



C4 Smart Bounce - Closed Loop Communications

» C4 SMART BOUNCE

C4 Smart Bounce allows you to automate the processing of incoming emails. It integrates into your systems which results in a closed loop communication.

Highlights

- Integration of Business Processes
- Central Administration
- Consistent Reporting
- Filtering of Incoming Emails
- Automated Processing of Emails
- Identification of Returns
- Automated Notice of Arrival

Benefits

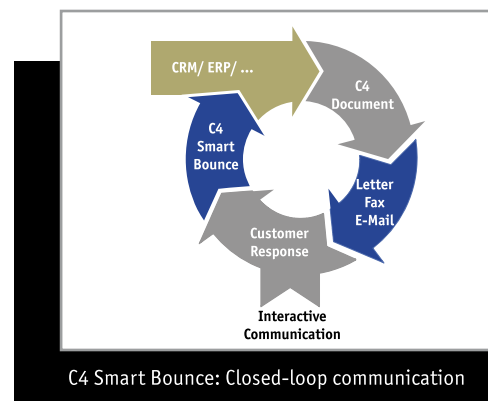
- „Closed Loop“ Communication (e.g. campaign)
- Efficiency Enhancement in the Processing of Incoming Emails
- Assignment of Emails to the corresponding Business Processes
- Reminder Management
- Consolidation of Email Addresses (increases Data Quality)
- Communication Security
- Communication Quality

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www.C4-solution.com

Concept

C4 Smart Bounce completes the C4 - Business Communications Platform. C4 Smart Bounce supports the user with intelligent processing of incoming emails. Emails are integrated into business processes and therefore allow a “Closed Loop” communication.

This approach creates email campaigns with the C4 Document Server and the returning emails are processed with C4 Smart Bounce. All returning emails are received by C4 Smart Bounce and linked and saved in a connected system (e.g. CRM). C4 Smart Bounce flags corrupt email addresses in your system (CRM) when (Bounce-) emails return because of invalid email addresses.



Based on the processing of invalid email, affected data can be excluded in the next campaign. Furthermore the C4 Document Server and the C4 Output Server can initiate a (paper-letter based) campaign for the users with corrupt email addresses requesting correction.

Functions

C4 Smart Bounce subdivides into three functional parts:

1. Filter: Defines which emails will be further processed.

White List: Emails which match these criteria will ALWAYS be processed.

Black List: Emails which match these criteria will NEVER be processed.

Auto Bounce: Emails which are exchanged between systems through delivery reports and out-of-office assistants can be filtered.

Arrival acknowledgements can be sent for all filters

2. Analysis: C4 Smart Bounce extracts information from emails (e.g. customer number, SR number, customer name, etc.). The criteria are configurable.

3. Integration: Emails are returned to the connected partner system (e.g. activity with attachment at the corresponding account or quote or etc.).

Technology

C4 Smart Bounce integrates the connected systems over their interfaces and the C4 Server. Process integration of returning email channels can be automated via C4 Smart Bounce.

The Process Integration Engine (PIE) included in the C4 Server enables the process integration of all email traffic in the connected systems. Incoming emails can initiate individual processes for each customer in your system.

The mailbox for incoming emails allows an arbitrary number of white or black lists.

Direct and indirect assignment of emails according to their content is possible.



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Contact

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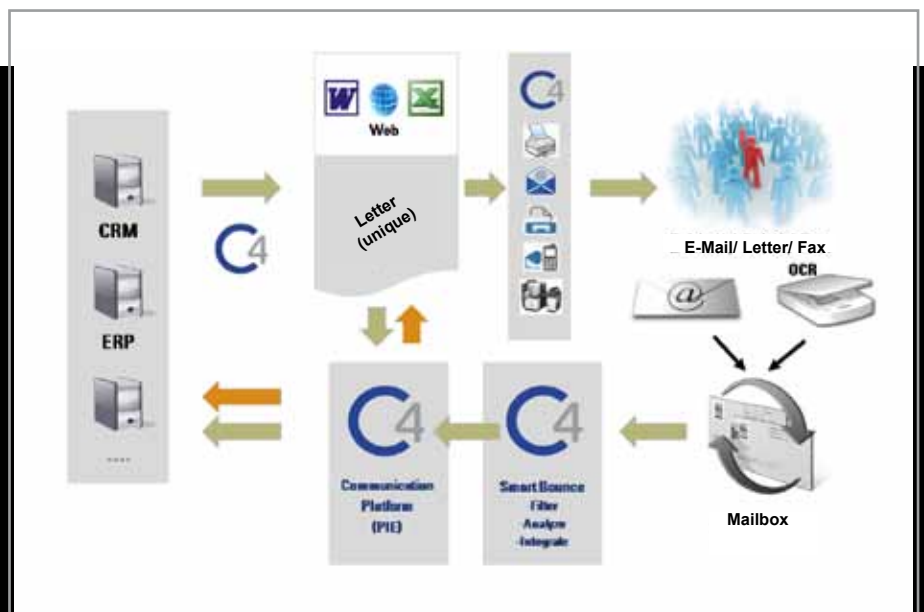
An example: You create activities for people where a service demand was communicated via incoming email. Through the system integration it's possible for C4 Smart Bounce to acquire the information automatically and to use it for further processing.

Use any available email system

You can integrate C4 Smart Bounce in every email system which is based on SMTP (Outbound), IMAP or POP3 (Outbound). Depending on your requirements you can connect an arbitrary number of email servers and mailboxes.

Integration

C4 Smart Bounce is based on Java (JEE5) and is deployed as a web archive (.war) on a Java application server or servlet container in combination with the C4 Server. C4 Smart Bounce is embedded in the user interface of the C4 Server for easy administration.



Smart Bounce - Functions