

SuperOffice eJournal

For Customer Service



SuperOffice®

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An organization's customer service is the most important contact point with today and tomorrow's customers. It is resource intensive and expensive to maintain good telephone customer support. Organizations that divert inquiries from telephone to Internet decrease response times and reduce cost.

SuperOffice eJournal allows all types of customer inquiries to be answered 24 hours a day, 365 days a year irrespective of whether inquiries are made via telephone, e-mail, web form or fax.

It is important that all inquiries are handled and that none are left unanswered in private mail boxes. Customers want to be able to follow their cases through 'the system', want information on status and on when an answer/solution can be expected to be accessible.

'Self service' (0 line)

Customers can easily serve themselves in the Internet based customer centre. Information is available in the customer centre on each customer and on inquiry status, history, purchasing history, accounts receivable, etc. The information is continuously updated. This means that the customer can keep up to date and receive answers to questions which otherwise would result in a telephone inquiry to the company. The customer can update information about themselves, such as new address and telephone numbers, subscribe to mailing lists or give a message.

AutoFAQ (Frequently Asked Questions)

FAQ is a dedicated database containing relevant cases, previously answered questions and tips which the company wants to publish. FAQ contains a search engine which helps the user find related issues based on key words, industry etc.

Advanced forms

It is important that case registration is as simple as possible. The more pre-filled in information the better. This can be adapted to each company's requirements, so that forms match product portfolio, service agreements etc.

Documentation

The company can simply make documentation such as Release Notes, User Guides, Maintenance Guides and Bugs/Fixes publicly available.

Download area

It is an advantage that customers can themselves download new versions/releases of the products. The customers can themselves keep abreast of which versions are in testing and which are in production.

Support (1st line)

The support department receives fault messages, messages on operating problems, user questions, change requests and service and consultancy service orders. Inquiries can come from 0 line, telephone, e-mail, SMS, instant messaging, fax or letter. The department is to ensure that Service Level Agreements are complied with and that the company meets its obligations to customers. When a case is registered, the customer will automatically receive a confirmation and a case number. This permits the customer to follow their case from their own web pages. All case communication and activity is logged, so that the history is recorded.

Intelligent allocation

New cases are allocated to support persons using user-defined keys. The keys can be based on content (key words), geography/ language, workload, efficiency, product groups or



combinations of these. This allows for efficient service / support utilization and reduces the number of case transfers to a minimum. If case managers are not present, cases will automatically be allocated to others.

Escalation/prioritisation (SLA)

Individual escalation routines can be set up based on SLA per customer/customer group with SMS notification etc. This ensures that critical problems are handled within the agreed deadlines.

Case management

When a case is registered, the customer receives a confirmation that the case has been received. SuperOffice eJournal provides case managers with excellent oversight of customer 'involvement' in the product. i.e. contact persons, configuration, production versions, test versions, SLA agreements and open/closed cases. Case managers can use the FAQ base and the entire case database to search for similar or identical cases, to avoid repetition of previously carried out work.

All communication between customers and employees is recorded in an inquiry journal and is stored in an existing case/ticket. A case ticket is set up if there wasn't one previously. This means that all history is easily accessible in a single screen, so that the customer can at all times add comments via the web page. Case managers decide which messages the customer can access and read in each inquiry. Internal communication can therefore be hidden, while replies to inquiries are published in the customer centre. If a case manager logs off or leaves their job, it is simple to reallocate assignments.

Reply templates

Service managers can create reply templates to increase the efficiency of day to day service tasks. These allow for a rapid production of customer replies. When the case manager selects a reply template, all available and relevant information is filled in so that the case manager only needs to add 'new' information.

SuperOffice eJournal for eMarketing (option)

SuperOffice eJournal contains a publication function which allows information to be sent to all or a selection of customers. This includes the option to receive replies and measure the response to the mail shot. This function can be used for invitations, news, critical faults/corrections etc.

FAQ Administration

Information can be simply placed in the FAQ base by case managers. They can also subdivide the FAQ base by industry, product and problem to make searching easier.

Reporting

SuperOffice eJournal contains an advanced report generator and a set of reports for monitoring case flow.

This permits an easy overview of the number of resolved cases, open cases, escalated cases per person, per department or for the entire company.

Remarks: Customer web pages. The customer can update information about themselves, such as new address and telephone numbers, subscribe to mailing lists or send a message.



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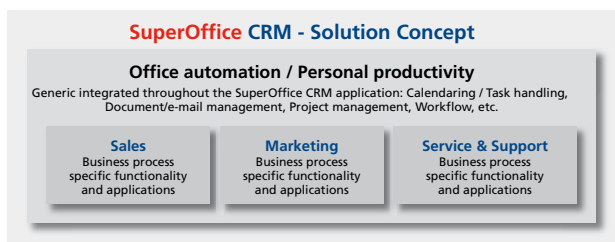
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SuperOffice CRM Solution

SuperOffice eJournal is an integrated part of the SuperOffice CRM product portfolio, covering business processes and functionality within personal productivity, marketing, sales, service & support and management.

System requirements

See technical documentation available on www.superoffice.com.



The SuperOffice CRM solutions are leading in Europe and are used by more than 11.000 organizations to support, automate and improve all customer oriented business processes. For more information on other SuperOffice products see www.superoffice.com or contact a local SuperOffice subsidiary or partner.

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