



Built on the iService® Web Services framework, the iService Batch Email utility allows organizations to use the power of sophisticated email management with any operational system that contains contact information. Simply generate a file with contact and message details in standard comma separated value format, and drop them into a directory accessible to the utility. The system will automatically process the file and manage the end-to-end process of generating messages, recording history, and handling the interaction process with your contact.

Design Complete Workflows

Collection Processes—Combine outbound emails with iService filters that automatically queue any inbound responses from your mailing for your collections team. If your notifications contain confidential information, send the notification as an iService secure message so the customer can view the details after logging into an https secure web site.

Event Notifications—Imagine the power of generating notifications based on any condition within your systems. Faced with a recall notice? Dump all the users that bought that product and let iService handle the notices. Want to send birthday greetings? Generate a daily file of all contacts with upcoming birthdays. If you can identify the event, iService can send it.

Document Every Action

iService automatically creates a complete history for every interaction, including any follow up replies from customers. Use the batch email process to initiate the conversation and leverage the power of iService email management to handle the process from there.

Automate the Entire Process

Use report writing tools, like Crystal Reports, to automate the file creation process and Windows Task Scheduler to execute mailings on a pre-defined schedule.

Batch Email Utility Highlights

- ◆ **Automate routine processes**, such as collection letters, promotional offers, or loyalty campaigns.
- ◆ **Integrate any information from your operational systems**, such as account balances, into messages without the need to store data in iService.
- ◆ Let **iService handle the complex aspects of messaging**, such as message creation, bounce handling, contact history updates, and response threading.
- ◆ **Use the intuitive iService interface** to develop reusable message templates. Combine these templates to form custom messages based on the contact's unique situation.

