

VisNetic MailFlow: Email Management



Email and web-based communications are growing faster than any other means of customer interaction. As a result, email traffic to your organization's public facing email addresses-- sales@company.com, info@company.com--is on the rise.

How are you distributing and managing inbound customer email inquiries? Are you able to track leads once they are routed to the proper sales representative?

VisNetic MailFlow allows your organization to respond to customer inquiries promptly, professionally, and consistently. It provides a centralized, web-based email management environment that can be accessed (securely) by any sales representatives from any location with Internet access.

Powerful routing rules allow for intelligent distribution of email among various ticket boxes (incident queues) or sales representative, providing tremendous flexibility in how messages are handled.

With VisNetic MailFlow, managers can establish and enforce rules that help regulate service quality, such as requiring representatives to answer oldest email inquiries first. Managers can also be alerted to specific load conditions (such as a backlog in unanswered inquiries), helping them to identify and manage workload trends.

VisNetic MailFlow provides a strong foundation for managing organizational email correspondence, improving service potential where it matters most -- at the point of customer contact. The system provides:

- * Powerful email routing and workflow processing
- * Centralized library of standard responses
- * Automatic generation and tracking of service incidents
- * Comprehensive reporting and analysis
- * Access to customer communications history
- * Auto-suggested Standard Response
- * Robust security provisions
- * Integrated logging, alerting, and reporting

Enhanced Customer Service



Increase agent productivity

VisNetic MailFlow automatically collects and processes inbound email messages, associating each message with an existing ticket or creating a new one. Tickets are then routed to the appropriate ticketbox (queue), where your agents can act upon them. The system can automatically reply to customer inquiries (with receipt confirmation, for example), either immediately or after the ticket goes unanswered for a specified period of time. It can alert the appropriate personnel when ticketboxes become too full or tickets remain unattended for too long. Agents can also be required to handle oldest inquiries first to help guarantee timely responses.

VisNetic MailFlow's zero-footprint, browser-based interface is advanced, yet intuitive and familiar, maximizing the productivity potential of new and experienced agents alike. It's three-paneled interface, message read and unread indicators, keyboard shortcuts and right-click menus mirror popular desktop email clients, facilitating quick adaption to this centralized email management system.

Enhance email accuracy and quality

VisNetic MailFlow offers a Standard Response Library, which can increase the accuracy of agent responses to customer inquiries. This powerful tool allows organizations to share and distribute the knowledge of their workers, leveraging experienced agents to benefit new personnel while improving the response times of both. The entire standard response library may be categorized and searched by any number of parameters, while frequently used standard responses are tracked automatically per agent.

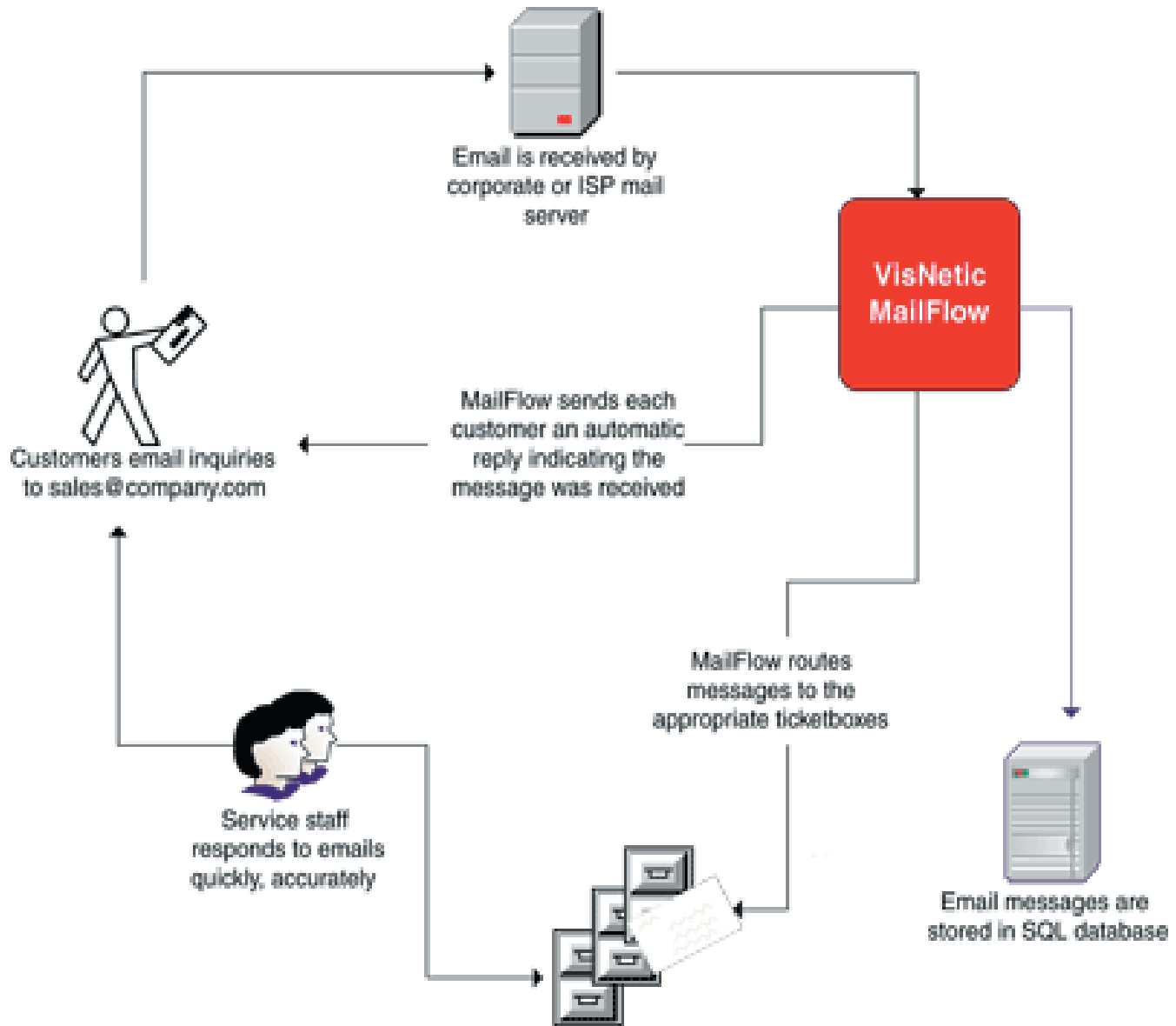
VisNetic MailFlow will also suggest appropriate standard responses to assist agents in locating accurate responses quickly and easily. For organizations with expansive standard response libraries, this ability to suggest one or more appropriate standard responses, based on keywords contained in the customer's inquiry, offers significant improvements in agent accuracy and productivity.

Accuracy can also be improved by the potential for email supervision within VisNetic MailFlow. For example, managers and supervisors can easily review the correspondence of their staff. Agents can also escalate tickets to a supervisor as needed.

"Before installing Visnetic MailFlow, our support team was struggling to efficiently handle support queries. Visnetic MailFlow has proven to be a reliable and consistent solution. Support agents from anywhere in the world can easily follow through the support issues using the Visnetic Mailflow web interface. The SQL database backend allows for efficient reporting, fast searches and straightforward administration."

Nicholas Sciberras, GFI Software Ltd.

Customer Relationship Management



Build and sustain lasting relationships

Nothing makes a customer feel less important than being shifted from agent to agent with each new email they send, only to have to describe their problem anew each time.

With VisNetic MailFlow, every customer can be made to feel like your most important customer. Allow your agents to provide highly personalized attention to each email through easy access to the customer's entire communications history. Contact records within the system can be customized to store any type of customer information relevant to your organization. Agents can also store private, internal-only notes for each ticket in the system, further improving tracking capability. You can even prioritize tickets from your most profitable or time-sensitive customers.

VisNetic MailFlow allows work to be distributed as needed, reducing email overload and increasing organizational flexibility.



Gather Business Intelligence

Gain operational insights

The built-in reporting capabilities of VisNetic MailFlow directly support your need for increased business intelligence. For example, supervisors can track how many emails are processed per agent or per ticketbox, or learn the average number of messages per ticket. Standard reports also include average response time, busiest time of the day, week or month and open ticket age. Report data can also be exported for analysis within third-party applications. With VisNetic MailFlow reporting, you can identify customer service trends and tune operations for maximum performance.

Protect and secure business correspondence

VisNetic MailFlow provides centralized storage for all inbound and outbound email sent through the system. Tightly integrated security features allow administrators to fine-tune access to the VisNetic MailFlow system, protecting critical business correspondence. Integrated data backup, archiving, and purging facilities provide insurance against data loss while increasing administrative flexibility.

VisNetic MailFlow also offers an optional antivirus plug-in, providing potent protection against inbound and outbound email viruses. The VisNetic AntiVirus Plug-in is installed on the VisNetic MailFlow server, providing superior, centralized protection for all users.

Enabling super-service for all

With VisNetic MailFlow, organizations can take control of email customer interactions now, and evolve their efforts well into the future. With license sizes ranging from 3 users to unlimited users, VisNetic MailFlow empowers organizations of any size.

Before VisNetic MailFlow, we really did not have a handle on the various email address we needed to monitor. The managers really did not know, at a glance, how many emails were received to which addresses and how long it would take to answer them. We needed more statistics, more information and your product gave us that. Of every email management system we tested, MailFlow provided the “best bang for the buck”. The install was easy and users liked the interface immediately. At Lowrance, we move our agents often and using this product makes it easy--all they need is there username and password and they are up and running in no time.

Ken Anderson, Lowrance Electronics, Inc.