

BOLDCHAT® Email Management



Highlights

- Thousands of customers, worldwide
- Guaranteed 99.95% uptime
- The industry's best value
- Fully deploys in days
- 24/7 support
- Proven installs across vertical markets

The Email Problem

The statistics don't lie — most organizations are abysmal at responding to email inquiries. In both support and sales situations, companies are doing a terrible job keeping up with the volume. In fact, it's volume that may be causing the problem:

In 2010, over 294 billion email messages were sent every day. That's 2.8 million messages per second.

A recent study conducted by Internet Retailer Magazine revealed that 73% of web merchants receive at least 50 support emails every day. Nearly a quarter of companies reported receiving more than 200 inquiries daily.

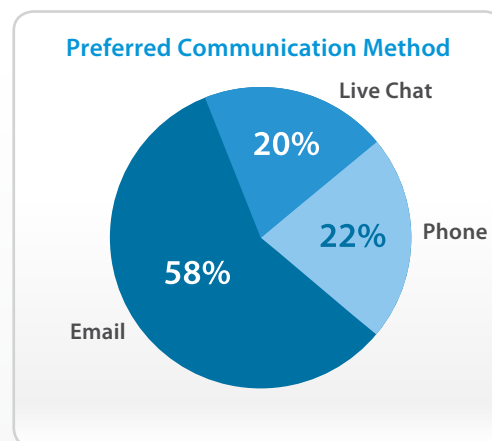
But, regardless of email volume, it remains the preferred communication method of online consumers. So, what do businesses do to manage the volume of inbound emails so that they don't miss sales opportunities or deliver poor service to existing customers?

Email Management is an included feature in BoldChat Enterprise.

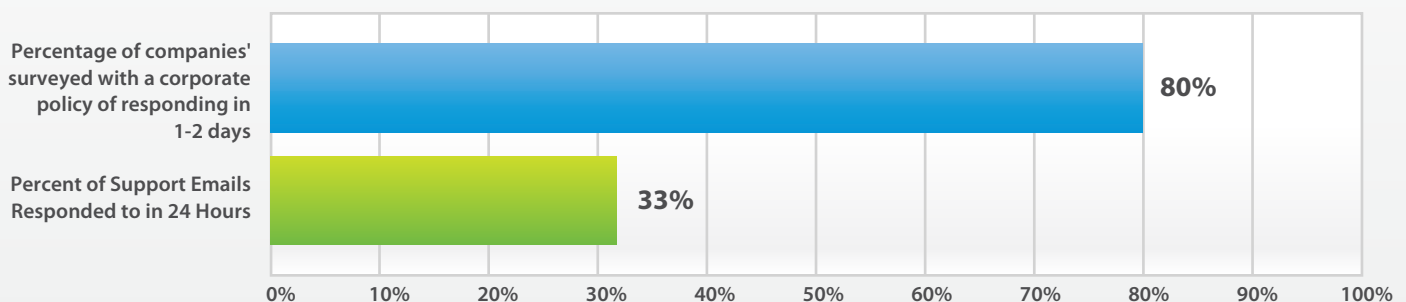
Team-based: Treat emails like work tickets

Integrated: Associate emails with chats & calls

Assign, route, escalate and organize: Ensure customers and prospects are responded to with accurate information in a timely manner



Response Policy vs Response Rate



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How it Works

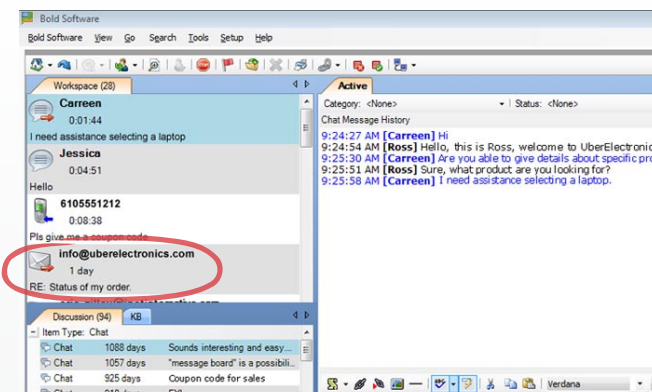
We've become so used to the Outlook™ paradigm that companies don't know what they're missing. BoldChat's Email Management works because it supports a collaborative approach. Emails aren't just simple messages, they are pieces of work, sometimes complex work, that need to be managed to resolution.

It's the difference between forwarding an email and assigning it. It's the difference between responding to an email and taking ownership of the entire communication.

Features & Benefits

Organize & Assign:

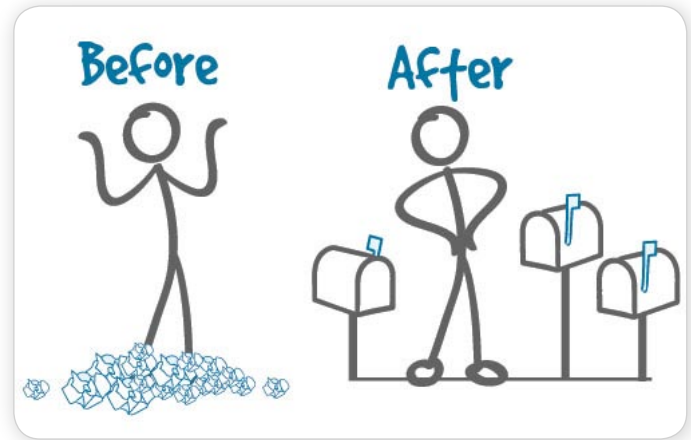
Subject/body routing directs emails into the correct workflow where they can be accepted, escalated, and resolved. An automatic email distribution engine is also available allowing auto-assignments and re-assignments to occur based on departments.



The integrated queue system helps agents prioritize emails among all other tasks like chat, SMS and click-to-calls.

Communication Cohesion:

Threading technology ties individual emails together and automatically reopens them when customers or prospects respond.



Increased Efficiency:

Auto-responders answer many questions without the need for operator interaction and Adaptive Messaging™ puts frequently used responses at the fingertips of support and sales staff.

Tools for Collaboration:

Operator discussions enable behind the scenes cooperation and coaching which improve the efficacy of responses without creating more email traffic.

Robust Reporting:

Automatic time stamping enables the easy-to-use reporting interface to show email statistics such as average speed of answer and average time to close.

Integrated:

Relate emails to chats and click-to-calls in order to get a wholistic view of a customer's entire communication history.

Management Control:

Restrict email actions with complete permission control. Dashboard gives supervisors and management an at-a-glance view into each email folder including statistics like the number of unanswered mails and the longest outstanding.