

MOHRBOOKS CASE STUDY

HOW MOHRBOOKS REDUCED BUSINESS NOISE WITH SEDNA

	<p>COMPANY</p> <p>Mohrbooks is the oldest literary agency in the German speaking territory. They specialize in subagenting or co-agenting translation rights and offer three kinds of partnership to their clients.</p>
<p>USE CASE</p> <p>Email reduction and faster workflows</p>	
<p>WHY SEDNA</p> <p>“For me, SEDNA is a great improvement on how we work, and it was also psychologically less difficult to implement than I had thought...it works really well for us.”</p> <p>- Sebastian Ritscher Chief Executive Officer at Mohrbooks</p>	

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Introduction

One of the most challenging aspects of reimagining email is that, understandably, many companies are hesitant to make the jump. And who can blame them? While email in its traditional format can cause more problems than it solves, it can still feel safer to remain in a better-the-devil-you-know situation from a business owner's perspective. Moreover, with a whole new setup comes a whole new way of working, and this is often seen as one too many demands for enterprises that are already overloaded with work.

Happily for SEDNA, [many companies](#) do take the plunge, and by taking note of their perspective on the transition to SEDNA, we can continue to improve the experience for everyone.

Mohrbooks and the Email Problem

One such company is [Mohrbooks Literary Agency](#). Operating since the 1930s, Mohrbooks is the oldest literary agency in the German-speaking territory and deals with co-agenting, consulting, back-office services, and representing its author agency. As you can imagine, the paper trails and emails for a company such as this can be extensive, complicated, and noisy, which on speaking with the company's CEO, Sebastian Ritscher, was precisely the problem that pushed them toward SEDNA:



“ I wanted to reduce the noise and the sheer volume of internal emails, mostly because a lot of our clients would send multiple emails to several people in our teams, which then led to several additional emails to be negotiated among the team as to who handles what. I wanted to reduce that. That was really the main focus and the reason for researching a platform that helps us combat that. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

Like many complex businesses, the volume of emails Mohrbooks received eventually became a [pain point of miscommunication](#), duplication, and hours of wasted time trying to find or make sense of documents.

The SEDNA Solution

One of the core problems Mohrbooks faced was that traditional email buckled under the complexity of their business. As Sebastian explained during our conversation, working in an industry that deals with multiple projects and editions—not to mention the legalities of publishing—means your inbox can quickly become chaotic with numerous threads and no way of prioritizing. SEDNA's ability to bring context and reduce noise was one of the key reasons it appealed to Mohrbooks:



“ It’s a challenge because we work in the publishing business and especially in a small corner of this publishing business dealing in rights, licensing, and copyright questions. In many cases, it is difficult to refer to a project by a specific ID number because you have an author name, a book title etc. These are usually not numeric and not very precise, and there are several editions of one book. So, when I understood how SEDNA turns emails into records in a database and allows adding tags, I thought that should be really helpful for us in connecting projects to the actual threads. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

As Mohrbooks discovered, SEDNA has turned email into intelligent data points without the need for duplication, greatly reducing email volume and confusion. Some key features that SEDNA used to achieve this include:

Auto-Tagging and Buckets

With SEDNA's Auto-Tagging feature, Mohrbooks can save hours usually spent manually sifting through email threads. With each email turned into a data point, complete with the surrounding context, Mohrbooks can work with a self-organized inbox that ensures the right messages arrive with the right individual based on intelligent Job and People tags. Not only does a SEDNA inbox self-organize to reduce email volume by up to 95%, but with the Buckets feature, Mohrbooks can also ensure that the most vital messages are pinned to the top of their inbox with no chance of missing a new update.

Super-Powered Search

Rather than slogging through a jam-packed inbox, Mohrbooks are able to make use of SEDNA's intelligent boolean search feature that can scour through messages with a fine-tooth comb and bring back results in seconds.

Seamless Collaboration

With SEDNA's Activity Panel for a 360° overview of who has seen, read, and responded to a message, as well as Notes for sharing ideas with team members and intelligent People Tags, the days of Mohrbooks CCing and forwarding emails are no more. Not only has this helped them reduce the overall volume of emails, but it has also increased efficiency and productivity as a by-product.

For a full breakdown of how SEDNA's intelligent communications system can help your business reduce the noise of email, download our [Product Overview](#).

Onboarding: The Challengers

At SEDNA, we understand that onboarding is one of the most crucial elements of switching to our platform—which is why our onboarding and hypercare phases are designed with ease in mind.

Onboarding Features Include:

- Step-by-step email guidance to do and when in preparation for Launch day—the day your SEDNA system goes live!
- Live Q&A sessions with one of SEDNA's Training Specialists
- A series of guides and videos available in your SEDNA inbox to help you and your team get fully comfortable with using SEDNA
- **Support materials** to assist you along your SEDNA journey

When moving to an intelligent enterprise software solution that's custom-fit to your business, the potential for bumps in the road are to be expected, and this was no different with Mohrbooks:



“ Migrating the emails from our server—the historic emails to SEDNA—was a bit more complicated than I had expected because I think I had not fully understood how the system really works. Had I known then what I know now, it would have been a simple process. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

The technicalities of SEDNA are, as Mohrbooks discovered, the flip side of an advanced communication system. With a host of solutions designed to create more purposeful work, the technical setup can sometimes prove to be a more complex undertaking than expected:



“ I understand it's a very complex system. Setting it up for a customer is a lot of work for both the customer and for SEDNA because it's highly individualized—it's complex. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

While we've always made it our mission here at SEDNA to make onboarding simple, we're the first to admit that there's always room for improvement—especially when it comes to communication. With that in mind, we are in the process of developing a new set of resources to go along with our standard training calls and hypercare period to make the technical jump that bit easier.

Of course, the onboarding challenges are not just the technical kind, but an emotional one too—as Sebastian put it:



“ For me, as your customer, it was quite a leap of faith because there's no way to really test, to get a feeling. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

This secondary challenge of taking a leap of faith is one that the SEDNA team has heard many times. There is no way of dipping your toes in when switching to SEDNA, which is why the Success Team makes it a priority that new clients have as much information and support as possible when choosing our platform. As a business that goes against the grain when it comes to its approach to work, we understand better than most how alarming the change can seem, though happily, our customers' thoughts once the implementation is over reveal that it's a journey always worth taking:



“ I can definitely say, yes, what I was hoping for works very well. For me, SEDNA changed the way to work with emails because what we do is very, very email-based in a way, forwarding information and filtering information is what we do, it's what people pay us for, so that's a very crucial part of what we do and I wouldn't want to go back to the old system because it really reduced the amount of noise. Once you figure it out—how the filtering works—it's really useful in getting more control over how you invest your time and when. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

Giving companies back their time is one of the cornerstones of what SEDNA does. Every feature we develop is created to give business owners such as Sebastian a platform that works for them, rather than one that demands more time from its users.

Onboarding: The Benefits

While reimagined email and all the intelligent solutions that come with it can involve challenges when first implemented, SEDNA has tried to balance the challenges with ample support:



“ I was, and I still am, very impressed and very grateful for the time that was made available for the onboarding. Tarun, the Success Team, and Becki—everybody really—was very patient, and they were there all the time, and we had a whole bunch of meetings, and overall that all worked very well. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

Providing one-to-one support, especially in the early stages of SEDNA, is something we've long considered vital. Of course, we also know that the support given immediately after implantation is just as important—and this is why SEDNA developed hypercare. Our hypercare period is a two-week chunk where the Success Team is particularly attentive to any issues or questions that might arise, and Sebastian, as with many of our customers, found this particularly helpful:



“ I was very happy with how the conversations went, you know, how much time everybody was taking in the early phase, everybody was very available, helpful, and interested in getting the system up and running for us. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

Our end goal, as ever, is to make it easier to get more work done - not more emails, and we're happy to say that no matter what it takes, we make our goal a reality for each new customer:



“ For me, SEDNA is a great improvement of how we work, and it was also psychologically less difficult to implement than I had thought. Some members of our team were instant adapters, while others took a couple of months to get used to the new system... overall, SEDNA works really well for us. ”

Sebastian Ritscher
Chief Executive Officer,
Mohrbooks

SEDNA is smart team communication software that unifies all messages, data, and documentation to help you focus on the work that matters. By aligning teams through action-based communication, SEDNA drastically reduces email volume and creates more efficient, productive, and collaborative workflows across organizations.

What Can SEDNA Do for Your Team?

Browse our [customer stories](#) for more insight into how SEDNA can optimize workflow, boost efficiency, and help organizations work as one. Or book a [personalized demo](#) to learn exactly how SEDNA can transform the way your team works.

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