



# **The Inbox Impact Report**

How Snooz Turned 2.5 Million Emails Into Measurable Business Value

Published by Snooz AI Inc.

2026 Edition

## Executive Summary

Email remains the front door of modern work. It is where customers ask for help, prospects request information, partners send updates, vendors follow up, and internal teams coordinate decisions. But as organizations scale, the inbox becomes more than a communication channel. It becomes a hidden operations layer.

Snooz was built to automate that layer.

**Snooz** has processed **2.5 million emails** across **drafting, labeling, replying, routing, summarizing,** and **follow-up** workflows. Based on a conservative estimate of 10 minutes saved per processed email, Snooz has helped teams recover more than 416,000 hours of work.

That is the equivalent of:

**52,000+ workdays** saved

**200+ full-time work years** returned

**\$15.6M in estimated productivity value** unlocked

**130 hours saved** per average Snooz team

This report explains what those numbers mean, why email automation has become a board-level productivity opportunity, and how teams from individuals to enterprises can use Snooz to turn inbox chaos into measurable business leverage.

## The State of Work: The Inbox Is Still the Bottleneck

Despite the rise of Slack, Teams, CRMs, help desks, and project management platforms, email remains the system of record for business communication. It is where high-value work enters the organization before it is classified, assigned, answered, escalated, or forgotten.

Microsoft's 2025 Work Trend Index research found that the average worker receives 117 emails per day, with most skimmed in under 60 seconds. It also reported that 40% of people online at 6 a.m. are reviewing email for the day's priorities, illustrating how email has stretched the workday earlier and deeper into personal time. ([Microsoft](#))

This is not just an inconvenience. It is an operational tax.

Every email asks someone to do several small jobs:

*Read it.*

*Understand it.*

*Decide whether it matters.*

*Label or categorize it.*

*Draft a response.*

*Forward or assign it.*

*Remember to follow up.*

*Update another system.*

*Check whether anything was missed.*

Individually, these tasks feel minor. At scale, they become one of the largest hidden costs inside a company.

## Why Snooz Matters Now

Generative AI is especially powerful in workflows built around language, context, and repetitive decision-making. McKinsey estimates that generative AI and related technologies have the potential to automate work activities that currently absorb 60% to 70% of employees' time, with particularly strong impact on knowledge work and communication-heavy functions. ([McKinsey & Company](#))

McKinsey also found that about 75% of the potential value from generative AI use cases falls across four areas: customer operations, marketing and sales, software engineering, and research and development. Customer operations and sales are two of the most email-intensive parts of most organizations, which makes email automation one of the clearest places to convert AI from "interesting" into measurable ROI. ([McKinsey & Company](#))

Snooz sits exactly at that intersection.

It does not ask teams to change where work starts. It improves the place work already happens: **the inbox.**

# Snooz Impact at a Glance

## 2.5M emails processed

These include emails that were:

*Drafted*

*Labeled*

*Replied to*

*Routed*

*Summarized*

*Followed up on*

*Organized for action*

**Millions of tiny decisions automated.**

## 416,000+ hours saved

### Calculation

2,500,000 emails × 10 minutes = 25,000,000 minutes saved

25,000,000 minutes ÷ 60 = 416,667 hours saved

**That's 416,000 hours teams got back to sell, support, build, and innovate.**

## 52,000+ workdays returned

Using an 8-hour workday:

416,667 hours ÷ 8 = 52,083 workdays

**Snooz has returned more than 52,000 workdays to teams.**

## 200+ full-time work years recovered

Using a 2,080-hour work year:

$416,667 \text{ hours} \div 2,080 = 200.3 \text{ work years}$

**Two centuries of human effort, redirected from inbox administration to higher-value work.**

## \$15.6M in estimated productivity value unlocked

The U.S. Bureau of Labor Statistics reported average hourly earnings of \$37.38 for all employees on private payrolls in March 2026. ([Bureau of Labor Statistics](#))

### Calculation

$416,667 \text{ hours saved} \times \$37.38/\text{hour} = \$15,575,012$

~ \$15.6M estimated productivity value

**Snooz has unlocked an estimated \$15.6M in productivity value.**

For higher-cost knowledge teams, the number becomes even larger. At \$45/hour, the same time savings equals:

$416,667 \times \$45 = \$18.75\text{M}$

At \$60/hour, it equals:

**$416,667 \times \$60 = \$25\text{M}$**

# Average Team Impact

Snooz currently serves more than 3,200 customers. Using that number, we can estimate the average impact per team.

## Emails processed per average team

2,500,000 emails ÷ 3,200 teams = 781 emails per team

## Time saved per average team

781 emails × 10 minutes = 7,812 minutes

7,812 minutes ÷ 60 = 130 hours

## Workdays saved per average team

130 hours ÷ 8 = 16.3 workdays

## Estimated value per average team

Using the BLS average hourly earnings figure of \$37.38/hour:

130 hours × \$37.38 = \$4,859

~ \$4,900 estimated productivity value per average team

**The average Snooz team has saved 130 hours of inbox work, which is more than 16 full workdays returned per team.**

**Based on this model, Snooz has generated approximately \$4,900 in estimated productivity value per average team.**

# The Bigger Story: Snooz Does Not Just Save Time. It Removes Friction.

Most productivity tools measure value in tasks completed. Snooz measures value in decisions removed, as every email contains a decision:

*Is this urgent?*

*Who owns this?*

*Does it need a reply?*

*What should the reply say?*

*Should this be escalated?*

*Should this be followed up later?*

*Should this be ignored?*

Snooz turns those micro-decisions into automated workflows. That creates value in five ways.

## 1. Faster response times

When emails are drafted, labeled, and routed automatically, teams can respond faster without adding more headcount.

For customer-facing teams, this can mean fewer missed opportunities, faster support, and better customer experience.

**Snooz helps teams move at speed of inbox without being buried by it.**

## 2. Less manual triage

Most teams do not lose time only by writing emails. They lose time deciding what each email is, where it belongs, and what should happen next.

Snooz automates the first layer of operational judgment.

**Snooz reduces the manual sorting work that keeps teams reactive.**

### 3. Higher consistency

Humans get tired. Inboxes get messy. Labels get skipped. Follow-ups get forgotten. Important emails get buried.

Snooz helps teams apply consistent rules, categories, responses, and workflows across large volumes of communication.

**Snooz brings process consistency to one of the least structured parts of the business.**

### 4. Better use of expensive human time

Generative AI creates the most value when it helps skilled workers spend less time on repeatable communication and more time applying judgment. McKinsey notes that generative AI has a particularly strong impact on knowledge work because of its ability to understand and use natural language. ([McKinsey & Company](#))

That is exactly what Snooz does.

It does not replace the team. It removes the inbox drag around the team.

**Snooz gives people back time for the work only people can do.**

### 5. Scalable operations without proportional headcount

As companies grow, email volume usually grows with them. Without automation, teams respond by hiring more coordinators, admins, support reps, sales ops staff, or account managers.

Snooz helps organizations absorb more communication volume without scaling manual inbox work at the same rate.

**Snooz helps teams scale communication without scaling chaos.**

# Impact by Buyer Type

## For individuals

### **Snooz gives individuals back focus.**

Instead of starting each day buried in a cluttered inbox, users get help with drafting, labeling, summarizing, and follow-up. The value is personal and immediate: fewer repetitive decisions, fewer missed replies, and more time for meaningful work.

### **Your inbox should not run your day. Snooz helps you take it back.**

#### **Key benefits:**

*Save hours each week*

*Reply faster*

*Stay organized automatically*

*Never lose track of follow-ups*

## For small teams

Snooz helps small teams operate like larger teams.

A small company cannot afford to waste hours manually sorting inbound requests, sales emails, customer issues, vendor messages, and internal updates. Snooz gives small teams leverage by automating the repetitive communication work that normally requires extra admin support.

### **Snooz gives small teams the inbox infrastructure of a much larger company.**

#### **Key benefits:**

*More capacity without more hiring*

*Faster customer replies*

*Less manual coordination*

## For growing companies

Snooz helps companies prevent inbox chaos from becoming operational debt.

As communication volume increases, manual processes break. Important emails get missed. Response times vary. Teams create inconsistent labels, duplicate work, and rely on tribal knowledge. Snooz standardizes inbox workflows before they become bottlenecks.

**Snooz turns email from an unmanaged channel into an automated operating system.**

### Key benefits:

*Standardized routing*

*Consistent labeling*

*Automated drafts and replies*

*Better follow-up discipline*

## For enterprise teams

Snooz gives enterprises a way to automate high-volume communication without forcing employees into another system.

Enterprise teams already live across email, CRM, ticketing, chat, documents, and internal tools. The problem is not that they need more software. The problem is that too much work still begins as unstructured communication. Snooz converts that unstructured email flow into structured action.

**Snooz transforms the inbox from a productivity drain into an enterprise automation layer.**

### Key benefits:

*Reduce manual triage at scale*

*Improve response consistency*

*Automate repetitive communication workflows*

# Security, Privacy, and Enterprise Readiness

Because Snooz works inside the inbox, security and privacy are core to the value proposition. Teams need to know that AI email automation can be adopted with the right controls, review paths, and data handling practices.

Snooz states that customer emails are not used to train public or general AI models. Customer data is used to provide configured workflows such as drafting replies, sending approved responses, routing conversations, categorizing messages, and logging workflow activity.

Snooz also supports draft-only workflows, configurable auto-send rules, activity review, and EU-hosted deployment for customers with European data residency requirements.

For enterprise buyers, Snooz maintains [security and compliance programs](#) including SOC 2, ISO 27001, GDPR, HIPAA, and CASA Tier 2, with documentation available to qualified customers and prospects during vendor, legal, and procurement review.

The result is AI email automation that is not only fast, but controlled, reviewable, and built for business-critical communication.

# Illustrative ROI Scenarios

The following scenarios show how quickly inbox automation compounds.

## Return on Investment for Individual Professionals

Assumption:

25 processed emails per week  
10 minutes saved per email

Weekly time saved:  
250 minutes = 4.2 hours

Annual time saved:  
4.2 hours × 50 weeks = 210 hours

Estimated annual value at \$37.38/hour:  
210 × \$37.38 = \$7,850

**For an individual, Snooz can return more than 200 hours per year.**

## Return on Investment for a 10-person team

Assumption:

10 users  
25 processed emails per user per week  
10 minutes saved per email

Weekly time saved:  
10 × 25 × 10 minutes = 2,500 minutes  
2,500 minutes = 41.7 hours

Annual time saved:  
41.7 × 50 = 2,085 hours

Estimated annual value:  
 $2,085 \times \$37.38 = \$77,937$

**For a 10-person team, Snooz can recover the equivalent of one full-time work year annually.**

## Return on Investment for a 100-person organization

Assumption:

100 users  
25 processed emails per user per week  
10 minutes saved per email

Weekly time saved:  
 $100 \times 25 \times 10 \text{ minutes} = 25,000 \text{ minutes}$   
 $25,000 \text{ minutes} = 416.7 \text{ hours}$

Annual time saved:  
 $416.7 \times 50 = 20,835 \text{ hours}$

Estimated annual value:  
 $20,835 \times \$37.38 = \$778,812$

**For a 100-person organization, Snooz can unlock nearly \$780,000 in annual productivity value.**

## Methodology & Disclaimer

This report uses Snooz internal platform data and modeled productivity assumptions to estimate the potential value created by email automation.

Internal platform data includes total emails processed by Snooz and the approximate number of customers, users, or organizations supported. Time savings are estimated using an assumed average of 10 minutes saved per processed email. Actual time saved may vary based on email complexity, workflow configuration, user behavior, team size, role, and adoption level.

Estimated productivity value is calculated by multiplying estimated hours saved by average hourly earnings from the U.S. Bureau of Labor Statistics. These calculations are intended to illustrate potential productivity impact and should not be interpreted as guaranteed savings, audited financial results, or a promise of future performance.

References to third-party research are included for industry context. Snooz does not claim that all customers will experience the same outcomes described in this report.

## Sources

Microsoft Work Trend Index, 2025.

McKinsey & Company, The Economic Potential of Generative AI.

U.S. Bureau of Labor Statistics, Average Hourly Earnings, March 2026.

Snooz internal platform data, 2026.

Snooz Security and Privacy documentation, 2026.

# Your Inbox Is Already Full of Automatable Work

**Snooz** has already **processed 2.5 million emails** and **unlocked** an estimated **\$15.6M in productivity value**.

**Now imagine what it can do with yours.**

*Turn email into leverage.*

*Turn inbox chaos into time back.*

*Turn Snooz on.*