**bold360**
by LogMeIn

Email Management

Improve Agent Efficiency with Streamlined Workflows

The Email Problem

Statistics don't lie - most organizations are flooded with email inquiries. From sales to marketing to support, companies are having a hard time keeping up with the volume:

- In 2018, more than 281 billion email messages were sent every day.[1] That's 3.3 million messages per second.

- Though customer engagements are moving to chat and social media, recent research shows that email remains one of the most preferred customer engagement channels among consumers across the globe.[2]
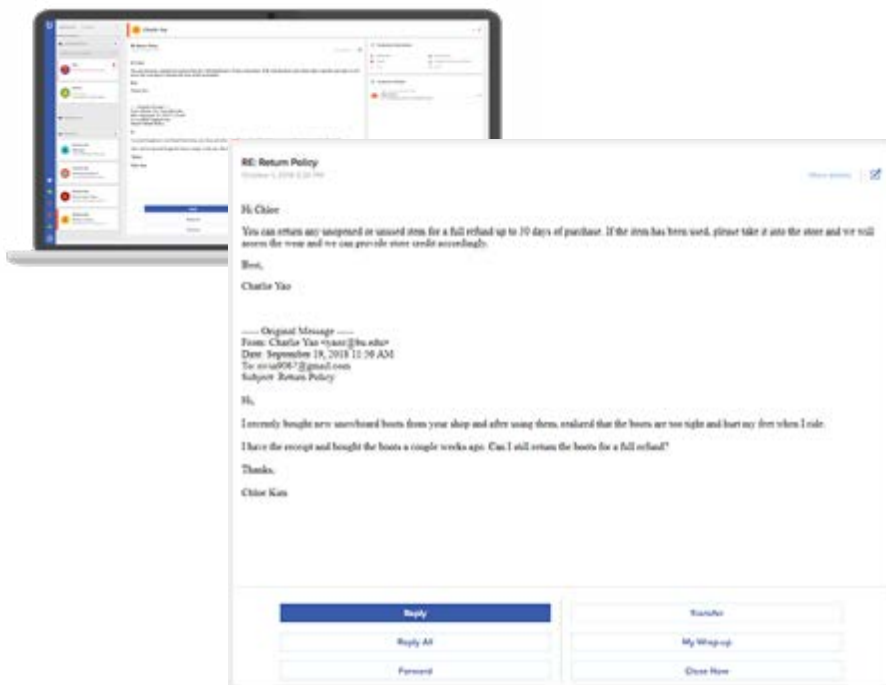
Highlights

- See individual emails and chats together for a 360-degree view of the customer

- Get actionable insights from robust email reporting

- Increase agent efficiency with adaptive answers and auto responses

- Organize and assign emails with routing rules and automatic distribution capabilities

How Does It Work?

Bold360 makes managing this flood of emails easy to do right alongside engagements from other channels like chat, SMS, and social media. It treats emails like work tickets, assigning, routing, and transferring inquiries in whatever way works best for your organization. The integrated queue system helps agents organize and prioritize emails among other engagements.

---

[1] The Radicati Group, Inc., Email Statistics Report, 2018-2022, March 2018

[2] LogMeIn Inc., 2018 Customer Experience Report, September 2018

Features & Benefits

Organize and Assign

Robust routing capabilities ensure emails are directed to the correct workflow where they can be accepted, transferred, and resolved. An optional automatic email distribution engine enables auto-assignments and re-assignments based on department. Bold360's email management capabilities also allow ownership of an individual email, not just an entire thread, and reports can reflect the individual email and reassignment of the thread when agents are unavailable.

Communication Cohesion

Threading ties individual emails together and automatically reopens them when customers or prospects respond.

Increased Efficiency

Auto-responders answer many questions without the need for agent interaction, and adaptive messages put frequently used responses at agents' fingertips.

Tools for Collaboration

Agent discussions enable behind-the-scenes cooperation and coaching, which improve the quality of responses without creating even more email traffic.

Robust Reporting

The easy-to-use reporting interface displays important metrics such as average speed of answer and average time to close.

Rich Contextual Information

The full history of communication with a customer gives agents valuable context when responding to an inquiry. Associated chats are also presented in the dashboard to give the agent a 360-degree view of the customer's interaction history.

Management Control

Managers and supervisors have complete permission control to restrict email actions as needed. The dashboard gives an at-a-glance view of important metrics such as the number of unanswered emails and the longest outstanding responses.

bold360
ENGAGE SMARTER
by LogMeIn