

The How and Why of Email Parser Usage in Email Discovery

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The ability to save and retrieve email communications has several key benefits. You can quickly gather important information from specific people or discover crucial details that support an internal investigation, audit, or any other inquiry that involves emails. You can also use it to back up or save important emails that you may want to retrieve later. Here's how and why to use email parsing for email discovery.

How to Save Emails From a Certain Contact to a Google Spreadsheet

The process of saving emails from a specific contact is straightforward with cloudHQ. Here are the steps:

1. Log into an instance of cloudHQ.net.
2. On the dashboard, choose Export Emails to Sheets.
3. Initiate the wizard to start the exporting process.
4. If you're backing up or saving emails, select this option.
5. Type in the name or email address of the person whose messages you'd like to save or back up.
6. Choose the backup options you'd like.
7. Select *Yes, continue* to begin.

Why Would You Want to Save Your Emails to Sheets?

As with many digital operations, the “why” of email parsing is as — or more — important than the “how.” Here are some reasons people choose to save their emails to a spreadsheet:

Enabling Email Discovery

Often, people get emails and don't realize how important they will one day become. This is typically the case when the future or health of a business depends on the information contained in its email. But because you can have dozens or hundreds of messages from the same person, it can be [challenging to pull out the ones that matter](#) most. This is where email parsing can make a big difference.

When Engaged In or Facing Litigation

The process of email discovery can be complicated and arduous, especially when you're under the pressure of litigation. But email discovery makes it far easier to identify the emails you want and extract the information you need to succeed in the litigation process.

For example, suppose you have a healthcare organization facing litigation around how it shares data. Specifically, account administrators are accused of sending sensitive patient treatment information to insurers that are out of the scope of what's allowed by HIPAA. While you're confident this hasn't happened, how can you prove it?

By parsing out all the emails each of your account admins has sent over a specific timeframe, you can help prove the accusation is false. For instance, if you save each email to a spreadsheet, you can use the spreadsheet's search functions to check for the information the litigation process is accusing you of sending.

By the same token, if you're on the other side of the table — accusing another party of wrongdoing — you can use the emails you save to a spreadsheet to collect and then analyze the digital evidence you need to substantiate your claims.

When Trying to Discover and Implement Email Parser Best Practices

It can sometimes be challenging to figure out precisely what makes one employee more successful than others, especially regarding how they communicate. But you can take a giant leap towards solving this problem using [email parsing best practices](#).

For instance, suppose a service rep consistently gets good reviews from customers they interact with over email. Instead of merely asking the rep the ingredients to their “secret sauce,” you can gather more objective, accurate data using email parsing.

For example, you can save all their emails to customers in a spreadsheet, then check for specific words or phrases, as well as count how often they appear. You can also analyze how they use questions to connect with customers or the number of emphatic statements — by simply checking for question marks or exclamation points.

As another alternative, you can use a series of successful emails to develop a template. This could make it easier for newer employees or those struggling to generate winning communications faster.

Identifying and Extracting Business-Critical Information

In addition to the above, there are several other reasons why exporting emails to sheets could be helpful. For instance, you can:

- Export information about shipping and order notifications.
- Share specific emails across teams to help improve processes.
- Export emails from leads to sales or marketing staff.
- Import data from your emails to populate your customer relations management (CRM) system.
- Export job applicant notifications to help identify quality candidates more easily.
- Export Zoom meetings with their recordings to help someone remember who they spoke with and why.
- Export invoices to understand how much a department or project costs.

You can do all this and more with cloudHQ's [Export Emails to Excel, CSV, or Google Sheets](#) solution.

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