

# Email To Case (E2C) Advance

**CONSISTENT SUPPORT WORKFLOWS. SIMPLIFIED CASE MANAGEMENT. DELIGHTED AGENTS & CUSTOMERS**

Despite all the attention on self-service, email—as a contact medium to connect with customer support—has remained unaffected. B2B businesses, especially, prefer email over any other medium.

Most of your support agents, if not all, suffer from ‘click fatigue’. The constant sifting through email message records and typing the same message over and over contributes largely to that. Prevent it before it leads to employee churn and dissatisfied customers.

The standard ‘Email-to-Case’, provided by Salesforce, doesn’t solely enable the right arrangement of data for easy access, review, and action. It also doesn’t offer enough for agents to stay on top of advancing business requirements, improving support efficiency, responding to comments, and sharing attachments.

Enter Email To Case Advance (E2C Advance). Developed by Grazitti, E2C Advance enhances the standard functionality and offers many features that your support team wished were part of Salesforce Email-to-Case.

## With E2C Advance, your support agents can:

- **View Cleaned Emails and Case Comments :** When a customer emails, E2C Advance places the email text including the subject and attachments (if any) into the ‘Advance Case Comments’ section enabling greater visibility. You can also decide if you want to enable this for 1. Incoming Emails 2. Outgoing Emails 3. Both.
- **Notify People in CC and BCC :** 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 CC and BCC. You are also at liberty to restrict the sender and recipients by blocking specified domains and email addresses.

## Benefits

- Streamlined support workflows
- No click fatigue for support reps
- Lower to no employee churn
- Better customer engagement
- Delighted customers

- **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. You can also authorize email forwards based on the profile ID.
- **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** : This feature is for Salesforce Classic users. It enables them to share multiple attachments simultaneously which can be of the type TXT, PDF, or JPG.
- **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.
- **Manage Duplicate Cases** : Using E2C Advance, you can choose either to mark a case as a duplicate or simply delete it. In both scenarios, however, you have to select a case as a master case and the remaining will either be marked as a copy of it or will be deleted.
- **Handle Responses to Closed Cases** : 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.
- **Avail Canned Comments** : Canned comments are comments that can be used to answer commonly known and frequently asked questions thus, saving your support agents' time and effort.

## 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.

