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## **We Got Rid of Outlook and Never Looked Back**

*ReplyManager talked with Adam Hersh Auctions, an eBay Power Seller and customer since 2005, about how they use ReplyManager to help their business.*

**ReplyManager:** What made you select ReplyManager to manage your emails?

**Adam Hersh Auctions:** We were using Outlook and trying to handle 1000's of emails a day with multiple users with little success and needed a more efficient email solution. ReplyManager had all of the features we needed and it was highly recommended by other power sellers. Needless to say, we got rid of Outlook and have never looked back.

**ReplyManager:** How has ReplyManager helped your business?

**Adam Hersh Auctions:** Since we have users all over the country, having a web-based service like ReplyManager has become an essential tool in doing business online. Our customer reps can respond to emails quickly and track the progress by viewing threads of the entire email conversation – no matter who started the conversation. The internal notes also lets the reps keep the others up-to-date on actions that aren't recorded in the email conversation.

**ReplyManager:** What ReplyManager feature makes it stand out from other applications?

**Adam Hersh Auctions:** Definitely the administrative control. We like the User Administrative area that allows us to set up user access or restrictions to certain folders or sections. We especially like the functionality of the Advanced Rules feature for directing email to the right place. We can set up rules for the long term or short term with the flexibility to turn them on or off depending upon the project.

**ReplyManager:** Any other comments you feel other customers should know?

**Adam Hersh Auctions:** We have been with ReplyManager for several years now and have always had excellent customer service. *We're very happy and recommend them without hesitation.*

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## **About Adam Hersh Auctions - [www.adamhershauctions.com](http://www.adamhershauctions.com)**

Adam Hersh Auctions started in 1998 as an online eBay-based poster company, and in 1999 expanded into auction brokering for interested sellers who were not as experienced with auction sites. Its founder, Adam Hersh, was one of the first eBay Trading Assistants in the country.