Grazitti Interactive®
Marketing for Digital Natives

E2C Advance

ADD CONSISTENCY TO YOUR SUPPORT WORKFLOWS. SAVE TIME. INCREASE AGENT PRODUCTIVITY

Despite all the hurly-burly of self-service, email—as a contact medium to connect with support—has remained unaffected. And there is nothing replacing it in near future.

Salesforce understands that. However, the standard Email to Case in Classic and Lightning Experience is just not enough.

Email to Case doesn't enable the right arrangement of data for easy access, review, and action. You cannot use it if your job is to stay on top of advancing business requirements, improve support efficiency, respond to comments, and share attachments.

Enter E2C Advance. Developed by Grazitti, E2C Advance provides many features your support team wished were part of Salesforce Email to Case.

Benefits

- Steadier support workflows

- No click fatigue for support reps

- Lower employee frustration

- Better customer engagement

- Happier customers

With E2C Advance, your support agents can:

- **View Customer Emails on a Case Page:** When a customer emails, E2C Advance places the email text into the comments section and attachments into the attachment section.

- **Notify People in To and CC:** You can select the scenarios when you want to notify additional recipients. A scenario can be case creation, new case comments, or case closures. You can send notifications to the people in To and CC.

- **Send Help with Confirmation Emails :** E2C Advance analyzes customer emails, identifies keywords, digs into your connected knowledge bases to find relevant articles, and shares those articles along with confirmation emails.

- **Prevent Email Looping:** When two servers find themselves stuck in an infinite loop of replies and counterreplies because of automated email exchanges, E2C Advance springs into action.

- **Create Cases from Emails Forwarded by Employees:** When your employees forward a customer email to your support reps, E2C Advance converts that email into a case. The case is created in the customer's name instead of the employee.

- **Handle Non-Customer Emails:** Select from four actions when you receive an email from non-customers: Don't create a case; create a case, immediately close it, and notify the sender; create a case and add the person into the contacts' list; or create a case and add the person into Leads.

- **Handle Multiple Case Attachments:** Service Cloud users in Salesforce Classic can upload and link multiple attachments—which can be of the type TXT, PDF, or JPG—to a case.

- **Use the Advanced Case Comments Screen:** You can insert comments, make them public or private, update case fields—such as status and priority—and add multiple attachments. E2C Advance extracts data from these fields and appends the data to the emails your support reps send.

- **Configure and Customize Email Templates:** You can choose from a set of predefined email templates and customize them to match your needs. Support reps' replies will be shared in the customized templates.

- **Handle responses to Closed Cases:** Manage communication on closed cases with E2C Advance. In case you receive a response from a customer on a closed case, you can select the next action: reopen the case, create a new case, or take no action. Additionally, it provides a feature to reopen a case if a customer emails within a set period (which you decide) and create a new case if the specified time has passed.

Why Choose Us

Technical Expertise	Creative Experience	Agile & Global Delivery	Commitment to Quality	Strategic Depth

About Us

E2C Advance is one of Grazitti Interactive's major Salesforce optimization products. We have Salesforce-certified experts with hands-on expertise in all Salesforce clouds; including Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud, CRM, and CPQ. We have deployed our other products for 100+ Silicon Valley organizations and the deployments have invariably resulted in enhanced workflows, increased efficiency, and higher revenue.