



"ReplyManager offered a simple solution for a much larger problem to solve the eBay Ask the Seller (or Yellow Button) Issue. **We give them 5 stars and two thumbs up across the board!**"

Case Study for MonsterCellular - www.monstercellular.net

Dustin Jones, E-Commerce Operations Director

1. What made you select ReplyManager to manage your emails?

As eBay's model and e-commerce have significantly changed in the last few years, customer communication has come to the front of any serious company's internal discussions. After using other providers, we were very displeased with the level of customer support and attention to our company's objectives. Rich feature sets, comfortable usability, rapid implementation and uptime were the main reasons we reached out to ReplyManager to fulfill our needs.

2. How does it compare to similar solutions?

Personally, I like to evaluate software solutions based on who is using them and if the company "practices what they preach". The other providers pitched a great CRM solution, yet they failed to respond to our questions or concerns; and when they did, we received canned responses that did not solve our needs.

The other guys simply pulled communications in, but had no significant filtering options to get these to the proper party in the speed of e-commerce. Threads of communication became "lost in the sauce" and in turn, blew up our telephone lines because of an inadequate solution.

This question should really be reversed, asking "What efficiency tools do the other guys include that ReplyManager does not." The answer is, everything I've seen lacks mid-size company scalability, multi-user access, management tracking and anything beyond dumping buckets of communication in one place with no organization; leaving the end

user to find work-a-rounds for solutions that ReplyManager can implement with a few clicks.

3. How has the Ask The Seller integration with eBay impacted your experience with ReplyManager?

eBay's Ask The Seller, AKA "The Yellow Button" was a real challenge for many users this past year. eBay has made it known that communication is very important to them with the implementation of the 5 Star rating system. However, the inability to RECEIVE-OPEN-RESPOND to these questions in one system was a challenge for software providers and most importantly, our customers. With the limitations of the eBay's API at the time, ReplyManager solved this problem in days and only took about 5 minutes to correct.

No more duplicate copies of questions hitting customer service from an e-mail and message thread helped us gain greater visibility to the true amount of incoming correspondences. No more duplicate entries or wondering, "Did I already answer that customer?"

ReplyManager offered a simple solution for a much larger problem. Their team even set this up for us and kept me up to date on their programmers progress from idea to final product.

4. How does ReplyManager compare to similar applications you have used?

There are many functions that we take full advantage of, for example:

1. The ability to add multiple e-mail addresses under one roof.
2. Advance filter options based on any criteria that you can think of.
3. Auto-Responders, Status conditions and virus protection.
4. Management tracking of employee production

Some of these features might be included with other providers. However, you can tell that a significant amount of thought went into the user interface, allowing customer service agents to spend less time loading pages and having more time to assist customer. To achieve typical functionality with other providers required 3-4 load pages and several clicks to accomplish a task. ReplyManager condenses the features you need on one page allowing you to: 1) OPEN, 2) INTERPRET and 3) ANSWER/MOVE

TO DIFFERENT DEPARTMENT within one page, cutting the response time for typical situation in half.

5. Have you been satisfied with ReplyManager's reliability and support?

I have been very satisfied. Our sales rep constantly monitors our account and gives us suggestions or best practice ideas. They also realize that as e-commerce evolves that their customers need change as well. I feel like they are a part of our team and are constantly listening with attention and implementing ideas for a better software platform.

With HostedSupport, the down time was so significant that we had to send employees home early. Several hours or days would go by with a snag in the system leaving us with a tool that we were unable to use.

All software will have issues and problems, but over the last 6 months have not had one employee complain of errors or downtime.

6. Any other comments you feel other customers should know?

With some snazzy and innovative thinking about your customer communications, ReplyManager has the ability to leverage your customer support to the next level. I look forward to see what they come out with in the future and appreciate the level of thought, support and functionality that they provide.

If I could leave them positive feedback, they would get 5 stars and two thumbs up across the board!