

Managing High Volume Email Support for a Publisher with Multiple Brands and Products



"After a failed Microsoft CRM deployment we wanted a more 'personal' relationship with our provider/partner...a partner who was as committed to the success of the project as we are. We turned to EnterpriseWizard. They took the time to learn our business model and map our processes to their software. With our resources focused on growth, we took advantage of EnterpriseWizard's implementation services, and we are glad we did. It saved us time and money."

David Hlavac
Director of Operations, Hot Topic Media

Rapidly evolving business required personalized solution

Hot Topic Media is a rapidly expanding publisher and marketer of content in the consumer personal-growth industry. The company engages their customers in one-to-one interactions, and was looking for a tool to control and leverage these interactions into product sales. Across multiple business units, a geographically diverse customer support team needed the ability to route, track, and archive all customer interactions in order to personalize the communication while delivering a consistent customer experience.

Support Challenges

Hot Topic Media is experiencing high-growth, operates in a rapidly changing environment, and requires the flexibility to change direction quickly, while maintaining the ability to scale.

The Company needed a tool to:

- Optimize the customer support workflows, improve their ability to engage the customer, and to convert these customer interactions into sales.

- Organize timely and accurate customer feedback and then streamline the flow of this feedback to the marketing and content- development teams.

- Administer and track staff productivity, levels of customer engagement, and establish new customer support capabilities without incurring the expense of hiring additional personnel.

- Quickly and easily change customer messaging.

- Sift through, filter, and separate the spam emails from the valid incoming customer email interactions.

The Failure of Microsoft CRM

The company first implemented Microsoft CRM, but soon realized that its rapidly changing business model, the way it communicated with its customers and its automation requirements were not a good fit for the Microsoft product.

Industry

Consumer Personal Growth Advice

Industry Challenges

- Multiple branded business units with distinct clientele, personality, and automation requirements

- Need for effective and consistent communication while delivering a 'personal' customer experience

- The need to identify, filter, and route a huge quantity of inbound spam

- The need for a geographically diverse support team to easily see every customer interaction

- Desire to reduce response time to high volume of incoming customer emails and phone calls, while increasing customer satisfaction

EnterpriseWizard Solution

- Java™ Platform, Enterprise Edition (Java EE)

- Hosted SaaS knowledgebase on a dedicated server

- Integrated spam classification, dynamic reclassification and filtering

- Integrated productivity tools, business automation and reporting

Solution Benefits

- Extensive and easy-to-create reports measure staff productivity, support effectiveness and levels of customer engagement

- Changes to business model and addition of new business units are implemented in minutes

- Increased employee productivity

- Full audit trail of all changes and communications for later analysis

The EnterpriseWizard Solution

After this experience, the company made a careful evaluation of several products, looking for the right mix of flexibility, ease of use, and scalability for its needs, and settled upon EnterpriseWizard. The decision in favor of EnterpriseWizard was driven by their willingness to understand the company's business model, demonstrate how their system could handle the various business processes, and commit themselves to the success of the project.

EnterpriseWizard had the features needed to meet all of the challenges and to enable support for multiple businesses to be run effectively from within the same system. For instance, the end user interface permits multiple branding for different sets of customers, so they each see a different logo, color scheme, and content. It filters FAQs by business unit and allows users to submit support tickets directly into the system by clicking a hyperlink from the different support websites.

Inbound email sent to multiple accounts can be handled differently based on the account, so that emails to different support addresses are routed to the right support teams and result in tickets having the appropriate field values, reflecting not just the business unit, but also the type of issue.

A custom table of Solutions was added to hold a pre-existing body of hundreds of outbound email response templates. Technicians can easily import these Solutions into new support tickets using a full text search lookup from within the ticket. The system then inserts the solution into a customized email template that also automatically adds the business unit's latest tag line, promotional URL and catalogue URL, and the email is automatically sent to the customer. Rule automation ensures that outbound emails contain the appropriate "from" address based on the business unit under which the ticket was submitted.

Inbound email marked as spam by a spam filter goes into a separate table for Spam, and staff review the spam tickets daily to find any that have been mislabeled. With a couple of mouse clicks, any misidentified spam is converted into a support ticket with all the original fields and business unit information and automation. Conversely, spam missed by the filter can be quickly converted from the ticket to the spam table and automatically deleted from the ticket table. Reports on the number of legitimate mail versus spam and number of records of each type converted track the effectiveness of the spam filter and enable real time adjustments of filter characteristics.

Data Mining reveals staff productivity and new opportunities

Daily and weekly reports show the number of tickets closed by each support rep and for each business unit. New reports can be created easily to provide statistics and trend graphs showing which types of issue are being submitted most often. There are even reports on how many times each solution has been used in a given time period to evaluate the best solutions and assist in designing additional ones. Reports provide insight to the Marketing team that helps direct their marketing campaigns, driving increased sales.

About EnterpriseWizard

EnterpriseWizard, Inc. (www.EnterpriseWizard.com) is the leading provider of powerful, easy-to-deploy, and cost-effective Web-based software solutions for business process automation, customer support, and change management for organizations with complex products or services. Its flagship product, EnterpriseWizard, and its adaptable SaaS Wizard platform have attracted hundreds of customers, ranging from startups to leading edge companies such as Chevron, NEC and Fujitsu.

"Yesterday our CEO suddenly decided to pull the trigger on a new business unit and announce support for it at a conference, and within minutes of our request, our EW service rep added the new logic to the system and it was ready to go. The turnaround time on changes is really amazing!"

"We've got all kinds of new things we are planning to do with this system – tracking our employee time, managing seminar registration for our events, handling job applications and résumés for our recruiting efforts, you name it, we can see how easy it will be to do it. It's exciting to think how much this will improve our lives!"

— David Hlavec
Director of Operations
Hot Topic Media

For More Information

Contact 1-888-727-2209 ext 1 to learn more about using EnterpriseWizard.

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