response

Tactics and Results

SURVEY FINDS ONLY 15% OF TOP FIRMS ANSWER E-MAILS IN 3 HOURS, AS WORLD'S FIRST SWIFT-E AND TARD-E AWARDS ARE GIVEN TO AMERICA'S FASTEST AND SLOWEST E-MAIL REPLIERS

NOVATO, Calif., January, 1999-- Who are the fastest and slowest E-mail responders in corporate America? According to a groundbreaking survey of the nation's 100 largest companies, Texaco took just four minutes to answer an E-mail question, while Hewlett-Packard took 23 days and ten companies never answered at all.

Only 15% of the Fortune 100 companies answered a very simple E-mail query - "What is your corporate headquarters address?" - within three hours.

Amazingly, 36% of Fortune 100 companies either could not be contacted by E-mail from their Web site or made it so difficult that most visitors would be unable to do so, according to the survey issued today by Brightware, Inc., a Novato, Ca., software company that provides E-mail management and automation software applications.

In announcing its First Annual Swift-E Awards for companies that answered the fastest, Brightware found that...

- Six+ month shelf-life for results of surveys
- Media began to anticipate survey and results each year
- Created national mainstream coverage for otherwise tech-only news company – creating user demand for their applications

U.S. News & World Report – You haven't got mail; Big firms fail to answer consumers...

The Detroit News -- Ford, GM fail e-mail response survey

The Toronto Star -- E-mail reigns as most popular Web service

InformationWeek -- You've Got Mail; How About A Reply?

Precision Marketing -- Swift-E awards snub poor E-tiquette mail

InternetWeek -- You Don't Got Mail

CNNfn – In the Money

HGI