TOUCHPOINT

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.
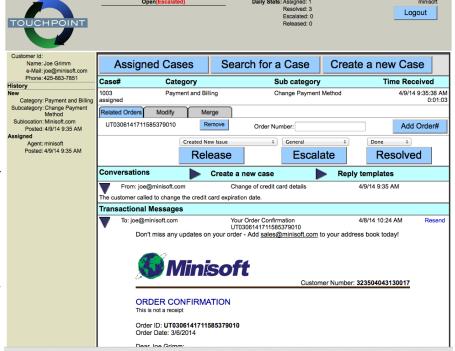
Integration with Order Management

Touchpoint can be integrated with Order Management to deliver content rich messages to customers for order confirmation, shipping confirmation, order changes and order status. This not only provides instant feedback to customers, but presents additional selling opportunities by including offers and cross-sell suggestions in the messages. Fully integrated tracking capability can provide marketing information and be a source for message retargeting.

Case Management

Touchpoint centralizes the service history of each customer, providing a detailed view of transactional messages, customer requests and agent 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 order and service request history.
- Escalate unresolved issues before they become large problems.
- Monitor the effectiveness of case responses.

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

Positive Impacts

• Shared group queue 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.

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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