CASE STUDY

Responer

Zarządzanie relacjami i obsługa klienta

PROJECT

Responer is one of the projects carried out internally by **MSERWIS**. Responer is a system that facilitates an efficient management of incoming emails and helps with an everyday customer service.

Responer was originally created to meet the internal needs of our company related to the management of email communication with our customers. The system proved to be very helpful in our everyday work, so we thought that it could help many other companies to communicate with their customers.
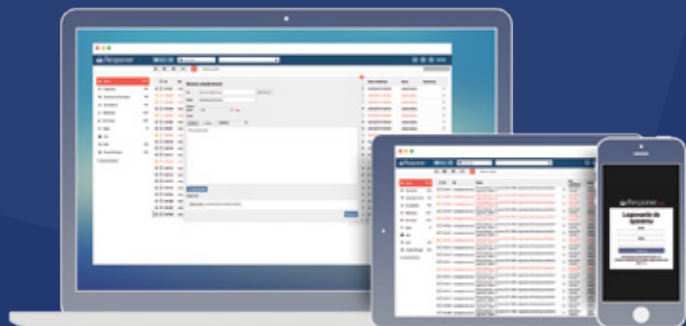
CHALLENGE

Today's consumer is accustomed to the constant use of the e-mail communication, which is why he or she often prefers emails over phone calls. Every business must take this trend into account in their day-to-day communication with the customers.

Of course, you can delude yourself that a client who did not receive a reply to their email will decide to call you, but the truth is that they will not call. Not only will they not call, but they will take offence and form a negative opinion about your company, which they will be happy to share with others. And, of course, then they will go to the competition.

Tens or even hundreds of unread emails, lost messages, long hours spent on replying to emails. Result? Feeling frustrated - both employees and clients... Do you know this scenario from your own experience? So do we. That is why we decided to create a system that will allow us to meet the demands of today's consumers, will help to provide the best possible customer service experience for all our customers and a high level of satisfaction with our services.

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IMPLEMENTATION

To create a system that meets the demands of today's consumers we had to identify the customers' expectations and the problems faced by their employees responding to emails.

Automatic sorting of messages

In our inboxes land a lot of system emails which we would like to make immediately recognizable so that they do not preoccupy us any more. We decided to make it possible to sort the incoming messages and divide them into the system ones, which do not require replying, and those from clients, which need to be answered. The system messages are automatically assigned to the appropriate folders. Using Responer, any company can create personalized folders based on individual needs. Instead of 200 emails to review, we now have only 30 that require taking some action. Thanks to this solution our attention can remain undivided and immediately focused on the most important - our customers' requests.

Threading and search

To make sure that no inquiry could get lost, all emails are sorted within threads, allowing you to easily view their entire history as well as the communication history with the client. It often happens that customers write several emails in a row - in this case you can also merge them so that they become part of a single thread. However, within a given thread there can be a lot of messages and it is vital to access any of them as quickly as possible. Therefore we made sure that our search engine could easily find every message - by its subject, content, email address or thread number.

Assigning to individuals / groups

Customers expect the service via email to be as fast as the telephone one, so we knew that our system must enable to reply as quickly as possible. Sometimes a customer's inquiry can be detailed and require a response from a particular person – the only one competent to provide a valuable answer. Therefore, we have added a feature of assigning

IMPLEMENTATION

messages to individuals and groups in order to avoid the initial lack of response when you do not know who should answer a particular query. What is more, your employees can easily re-assign a thread among each other if they need information from another person – it all happens within a single thread and without disturbing the continuity of communication with the client.

Templates

Has it ever happened to you to write a comprehensive response to a customer inquiry and some time later receive a very similar question that could be answered in a similar way? A natural reaction is to find and copy the message. Unfortunately, it is not always possible to find that answer and you need to write it again, from scratch... In order to avoid such frustration and to save time, we have added a feature allowing you to create message templates, so that you can write that comprehensive reply only once and then use it and customize it accordingly at any given time.

Communication

One of the biggest challenges for any company is a flow of information. Our objective was to create a system that could also streamline the communication within the company. It often happens that when re-assigning a thread to another employee you need to pass along additional information regarding the situation or the client. So, we created a possibility to make internal notes accompanying threads, which are visible only to the employees and are not meant to be sent to clients. The notes are an integral part of the thread, and may, for example, indicate what was established at the given stage of the conversation.

THE SYSTEM THAT ENABLES TO:

| THREAD THE INCOMING MESSAGES

| SORT THEM EFFICIENTLY AND USE CUSTOMIZED FILTERS

| ASSIGN THEM TO SPECIFIC INDIVIDUALS OR GROUPS

| SEARCH THEM EASILY

| CREATE MESSAGE TEMPLATES

| COMMUNICATE MORE EFFECTIVELY WITHIN THE COMPANY

RESULTS

If your company uses several different mailboxes to contact your customers, you can integrate all of them with **Responer** and manage them from a single location. **Responer** vitally improved the management of our company mailbox, greatly shortened the response time for customer inquiries and increased the employee productivity. Thanks to this system we are able to respond quickly to customer inquiries and continue to provide high quality services to our customers, keeping their satisfaction at the highest level. We hope that **Responer** will contribute to your business success, too.

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Responer

Nowa   Wszystkie

Aktywa

			ID	Od
✉ Nowe	461013	☐		
➔) Przypisany	6244	☆ ☐	541927	noreply@mserwis.pl
↩ Oczekuje na informacje	1445	★ ☐	541926	noreply@mserwis.pl
➢ Do wysłania	1099	★ ☐	541925	noreply@mserwis.pl
○ Wykonany	12141	☆ ☐	541924	noreply@mserwis.pl
⚿ Zamknięty	42995	★ ☐	541923	noreply@mserwis.pl
⚑ Spam	99	☆ ☐	541922	noreply@mserwis.pl
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		★ ☐	541920	noreply@mserwis.pl