

message pad

the contact centre specialists



E-mail Response Management

For efficient customer contact, e-mail communication needs to be tracked and managed to closure and seen in context with other forms of communication. There needs to be response service levels and easily accessible management information on those standards. Most importantly, e-mail should be integrated within an overall contact strategy and provide informative comparisons with the performance of other channels such as 'phone, post and web chat.

Message Pad's contact centre platform *intelligent Contact* incorporates a powerful ERMS - *intelligent Email* - which can reduce service costs, increase contact centre productivity, improve service quality and enhance sales.

The principle features of *intelligent Email* are:

- ✓ Improves first time query handling
- ✓ A complete interaction history for easy access to customer information
- ✓ Auto responds to acknowledge receipt & set expectations
- ✓ Skill set routing by address, keyword/code, customer value etc
- ✓ Queues for agents based on availability, skill, geographic location
- ✓ Associates emails as part of a case and/or with contacts
- ✓ Recognises SLA & response times
- ✓ Accesses a knowledge base for common responses
- ✓ Associates frequently used attachments
- ✓ Uses workflow to ensure internal information requests are tracked
- ✓ Saves data from inbound email into a database or CRM system
- ✓ Tracks across all interactions to conclusion
- ✓ Provides a management audit trail of responses, categorises content, spots trends and topical issues
- ✓ As part of *iContact*, integrates with other channels of communication and can be analysed in comparison

- » **BUILD BRAND LOYALTY**
- » **MAXIMISE SALES**
- » **BROADEN CUSTOMER CONTACT CHANNELS**
- » **IMPROVE CUSTOMER SERVICE**
- » **ENSURE STAFFING EFFICIENCIES**
- » **FLEXIBLE, COST EFFECTIVE DELIVERY**
- » **WEB SERVICES INTEGRATION**

“As a support and customer contact function, email plays an intrinsic part of our business and the Message Pad’s technology fulfills our requirements precisely.”

*Robin Hoyle, Chief Executive
GNUF Ltd*



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www.message-pad.com ~ 0800 0931 385 ~ sales@message-pad.com