

A New Generation

# Automatic Email Distribution System



## Create Breakthrough Business Value In Your Support

### What is eFrontMail?



eFrontMail® is an intelligent email sorting application designed to support email inquiry in a Support Center Environment by channeling inbounds emails to the appropriate customer service representative (CSR) who can respond promptly and effectively.

It will sort and route the emails to recipients according to subject, sender and keywords in email content.

eFrontMail is a powerful tool that frees you from the hassle of sorting hundred or possibly thousands of emails that flood your organization everyday.

### IMPROVED PRODUCTIVITY

eFrontMail is designed to automate the process of email distribution so that CSRs can focus their time and effort on providing quality services to customer.

#### ◆ Skill-Based & Same Agent Routing:

Inbound emails are routed to the designated groups or CSR according to pre-defined rules. Follow up email will be routed to same agent who first handled the email. Advanced routing allows keyword search within an email body or subject. This can be easily done by simple configuration of the rules of the email distributor. In the event that a CSR does not have the necessary information to give a satisfactory reply, he may escalate the email to a supervisor or another CSR.

#### ◆ Auto-Acknowledgement:

In this information age, customers expect faster response from organizations to their inquiries and communication. Auto-acknowledgements are customizable messages that provides immediate acknowledgement automatically upon receipt of emails from your customers. This ensures customer confidence in your organization while a more detailed reply or response is being processed.

#### ◆ Intelligent-Responder:

With the Intelligent-Responder feature, eFrontMail can scan the content of emails and intelligently suggests a list of probable answers. CSRs will just need to select from this list of suggestions, thus saving CSRs from drafting a new reply for every email. This will ensure consistency and optimize able CSR resources.

## Common email handling issues in a support center

- ⇒ No agent routing. Agents cherry pick easy email from common inbox
- ⇒ No control & accountability
- ⇒ Customer reply go to different agent
- ⇒ No measurement on productivity
- ⇒ No history of agent handling case
- ⇒ Quality of email response
- ⇒ Limited search capability, difficult to find old email
- ⇒ Junk mail & spam
- ⇒ No reporting

## Features

- ⇒ Scalable architecture to handle email volume growth
- ⇒ Browser-based user interface for easy deployment and universal access
- ⇒ Support for multi-channel interactions and multilingual content
- ⇒ Common case and knowledge management infrastructure for all channels
- ⇒ Categorization and intelligent routing of emails
- ⇒ Ability to send automated response and acknowledgment, and offer response suggestions to agents
- ⇒ Comprehensive set of monitoring and reporting tools

## ◆ History:

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Every email transaction - received and sent - will be saved in the database and can be accessed via a history list presented in chronological order. This enables any of your CSRs or employees to provide efficient responses quickly by having the ability to quickly view any past communication with specific customers. This adds to good Customer Relationship Management.

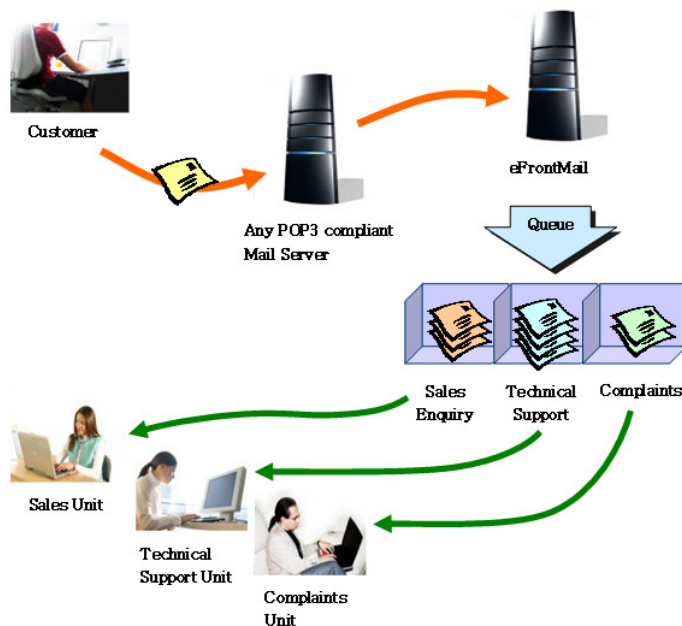
## ◆ Pre-Scripted Responses:

eFrontMail allows you to store a database of ready responses and templates like standard greeting messages, signatures, or even subject headings. All these can be easily added to your reply with a simple click of your mouse - your CSRs do not have to waste time on repetitive typing.

## PERFORMANCE MONITORING & REPORTING

eFrontMail is a valuable tool to facilitate organizations for successful Customer Relationship Management and allows performance to be monitored and measured. Administrative and supervisory tools are available to help you monitor the performance of your CSRs. For example, supervisors or managers may be able to:

- i. View real-time statistical reports in graphical formats, easily digested for better management analysis and decision-making.
- ii. Generate daily, weekly and monthly reports for CSRs or campaigns for performance evaluation.



Headquartered in Singapore, Innovax Systems specializes in business consulting, software development and system integration for the contact centre industry in the Asia Pacific region. With more than 10 years experience and its proprietary contact centre system software OpsCentral®, Innovax Systems provides its clients with total solutions for their contact centre needs. OpsCentral® is a complete suite of management and productivity tool for the modern contact centre which covers voice, email and fax. Innovax Systems has provided contact centre related consulting, development and implementation services for MNC and SME customers in the region.

<sup>1</sup> PBX dependant for DTMF routing <sup>2</sup> Adobe Acrobat Reader plug-in for viewing faxes in PDF from within the browser  
<sup>3</sup> Postscript, PDF and TIFF attachments only. Other formats requires Native2Fax gateway \*Optional modules

## Innovax Systems Pte Ltd

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