



## **Minisoft Introduces the Customer Service Representative (CSR) Application!**

*Minisoft's New CSR Application for Customer Relationship Management gives Sales and Services Teams a Competitive Edge*

SNOHOMISH, Wash. —November 26, 2012—Minisoft Inc., a leading provider of forms generation, transactional email and legacy connectivity solutions, is pleased to announce the release of the CSR App, a new customer relationship management application built with Minisoft's Active Forms. Designed for retailers and manufacturers with a strong customer service focus, Minisoft's CSR App centralizes customer service requests, allowing companies to manage inbound emails, web form inquiries, share knowledge, and resolve customer issues.

The Minisoft CSR App centralizes the service history of each customer, providing a detailed view of customer requests and responses. Case management metrics via the CSR App Dashboard allow managers to monitor how cases are handled and escalate issues to ensure customer satisfaction. The Minisoft CSR App also 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. As an alternative, the Minisoft CSR App supports web form requests for handling customer inquiries. The Minisoft CSR App also has a knowledge base which 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.

Minisoft's CSR App is powered by Minisoft Active Forms, which is used by the CSR App to store customer messages, send email responses to customers, and provide web content. Active Forms is a development tool for building form-based applications and web services. Minisoft's Active Forms integrates with and extends Minisoft's forms generation and transactional email products, such as eFORMz and eDirect+. CSR APP 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.

For more information, visit [www.minisoft.com](http://www.minisoft.com) today!



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