

Flexport handles emails in 50% less time with Hiver



With Hiver, I have much better visibility into where an issue is on the resolution path. And we've stopped missing emails. It is essentially like having an "additional person" on my team.

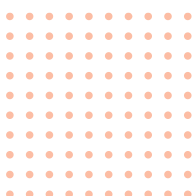
Nathan Strang, Ocean Freight Operations Manager, Flexport

ABOUT THE COMPANY

Flexport, founded in 2013, is a freight forwarding and customs brokerage company based in San Francisco, California. They are on a mission to foster free trade across the world through technology.

Their full-service logistics platform uses state-of-the-art software to fix the user experience in global trade. The freight service includes an online dashboard for businesses to easily understand, purchase, manage, and track the services required for global trade.

In the present day, no online process is complete without a robust customer support team—and effective email management is a crucial part of this endeavor at Flexport.





THE CHALLENGE

Nathan Strang, the Ocean Freight Operations Manager, and his team handle inquiries from shipping companies that use Flexport. A majority of these emails are questions related to the online dashboard. His team receives around 1000 emails a month—which are then assigned to team members based on the ocean shipping line involved.

The team was using Gmail filters to manage their workflow. When a team member had to assign an email to someone, s/he would either forward it or share the subject line with them on Slack. Because neither was an unerring way to establish ownership, **there were frequent email misses.**

Nathan **wanted to be on top of his team's workflow, but he couldn't.** Knowing what happened to emails was not straightforward. He would have to spend time finding out who was working on the email—and then ask them what happened to it.

The **team members had a difficult time coordinating internally.** When someone needed help from a teammate, they had to forward the entire email thread. Or they would take things to Slack—building the context there was time-consuming.

Because of all the forwarding and internal email exchanges among teammates, **email threads were becoming messy.** Revisiting emails to gather information had become a demanding task.



We were missing a lot of emails. I had no way of monitoring the workflow. I didn't know how long we were taking to reply to emails.

Nathan Strang, Ocean Freight Operations Manager, Flexport



THE SOLUTION

Nathan started looking for a better way to manage their emails and was introduced to Hiver by their Accounts Receivables teams (which was already using Hiver at this point).

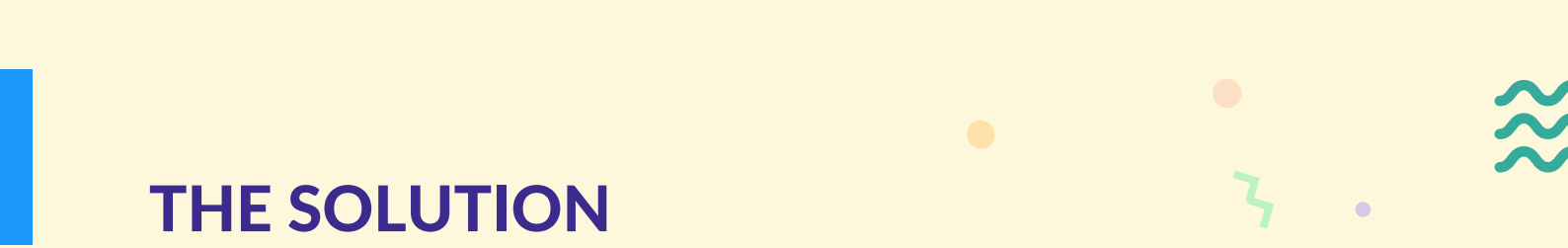
“Onboarding took only about 2-3 hours. It was very easy to learn the basic functionality. We understood Hiver pretty quickly,” Nathan says.

The entire communication workflow is now within Gmail. The team does not have to switch between email and Slack like before. Things are much smoother.

Assigning emails is easier than ever

The team has put an end to forwarding emails for good. When Nathan has to assign an email to someone on his team, he just attaches a **Tag** with the teammate's name to it. It's easier for him to give every email an owner. They have stopped missing emails altogether.

If it's the end of the shift and someone has to handoff emails to a teammate, they just have to Tag the next person (takes just one click). They get access to the entire email thread and the discussions around it. No time is wasted on building the context for the next person.



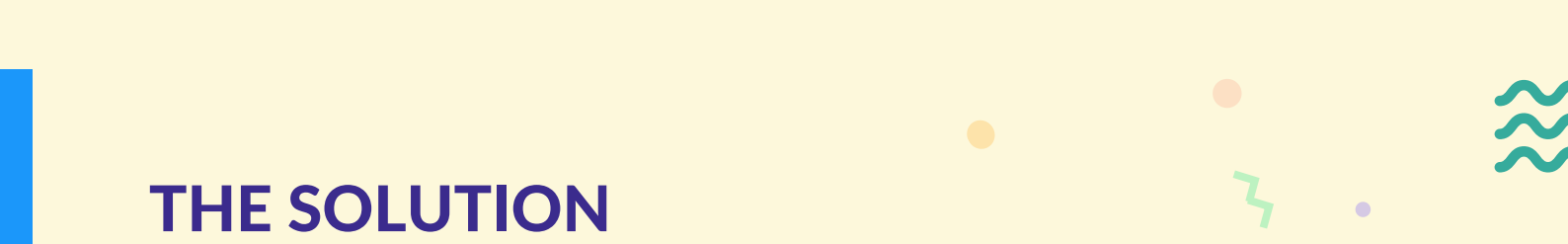
THE SOLUTION

There's more visibility into team performance

When an email is assigned to a person, the entire team knows who is working on it, and what's the status of the task. Nathan does not have to ask around the team to know what's going on. He also has more insights into his team's performance: like the time his team members take to reply to emails or close the issue.

"The biggest benefits of Hiver are visibility and a reduction in missed work. I have much better visibility into where an issue is on the resolution path. And we've stopped missing emails," he says.





THE SOLUTION

The team collaborates without hassles

When a team member needs Nathan's help with an email, they just have to write a **Note** to him, as opposed to forwarding the email or reaching out on chat.

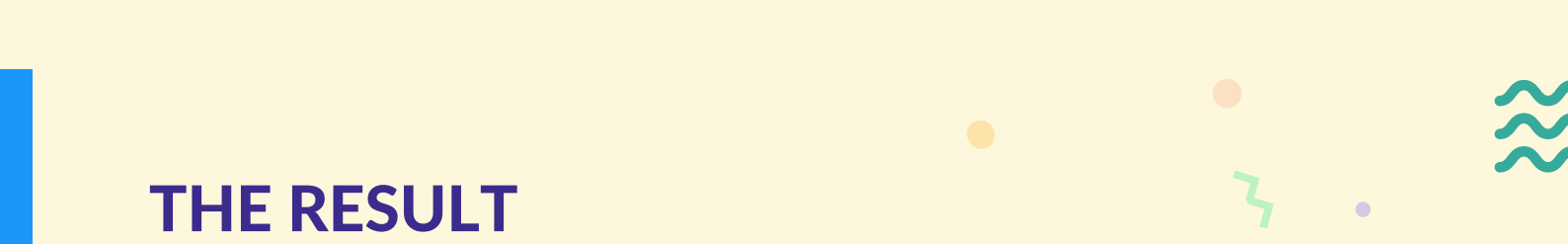
If teammates have to discuss an email among themselves, they write Notes to each other. Working with the team is much easier because there are no internal email exchanges like before.

"By far, the ability to tag someone and add a note to an email are our favorite features. They easily bring someone's attention to an issue and allow coordination without confusing email thread," Nathan says.

Nathan and his team write around 15 Notes every day. Our research shows that syncing up on an email takes a minimum of 2 minutes of a team's time (switching apps and building context). **Nathan's team easily saves 30 minutes every day with Notes.**



His team also uses **Collisions Alerts** to ensure two of his teammates do not end up replying to the same email. On average, the team prevents one incident of a duplicate response going to a customer every day.



THE RESULT

An efficient team that manages emails with ease

Nathan loves that his team is able to collaborate better. Their workflows are smoother than before. He has more visibility into emails and their statuses—it helps him keep things moving smoothly.

“I would say trying to achieve this level of team coordination without Hiver would take 50-100% more time. Working without Hiver would be extremely difficult. It is essentially like having an “additional person” on my team,” he adds.





Hiver is revolutionizing how people use Gmail to collaborate with their team. More than 1500 businesses all over the world including the likes of Harvard University, Hubspot, Shutterstock use Hiver to manage their Customer support and Sales directly from Gmail.



Request a Demo

Start Your 14-Day Free Trial

www.hiverhq.com