

Why Omni Instruments Traded Outlook for eMail Manager and Never Looked Back

Omni Instruments discusses how eMail Manager dramatically increased the efficiency of their customer inquiry management and why they vow never to return to a traditional Outlook based system.

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

Omni Instruments: We needed a transparent company wide email system for dealing with all incoming customer inquiries with the ability to easily transfer emails to different people within our company and track the history of each inquiry. We also needed to be able to rapidly search all of our incoming and outgoing emails for every user. eMail Manager fitted the bill.

IFModules: How has eMail Manager helped your business?

Omni Instruments: eMail Manager has increased our efficiency in dealing with customer inquiries dramatically. We can assess incoming inquiries and pass them to the right person quickly. We have a much better idea of an individual's workload and can easily take over when a person is on holiday or sick. Individual users can clearly see what they have to deal with on any day, as emails that require no further action are closed. The management tools and reporting functions enabled us to identify two employees who claimed to be busy but were not actually doing much. We could never contemplate going back to a traditional Outlook based system.

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

Omni Instruments: We looked at many web based email management systems for dealing with incoming customer inquiries. eMail Manager was not only the best in terms of ease of use, work flow, and clarity of presentation, but also the most cost effective.

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

Omni Instruments: No - we are very happy with eMail Manager and the service we have received from IFModules to date.

About Omni Instruments

Omni Instruments specializes in providing measurement and data logger products and solutions for sale online via their website at <http://www.omniinstruments.co.uk>. Their product base include sensors for measurement applications, data loggers and control and display products. With their data logger products Omni Instruments also provides pre-programming and setup for more complex applications, and build loggers into wall mount enclosures and portable cases for field applications. They were formed in 1996 and continue to serve industry in the UK and Europe, Australia and the Asia Pacific Region, and the USA and Americas.