

Improved Team Productivity and Time Saving Email Efficiency

*As part of an ongoing study of how customers use eMail Manager, we talked to **LuzernTech.com** CTO **Pat Sherlock** about how they use eMail Manager to help their business.*

IFModules: What made you select eMail Manager to manage your emails?

LuzernTech: As an online retailer, customer satisfaction is a high priority for Luzern. We required an email service that could integrate into our business easily without causing disruption to the excellent level of service we provide to customers. A key factor in our selection process was to find an email service which would be intuitive to operate, enabling our teams to handle customer queries quickly and efficiently. Another factor was the ease with which we could set up “rules” to determine how inbound customer query emails could be filtered. I particularly like to see what types of queries our customers are sending in and monitor how we are prioritizing them. The fact that I can see which emails are unread or priority or even view notes left by our customer service team at the same time makes this task quite easy compared to other email systems.

IFModules: How has eMail Manager helped your business?

LuzernTech: As customer satisfaction is a key objective for our company, eMail Manager has helped to improve our internal team productivity metrics by saving time and enabling efficiency, which results in fast and accurate customer response. Whilst it is essential for us to have the ability to filter the emails we also need to be able to re-direct them, thus eliminating time spent re-reading emails to establish which team member should deal with the query, thus saving valuable time and reducing backlog email volumes. The standard reporting suite enables fast reporting of the top line information key in how we plan and develop our customer service team and external customer satisfaction programs.

IFModules: What eMail Manager feature makes it stand out from other applications?

LuzernTech: It is really how you can access information very quickly, view the inbox and see what emails are unread, open, pending or priority. Then by using the eMail Manager category feature, we can group the different queries into topics such as “order status query”, this feature also allows us to send out multiple standardized responses at the same time, thus reducing outstanding query volumes.

IFModules: Any other comments you feel other customers should know?

LuzernTech: Yes, make good use of the rules and the category features; it is very easy to use and saves lots of time.

About LuzernTech.com

LuzernTech.com (www.LuzernTech.com) is a leading online retailer of new and refurbished consumer electronics selling into all major markets in Europe. Headquartered in Dublin, Ireland, our eSales activities are supported by state-of-the-art facilities in Ireland, UK, Germany, Spain and France. The company processes and resells thousands of consumer electronic products per month, and has forged contracts and partnerships with leading manufacturers that have recognized Luzern’s impressive skills in targeting online consumer demand.