



## Easing department workflow through forms - Coolerguys

### About the business

The Coolerguys business was founded in 1998 to offer an alternative for computer cooling products that you buy along with computer systems. Now, they offer many types of solutions in products and services for cooling both computers and home theaters. They even build an online shop to offer customers to buy returns and overstocked items at a discount.

### Issue

The Coolerguys team wanted a contact method that would automatically filter the emails towards different departments. This wish was becoming more urgent as the company was growing bigger. Likewise, the development of the new feature of their service to receive returns of products and offer refunds generated the need to create strong, reliable forms for return of merchandise authorization (RMA). Through this form, customers should be able to create an application to send the received product back to Coolerguys if it did not fit their needs. The company wanted to create a reliable system for such processes and show that they are open to communication and focused on customer satisfaction. Thus all forms used in this process needed to be intuitive and appealing for their clients.

### 123ContactForm solution

With the contact form created through 123ContactForm, the Coolerguys team managed to filter all their messages from their customers and automatically transfer them to the right department. Moreover, the return of merchandise authorization was created through a form with advanced fields which successfully simplified their workflow. All these packed with theme customization to perfectly fit on their website.

### Tools used and overall payoff

- Custom email notifications
- Theme customization
- Upload button
- Customized autoresponders

By using our custom email notification now all messages from the customers are redirected to the right person and the Coolerguys team reduces the response rate significantly. Their efforts decreased even in the returns section and now all the RMAs are processed quickly and their clients are satisfied with the quality of the offered services.

## TESTIMONIAL

*"Keeping track of submissions from a single location rather than an email, alleviating the problem of messages getting marked as spam and redirecting submissions to the right department gave us an ease of use which we could not find anywhere else"*

(Josh, CTO of Coolerguys, [www.coolerguys.com](http://www.coolerguys.com) )

## Summary



1 **ISSUE**

Coolerguys wanted an efficient contact system that would automatically filter the messages coming from their clients. In addition, their team processing product returns wanted a form to ease the RMAs submissions.

2 **SOLUTION**

With our custom email notification feature, all messages are sent to the appropriate person. And with proper customization, the return of merchandise authorization was created in no time and disentangled the entire process.

3 **PAYOFF**

The Coolerguys' work plan was simplified and their processes facilitated. Now they are able to respond quicker to emails and product returns requests. Thus, they are able to communicate with their clients better.