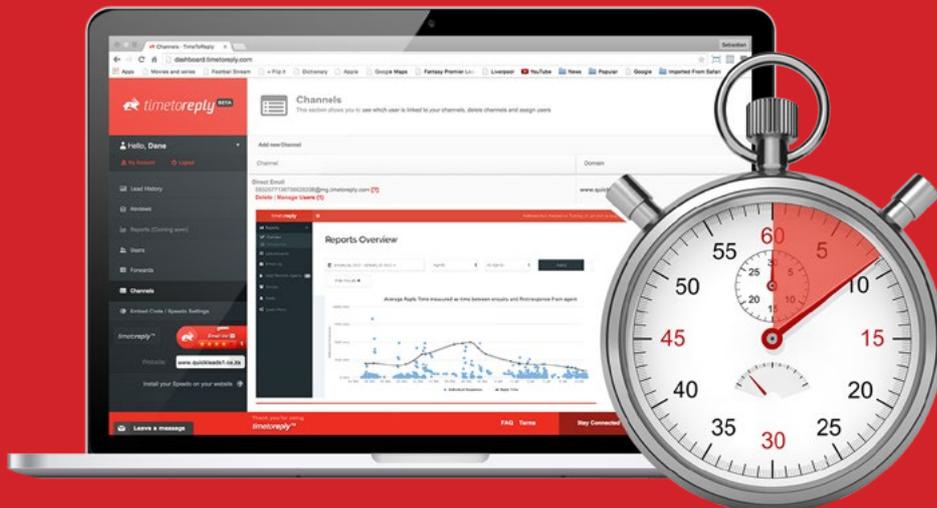




TIMETOREPLY™ OVERVIEW

POWERED BY GROVE



INTRODUCING TIMETOREPLY™

Grove, the passionate and reputable expert, delivering technology solutions to help businesses succeed is proud to present you with this overview document to deploy and support timetoreply™, an email management response service, to measure and improve email tracking and response times across your global user base.

Grove has the full support of the timetoreply™ executive team to ensure this solution is implemented successfully and hopes that [customer] becomes another happy timetoreply™ customer through Grove.

timetoreply™ uses its proprietary algorithm to give your team the ultimate competitive advantage in adding all your email data and analytics in one dashboard with

in-depth metrics that can be viewed and analysed anytime, anywhere. This allows businesses to measure for example how many inbound emails individual team members receive, how quickly those emails are opened and most important of all how long it takes team members to respond to email enquiries.

timetoreply™ is easy, effective and will identify business gaps and opportunities very quickly which can be used to improve the conversion rate of your sales funnel, incentivise your business teams and keep overall competition healthy and fun – it won't be long before you see the difference in the quality and timelines of email responses. You can read more about the timetoreply™ benefits [here](#).

COMPATIBILITY

timetoreply™ works with Outlook, Office 365, MS Exchange Server, IMAP, Gmail, Mimecast, Mac Mail, Yahoo.



IMAP



YAHOO! MAIL

SECURITY AND DATA COMPLIANCE

timetoreply™ only views and stores the header information of emails and it does not view nor store the body or attachments of any email. The header information includes the following:

TO, FROM, CC

Message ID,

Subject line

Conversation ID used to link conversations

Timestamps

Other non-sensitive META information

Read more on timetoreply™ security and data compliance [here](#).

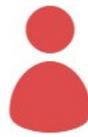
THE SCOPE OF OUR SOLUTION

timetoreply™ is a cloud-based application which works with your existing email client, to provide you with accurate reporting on your business's incoming and outgoing email. While being compatible with any email client your team will be able to measure how quickly team and individual staff members reply, and customers respond. timetoreply™ is armoured with lots of features to improve your email response time:



Measure Reply Times

Know exactly how long your sales agents take to respond to inquiries with our sophisticated email response time software.



Measure Individual Mailboxes

Measure ALL new incoming emails for an individual email account (e.g. alex@yourcompany.com).



Measure Group Mailboxes

Measure a group email address where the inquiries are sent to your sales agents such as sales@yourcompany.com.



Measure Web Forms

Use our filters to monitor response time to inquiries via your web forms.



Reports

View analytics such as reply time, time to open, customer opens, customer replies, sales agent leaderboards.



Email logs

View your raw email logs and search by subject line, TO, FROM, CC or filter by conversations.



Leaderboards

Incentivise your staff and create competition in your office with our real-time leaderboards



Powerful Report Filtering

Know exactly how long you take to respond to customer A vs customer B using our powerful report filtering.



SLA Measurement

Need to measure a reply time for SLA purposes? Our software measures all incoming and outgoing mails for reply times.

HOSTED OPTIONS FOR TIMETOREPLY™

We have two different self hosted options

OPTION 1

ON AMAZON WEB SERVICES ENVIRONMENT



Typical deployment time for option 1 is 1 week.

- ✓ You purchase an EC2 (Linux) instance on your own AWS environment. Normal requirement is an m4.2xlarge EC2 instance.
- ✓ Provide the TTR deployment team with SSH access to that server.
- ✓ TTR deploys a self hosted version of our software on your private EC2 instance.
- ✓ You pay a monthly / annual fee to license the software from TTR.
- ✓ The code is encrypted so you cannot change the base code.
- ✓ You have full access to the database.
- ✓ Once deployment is completed you can revoke SSH access and TTR will have no access to your server.
- ✓ All the data is stored on your AWS environment.
- ✓ TTR will let you know when updates are available and you can elect to give TTR temporary SSH access to deploy the updates.
- ✓ Updates are included in the license fee.
- ✓ Any bespoke reporting or changes required to the base software can be quoted on at \$85 per hour.

OPTION 2

ON PREMISE (LINUX) OR CLOUD BASED SERVER (NON-AWS)



Typical deployment time for option 2 is 2 weeks.

- ✓ You provide the TTR deployment team with SSH access or VPN access to a Linux server (spec to be determined based on your requirements, but the typical requirement is a Linux Server with 2.3 GHz Intel Xeon® E5-2686 v4 (Broadwell) processors or 2.4 GHz Intel Xeon® E5-2676 v3 (Haswell) processors: vCPU - 8, Mem - 32 GiB, SSD - Yes.)
- ✓ TTR deploys a self hosted version of our software on your private server.
- ✓ You pay a monthly / annual fee to license the software from TTR.
- ✓ The code is encrypted so you cannot change the base code.
- ✓ You have full access to the database.
- ✓ Once deployment is completed you can revoke SSH access / VPN access and TTR will have no access to your server.
- ✓ All the data is stored on your server within your environment.
- ✓ TTR will let you know when updates are available and you can elect to give TTR temporary SSH access to deploy the updates.
- ✓ Updates are included in the license fee.
- ✓ Any bespoke reporting or changes required to the base software can be quoted on at \$85 per hour.
- ✓ Once Off Setup Cost and Deployment Cost.

GDPR AND TIMETOREPLY™

timetoreply is considered a Data Processor within the GDPR Guidelines. This is how we comply.

DATA PROCESSOR: I STORE OR PROCESS DATA FOR SOMEONE ELSE

- ✓ **Your company has a list of all types of personal information it holds the source of that information, whom you shared it with, what you do with it and how long you will keep it.**

timetoreply stores email header information which includes the TO, FROM, CC and SUBJECT LINE of emails we process. The data is stored on AWS servers based in London. Other than AWS, the data is not shared with any 3rd party businesses.

timetoreply uses data to provide email analytics for our customers.

Data is stored for a period of 2 years and then is permanently deleted unless a customer expressly requests for the data to be held for a shorter or longer period.

- ✓ **Your company has a list of places where it keep personal information and the ways data flows between them.**

timetoreply stores data in AWS servers based in London

- ✓ **Your company has a publicly accessible privacy policy that outlines all processes related to personal data.**

Here's our [privacy policy](#)

ACCOUNTABILITY & MANAGEMENT

- ✓ **Your company has appointed a Data Protection Officer (DPO)**
- ✓ **Create awareness among decision makers about GDPR guidelines**
- ✓ **Make sure your technical security is up to date**
- ✓ **Train staff to be aware of data protection**

- ✓ **You have a list of sub-processors and your privacy policy mentions your use of this sub-processor**
- ✓ **If your business operates outside the EU, you have appointed a representative within the EU**
- ✓ **Your report data breaches involving personal data to the local authority and to the people (data subjects) involved.**

timetoreply uses Office 365, G Suite, Nylas.com (MS Exchange) or Mimecast as sub-processors depending on how you decide to connect your mailboxes to timetoreply for processing.

NEW RIGHTS

- ✓ **Your customers can easily request access to their personal information**
- ✓ **Your customers can easily update their own personal information to keep it accurate**
- ✓ **Your automatically delete data that your business no longer has any use for**
- ✓ **Your customer can easily request that you stop processing their data**
- ✓ **Your customer can easily request that their data be delivered to themselves or a 3rd party**
[Follow this link](#) to access, update, delete or request data.

SPECIAL CASES

- ✓ **You should only transfer data outside of the EU to countries that offer an appropriate level of protection**

Not applicable to timetoreply

INTERNATIONAL LUXURY GOODS BUSINESS UPS ITS SALES GAME AND ACHIEVES INDUSTRY-BEATING CUSTOMER RESPONSE USING TIMETOREPLY



A timetoreply customer success story

How do you improve your sales teams' email response times by 400%, while capturing accurate data to boost performance throughout the organisation? We caught up with Joe Fego, customer service manager of New Jersey based Phillip Jeffries, to hear about how timetoreply has driven efficiencies, created clarity and is set to transform company culture a year after being implemented.

The Email Challenge in a Global Luxury Market

Back in 2015 Joe Fego of Phillip Jeffries was grappling with a seemingly insoluble problem. The company needed to measure its customer service and sales teams' email responses. Doing this would tell them how efficiently they were communicating with customers – a vital metric in what is a notoriously competitive and fast-paced industry. The goal was simple: respond to customer emails faster and exceed expectations around customer service.

As Joe explains, "The theme of our industry is, I needed it yesterday. Plus, our customers are salespeople too, who represent our product and need information to supply to the end client. A lot of these end clients are very, very high profile people that have the bandwidth and the financials to spend ten to \$25,000 to redesign one room of their home. Those types of individuals want it happening now. They don't want to wait. When they

ask a question they want an answer and rightfully they should."

Is it fair to say a delayed response from the staff at Phillip Jeffries would create a bottleneck in the sales process? Joe doesn't hesitate: "That is the death of a sale, yes absolutely. We're not the only kids on the block. Our market is very, very competitive."

Joe's problem was there was no way to reliably measure email response times in Microsoft Outlook, let alone break such data down into different categories and trends. That also meant the data insights and visualisations they wanted were impossible to create.

At first, the only way they could find to measure response times was to implement a ticketing system. But that brought its own challenges. As Joe remembers: "It didn't work out too well because we had used a ticketing system to replace the email. But it wasn't meant for email, it doesn't handle what email is. We were running into a lot of operational issues on our end and eventually just had to let it go.

"We are not your typical customer service department. We handle both post and pre-transaction customer requests. A large part of what we do is servicing requests from customers about products, whether they are in stock and lead times etc. We wanted to improve quality checks on our teams and keep up with the timelines we commit to with our customers – SLAs you can call them. We wanted to

make sure we were ahead but we really had no objective way of measuring that. Even if we're the fastest in our market, how can we claim this if we don't even have a way of looking at it accurately? The bottom line was, we had to find out what our email timing was like and then gather the data. Then we knew we'd be able to make improvements and what work we had to do to get there."

The Approach

After looking at different ways to solve the email measurement problem Joe decided to trial timetoreply. The platform promised to meet the company's needs more cost effectively and without the hassle of a full-blown ticketing system. Says Joe, "Not only did it do the job a ticketing system couldn't do, we didn't have to pay for lots of unnecessary features. We ran some tests and looked at the data and said, well heck, this all we really need. So we rolled it out through our whole team. What timetoreply gave me were the bottom-line details of who was responding well and who wasn't.

"We also didn't have to worry about the I.T. that was needed for a ticketing system, or installing software on machines. To set up the initial seventeen agents we needed couldn't have taken more than half an hour on timetoreply. Literally all I had to do was go in, set up agents with some basic information like an email address, their name and their time zone. Since we use Office 365 all they do is enter their Office 365 information and click one button that allows the analyst-

ics to be gathered. And that's it. There's really nothing else to it and everything else I need is available on the timetoreply website when I log in."

The Beginning of Clarity

Finally Joe could study what the fast responders were doing to keep up, learn from it and then use that knowledge to train those who weren't responding to emails fast enough.

One early and unexpected insight Joe uncovered was how important it is to make sure teams are working on today's work today. "We had a couple of people that were a little slow at certain tasks or were getting bogged down as things got a little crazy towards the end of the day. That meant they needed to come in the next morning and catch up on the day before. Once we had visibility on the issue we caught up to that very quickly and made some big improvements. It was actually an awesome learning experience for me and I loved every minute of it."

“ Email response is one of those areas where you wouldn't really know how you're performing unless you saw it and you'd be like, Wow! Maybe we need to do this a little faster.

Better Analytics and Team Management

Once there was a reliable measurement base for the company Joe started looking at what other timetoreply features would provide more clarity on teams' performance. "Actually, the best thing that I like is the Team feature, where I can put people in teams. For instance, we have

a bunch of different divisions here and I can break them up into groups. We can really measure pretty much in any way we want. And the numbers it gives back are good. We record the straight time to reply, we also record the amount of emails coming in and then the completion ratio. That really is going to tell the whole story of how each agent operates through their email, compared with their own team and all teams in the business.

The Results

By measuring email response times across individuals, teams and territories, the company can now identify issues and work on them to make tactical improvements. Those improvements are already driving significant change. The starkest benefit of timetoreply at Phillip Jeffries is a four to five times improvement in email response times. "We successfully worked from about four hours down to around 45 to 50 minutes in somewhere in the vicinity of six to eight months" Joe says. "It's put us probably at the top of the list in our industry. We can confidently say 'Hey, we can get you a response on anything in less than 60 minutes.' That's kind of tough to do in our field because a lot of the work is very, very detailed.

New Efficiencies With the Internal Response Time Indicators

After a year using timetoreply we asked Joe if they'd thought of measuring response times in other areas of the business. "That's a great question," says Joe, "because being a really fast-paced business, everybody's busy all the time. It gets a little crazy and I have put it out there to the teams throughout the business to measure their response times to inter-office email.

"It's one of those areas where you wouldn't really know how you're performing internally unless you saw it and you'd be like, 'Wow! Maybe we need to do this a little faster'. Being a service department, I think it's great to set up SLAs with other departments that are

critical to your operations. If I'm emailing my purchasing team for a lead-time, then I need to get back to a customer today. That means I need a one hour, two hour or three hour window for a reply internally, depending on the urgency. Having that internal response objectively measured is a game-changer."

The Business-wide Impact of Faster Email Response

Finally, we asked Joe about the broader benefits of timetoreply to the Phillip Jeffries business and whether it's brought a more stable base to operations and brand. Says Joe, "That's a really good question. I mean you can't make a claim and not back it up. Now we can say, 'We respond to email in 60 minutes. Here look. Here's all our information from the past 12 months.' it really comes down to be able to measure. We used to hear that responses aren't fast enough, maybe four, five, six times every round of calls. And a round of calls consists of only about 25. It's one of the things we just really don't hear about anymore."

For Phillip Jeffries that's enough to impress customers, maintain sales process momentum and get ahead of the competition.



About Phillip Jeffries

Phillip Jeffries is a luxury and specialty wall covering company with its headquarters based in New Jersey. A world leader in its market, the company provides wall coverings for anything from luxury and celebrity homes to Las Vegas gambling pits, five-star hotels and more. As well as creating top-class products, Phillip Jeffries strives to maintain the very best customer relationships in its industry.

How could timetoreply™ work for your business?

Sign-up for a 14-day timetoreply™ trial today.

Email us at timetoreply@groveis.com

GROVE AND TIMETOREPLY™ CUSTOMERS



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