BOLDCHAT by LogMeIn

SalesNexus

Taking email management to the next level.

salesnexus

INDUSTRY: Software

HEADQUARTERS: Houston, TX

NUMBER OF EMPLOYEES: 50

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The fact that we can track an email chain is huge for us. In the past, I would end up forwarding emails to another tech. With BoldChat, they can see the whole email chain and it's so easy to use."

—BILL TREAT, *Support Manager, SalesNexus*

CHALLENGE

Founded in 2002, SalesNexus is a web-based contact management software solution designed for sales people, sales management and marketing professionals. As the company grew, it needed a better way to manage emails to ensure that clients received quick, effective replies.

- SalesNexus had more than 3,000 customers but only five support agencies, making efficiency critical.
- The company had no means of establishing ownership of each message.
- As a result, some emails received multiple replies, while others received no replies at all.

SOLUTION

To improve responsiveness without compromising support quality, SalesNexus turned to BoldChat by LogMeIn. BoldChat's email management tool enabled SalesNexus to easily and accurately track both individual emails and email chains. BoldChat's canned email messages feature also proved invaluable, allowing staff to respond quickly to common, basic questions.

RESULTS

With BoldChat, SalesNexus improved its email management performance across the board.

- SalesNexus no longer misses or fails to respond to customer emails.
- BoldChat reporting enables SalesNexus to display its impressive customer response and resolution times via Voicemail, email and Chat.
- The sales team can compare results, encouraging internal improvement.