Cisco Meraki responds to critical emails faster with Front

“Front makes it easy to be sure we’re not missing emails. It gives us visibility we never had with Outlook.”

Judith Leung
Sales Support Team Lead at Cisco Meraki

COMPANY BACKGROUND
Cisco Meraki is an enterprise IT company that provides wireless, security, switching, and communications solutions — all of which can be centrally managed from the web. Acquired by Cisco Systems in 2012, today Cisco Meraki is a world leader in enterprise managed IT services, with more than 3 million network devices and 230,000 customers managing their applications securely from the cloud.

CHALLENGE
When Cisco Meraki’s global sales team of more than 600 reps needs operational support, they turn to a 16-person Sales Support team. They provide 24-hour support, serve as admins for their in-house CRM, and troubleshoot systems issues on the spot. Answering requests quickly is critical to helping the sales team close business deals.

Previously, they managed requests with an Outlook distribution list that reps would email hundreds of times a day. Replying-all created more email for everyone to sort through, but otherwise threads were silenced in each teammate’s inbox. Missing just one email could slow down the entire sales cycle, so it was critical that they find a solution to give them more visibility and enable them to handle requests quickly and efficiently.

SOLUTION
Sales Support Team Lead, Judith Leung, set out to find a 3rd-party app that could streamline their support process. “I began evaluating Zendesk, Desk.com, and Front,” Judith said. “I learned from IT that our Operations team was already using Front, and that everyone who used it loved it.” She decided to try Front with her own team in September 2017.
Clear accountability ensures the team stays on top of every request
With Front, the team can easily see the status of each issue. Judith said, “With Outlook, it was impossible to track emails, know what had been replied to, and see if anything had been missed — especially when you’re getting hundreds of emails per day. Front helps us keep track of them for fast follow up, which is critical to the business as a whole.”

Front’s simple user interface boosts team productivity and individual responsibility
“With Front, there’s an obvious queue that we can clear out,” Sales Support Team Lead Michael Randall said. When messages are handled by a rep, they’re automatically assigned and removed from the “new” queue. This means the team never misses an email, but they can still see what’s “open” and actively being worked on by someone on the team. “This visibility gives us administrative oversight, while still enabling the team to work quickly and independently.”

Automated rules save their team hours of manual work
Both Judith and Michael have taken advantage of Front rules to automate their processes and stay on top of every email. They use features like canned responses to help them communicate faster to customers with common issues and set up reminder tags to respond to their sales reps within 15 minutes. “The tag will flag the message as urgent if no one has replied within that time,” Michael said. “Front lets us know automatically when we need to follow up.”

Tagging messages based on keywords helps them identify trends
“We noticed certain trends around the kinds of requests we were getting from Sales, so we set up rules that would tag messages in Front based on those keywords,” Michael said. “Now when we get an email, it already has two or three tags associated with it, and we can use analytics to report on those requests long-term.” This also helps with training. “We can categorize the emails for new team members ahead of time, so they know what actions they need to perform based on which tags are present on the message,” Michael said.

Front’s ease of use makes it fast to get the team up and running
Front doesn’t require advanced training or complicated workflows, making onboarding extremely simple. “Front is so easy and user-friendly, so it was quick to get the team up and running on the new system,” Judith said. “As long as you can use a computer, you can use Front. It’s really easy to grasp.”

“Front helps us get back to customers faster because it’s so much easier to use. It’s definitely proven its value for us.”

Michael Randall
Sales Support Team Lead at Cisco Meraki

ABOUT FRONT
Front redefines work communication with the first shared inbox for teams. By unifying your email, customer communication channels, and apps in one platform, Front helps teams collaborate efficiently and have more context and visibility into every conversation, to work faster and better together. Today, more than 2,500 businesses rely on Front to power their work communications. Founded in 2013 by Mathilde Collin and Laurent Perrin, Front has raised $79 million in venture funding and has 50+ employees in its San Francisco headquarters and Paris, France office.

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