

Email Management Highlights

- Organize and assign emails with routing rules and automatic email distribution
- Ability to thread individual emails together for a cohesive view of customer communication
- Increase efficiency with Adaptive Messaging™ and auto responses
- Tools for agent collaboration
- Robust reporting to monitor email statistics
- Rich contextual history of customer interactions across email and chat
- Complete permission control for supervisors and management

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 2014, more than 196 email messages were sent every day¹. That's 2.3 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?

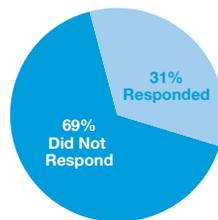
Email Management is an included feature with Bold360.

Team-based: Treat emails like work tickets

Integrated: Associate emails with chats & calls

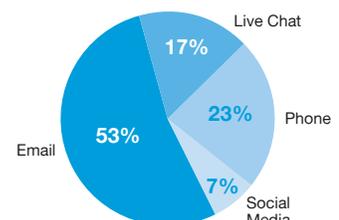
Assign, route, escalate and organize: Ensure customers and prospects are responded to with accurate information in a timely manner

Percent of Emails Responded To



*Hornstein Associates, 2013

Preferred Communication Method

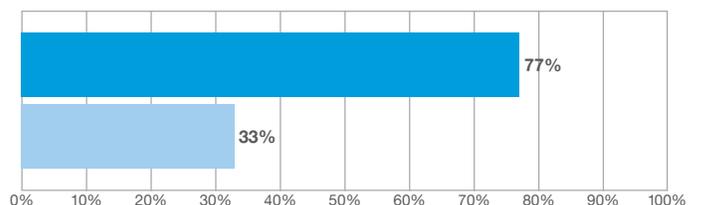


*Live Chat Effectiveness, 2013

Response Policy vs Response Rate

Percentage of companies surveyed with a corporate policy of responding in 1-2 days

Percent of Support Emails Responded to in 24 Hours

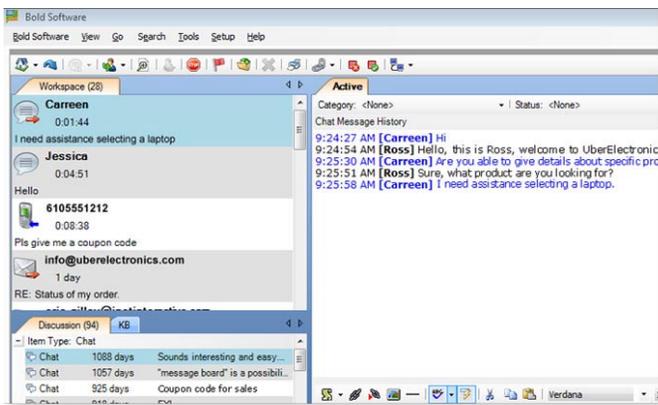


¹The Radicati Group, Inc., *Email Statistics Report, 2014-2018*, April 2014

How it Works

We've become so used to the Outlook™ paradigm that companies don't know what they're missing. Bold360'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.



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

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. Bold360's email management capabilities also allow ownership of an individual email, not just an entire thread, and reports can reflect the individual email and reassignment of the thread when agents are unavailable.

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.

Rich contextual information

A full history of email communication with a customer provides agents with valuable background when responding to an email. Relate emails to chats to see a holistic 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.

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