



Sector	Recommerce
Requirement	To increase internal efficiency and customer response times
Solution	A fully managed software service offering advanced inbound email automation, integration and resource optimisation

Bringing musicMagpie closer to their customers

musicMagpie has been helping millions of users sell goods online since 2007. A multi-awarding, multi-category recommerce company, the brand's rapid growth has earned recognition in the Sunday Times Tech Track 100 list. Such high growth spelt strained operations, until ThinkAutomation brought relief.

The results

With ever increasing volumes of customer queries, response delays were lengthening. Additional employees were taken on to meet SLAs, but it could still take anywhere up to 1 week for customers to hear back from musicMagpie. Employees were stretched to capacity, and service was suffering.

ThinkAutomation lightened the load. With it, over 35 email inboxes could be centralised into

1 location. 15000 emails per week were parsed, processed, filtered and categorised. And by using standardised subject headers and phrases in the body text, relevant data could be extracted and integrated into the database – without human error. In fact, within the first month of ThinkAutomation's implementation, the window for response dropped from 1 week to 1.5 days.

That wasn't all. ThinkAutomation enabled customer service KPIs to be set and measured, which had never before been possible due to resource limitations. Employee workloads were eased thanks to the reduced need for user interaction, and operations across the customer service department were streamlined. With a reported 300% productivity increase, ThinkAutomation delivered efficiency.



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.

UK address

Parker Software Limited
Victoria Business Park
Prospect Way
Knyppersley
Stoke on Trent
ST8 7PL
United Kingdom

USA address

Parker Software Inc.
4767 New Broad Street
Baldwin Park
Orlando
Florida
32814
United States

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.



UK: +44 (0)330 0882 943



US: (800) 680 7712



www.parkersoftware.com



sales@parkersoftware.com

www.parkersoftware.com

PARKER Software
Engaging Applications • Engaging Results