

Affordable, Web-Based Email Management

As part of an ongoing study of how customers use eMail Manager, we talked with Stop Aging Now CEO Josh Corn to find out what features he liked most and how it helped his business.

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

Stop Aging Now: The email we receive comes from customers and readers that have specific questions about nutrition and articles on our site. Because of that, many of the emails have to be routed to the appropriate expert, writer or customer service representative – an expensive proposition if you are paying based on the number of users and don't need unnecessary CRM features that often come bundled with today's Web 2.0 applications. eMail Manager is one of the few applications that focuses solely on managing volume email efficiently and affordably – based on space usage, not the number of users.

IFModules: How has eMail Manager helped your business?

Stop Aging Now: It has allowed us to manage email among multiple locations without sacrificing valuable time on integration and training. These factors can have a negative impact on the bottom line if not addressed correctly. eMail Manager makes managing email efficient, without the fuss, and that helps my business run more smoothly.

IFModules: What eMail Manager features make it stand out from other applications?

Stop Aging Now: My favorite feature is the ability to organize email right off the bat by assigning References and Categories as they come in. It helps keep me organized and reminds me of what the email is about just by glancing at the list – invaluable if you are glancing at hundreds of emails at once.

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

Stop Aging Now: eMail Manager is an email powerhouse!

About Stop Aging Now

Jean Carper, a medical journalist, best-selling author, consumer advocate and leading authority on health and nutrition, founded Stop Aging Now in 1996 in response to readers asking her to develop an anti-aging multi-vitamin formula based on research from her book Stop Aging Now!. Since then, Stop Aging Now has expanded their product line to include 9 varieties of the Multi Nutrient Formula which is supercharged with antioxidants and is equivalent to over 15 servings of fruits and vegetables. Their website is home to thousands of nutrition articles, expert advice and anti-aging products. Visit Stop Aging Now at <http://www.stopagingnow.com>.