



Touchpoint

Customer Contact Management

Minisoft Touchpoint- Customer Contact Management

Acquiring new customers is much more expensive than selling to existing ones. With Minisoft Touchpoint, you'll have confidence that customer inquiries will be handled quickly and effectively, boosting customer satisfaction and loyalty while giving your sales and services teams a competitive edge.

Designed for retailers and manufacturers with a strong customer service focus, Touchpoint centralizes customer service requests, allowing companies to manage inbound emails, web form inquiries, share knowledge, and resolve customer issues.

Positive Impacts

- Centrally manage and share all customer service issues.
- Understand frequency of incidents to improve product quality.
- Share information across your customer service teams.
- Measure the responsiveness of customer support.

Case Management

Touchpoint centralizes the service history of each customer, providing a detailed view of customer requests and responses. Case management metrics via the Touchpoint Dashboard allow managers to monitor how cases are handled and escalate issues to ensure customer satisfaction.

Positive Impacts

- Gain a complete view of customer service request history.
- Escalate unresolved issues before they become large problems.
- Monitor the effectiveness of case responses.

Inbound Email or Web Forms

Touchpoint leverages the power of Minisoft's eDirect+ transactional email solution to handle inbound email processing which allows support organizations to better manage customer support requests through information sharing and routing. With inbound email processing, users can create rules for inbound e-mails and automatically assign cases to the right customer support representative.

ContactUs Dashboard

Shipping and Delivery: 0 (0)
Request Order Changes: 0 (0)
Returns and Replacements: 0 (0)
Payment and Billing: 0 (0)
Product/General Questions: 0 (0)
Site Help: 0 (0)

Daily Stats: Assigned: 2
Resolved: 0
Escalated: 0
Released: 0

minisoft
Logout

LAMPS PLUS
America's Lighting Superstore

Customer Id: 2901
Name: Ellie McGinley
e-Mail: joe@minisoft.com
Phone: 6782161272

History
New
Category: Request Order Changes
Subcategory: Product/Qty Changes
Sublocation: LampsPlus.com
Posted: 10/22/12 11:40 AM
Assigned
Agent: minisoft
Posted: 10/22/12 11:41 AM

Issue Id	Category	Sub category	Time Received
1004	Request Order Changes	Product/Qty Changes	10/22/12 11:40:58 AM 0:00:38

Related Orders: 7344
Order Number: Add Order#

Done Reason 1 Reason 1

Issues Resolved Release Escalate

Conversations Create new issue Reply templates

joe@minisoft.com Send me more 10/22/12 11:40 AM
Send more stuff

Transactional Messages

joe@minisoft.com 7344 ShopOutdoorLighting.com Order # 7344 : 10/22/12 10:08 AM
CO_CONFIRMED Resend

Don't miss any updates on your order - AddSales@LampsPlus.com to your address book today!

LAMPS PLUS
America's Lighting Superstore

On Sale | Open Box / Clearance | Shop by Room | Catalog | Stores | Contact Us

Enhance Your Decor!
View the items that coordinate with your purchase.
Your Purchase:

YOUR ORDER CONFIRMATION

This is not a receipt!

Order ID: 7344
Date: Monday, October 22, 2012
Dear Ellie McGinley,

Thank you for shopping with us!

Your order number 7344 has been received and is being processed. If you are paying by credit card, your card may not be billed until your order is shipped.

Minisoft Touchpoint

As an alternative, Touchpoint supports web form requests for handling customer inquiries.

Positive Impacts

- Shared group inbox to manage and assign cases based on workflow rules.
- Automatically attaches email to a customer account record for better understanding of customer issues.
- Issues can be prioritized and assigned.

Knowledge Base

The Touchpoint knowledge base helps customer support teams better manage and share structured and unstructured information. The knowledge base allows users to create frequently asked questions (FAQs), manage files, and search and rate content - all in an easy-to-use interface.

Positive Impacts

- Allows users to create searchable content through full-text search, tagging, categorization and approvals.
- Manages the content staging process so new material is reviewed by a manager who approves and posts the content.
- Includes authoring, posting, and rating of FAQs for internal and external viewing.

Powered by Minisoft Active Forms

Minisoft Active Forms is used by Touchpoint to store customer messages, send email responses to customers, and provide web content.

Active Forms is an extension to eDirect+ that enables eFORMz projects to be used to deliver content to Web/GUI applications and/or Web Services while also processing input from these types of applications.

TouchPoint users can take advantage of the powerful formatting and processing abilities of Minisoft /Active Forms to design their own interactive forms fill-in applications. Once built, these applications can be deployed in a standard web browser or used with Minisoft's eReader content viewer.

Active Forms can be used to create web services which can:

- Deliver eFORMz-generated content in a variety of formats (JPEG, GIF, TIFF, PDF, or XML).
- Execute eFORMz/eDIRECT PLUS based processes, such as print, e-mail, PDF file generation, and database updates.
- Submit input data to the Print Director's input queues for processing.

Minisoft Touchpoint is optimized for use with Manhattan Associates Enterprise Order Management (EOM).



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