



Sector	IT
Requirement	To automate free trial & order processing
Solution	A 24/7/365 automation solution that eliminates manual administration processes and human error

Bringing FirePlotter closer to their customers

FirePlotter is a real-time session monitor for firewalls, showing the traffic flowing through an internet connection from moment to moment. With multiple award wins, accolades and accreditations, the business is recognised as a leader in its niche. ThinkAutomation helped strengthen that foothold.

The results

Prior to ThinkAutomation, FirePlotter's website and database were two separate and unconnected entities. All online orders and trial requests had to be manually processed – leading to delays, resource challenges, errors and increased operational costs.

Change was needed, and it came with ThinkAutomation. Following its implementation, online trial requests are now processed automatically and in real-time. Information

presented within the trial request web form is intelligently scanned and cross-referenced with the CRM, either identifying an existing entry or creating a new one. It checks to see whether a trial threshold has been reached, it generates a licence key, it creates a new email containing the relevant software serial keys and it sends this information to the customer – all in moments. ThinkAutomation then issues scheduled automated emails outlining key FirePlotter features, next steps and relevant sales information.

That's not all. Alongside trial requests, ThinkAutomation processes email orders, waiting for both notifications of order and payment to arrive before initiating an automated email process. Operations have never ran more smoothly.



We're bringing your business closer to your customers

Also available...

WhosOn™

Track - Chat - Engage

Real time engagement with customers

WhosOn is a real-time engagement solution like no other. It's not just live chat. It's not just a support service. It's not just an analytics tool. It's all those combined and more, and it's currently helping over 10,000 businesses in 100 countries find a better way to engage with their website visitors.

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Prospect Agent™

Quality Real-Time Sales Leads

Turning website visitors into new customers

ProspectAgent is the ultimate lead generation tool. By pinpointing and profiling your website visitors, ProspectAgent turns hidden leads into new customers. Not only do we reveal the real people and companies behind your clicks, we conduct real-time research to give you instant customer profiles. With ProspectAgent, you'll never lose leads again.



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