|  |
| --- |
| **CHECKLIST/SOP BRAND SUPPORT MAILBOX** |
| **OWNER**  **Date:**  **Cadence: Daily Management/Actioning** |
| **DESCRIPTION:** |
| **Checklist for Management of the Brand Support Mailbox** |
| **HINT: For best user experience, click on View -> Reading View** |
| **CHECKLIST** |
| 1. **Purpose of Brand Support Mailbox brandsupport@company.com** 2. **Adding Brand Support Shared Email to Outlook** 3. **Managing Brand Support Mailbox** 4. **Auto Reply from Brand Support Mailbox** 5. **Replying from Brand Support Shared Email** 6. **Flow to Escalations Mailbox** |
| **SOP** |
| **Purpose: The purpose of the Brand Support Mailbox** [**brandsupport@company.com**](mailto:brandsupport@andeza.com) **is:** |
| 1. To alert specific Company Employees (members of the mailbox) to a Brand issue, and to be able to reply on behalf of the mailbox and take any necessary actions on the issue. This mailbox is the first step to working with Brand issues and the step before the escalation of the issue (which goes to the escalations@company.com mailbox (covered in the [Escalations Mailbox SOP](https://andeza.sharepoint.com/:w:/r/sites/Operations/_layouts/15/Doc.aspx?sourcedoc=%7B02F08965-DA4B-45CA-814F-856CC3506B9D%7D&file=Checkist_SOP_Escalations_Mailbox_8_2023.docx&action=default&mobileredirect=true). The Brand Support mailbox will cover daily issues which require a 24-hour turnaround, such as a refund, or listing issue. This mailbox will be monitored from 8 am (Eastern Time) till Midnight (Eastern Time) every day, including weekends, and holidays. 2. The Company Team will solve the problem, if possible, but if it needs to be resolved with advice/permission from the Brand, the team will contact the Brand as part of the actionable items. |
| **Adding and Viewing the Brand Support Shared Email Box to Outlook (Outlook Online, Desktop, and Mobile (iPhone and Android):** |
| **Outlook Online:**   1. Right-click the “Folders” option at the top, left of the Outlook sidebar 2. Choose the “Add Shared Folder or Mailbox” option 3. Type in: [brandsupport@company.com](mailto:brandsupport@andeza.com) 4. Click Add   NOTE: Please refresh your browser to see the new Brand Support Shared Mailbox, found under the regular folders in the Outlook sidebar).  **Outlook Desktop:**   1. Open Outlook. 2. Choose the File tab in the ribbon. 3. Choose Account Settings, then select Account Settings from the menu. 4. Select the Email tab. 5. Make sure the correct account is highlighted, then choose Change . 6. Choose More Settings > Advanced > Add . 7. Type the shared email address [brandsupport@contoso.com](mailto:info@contoso.com). 8. Choose OK > OK . 9. Choose Next > Finish > Close .   **Outlook on iPhone:**   1. Sign into Outlook for iOS with your Office 365 account. (And authenticate for two-factor authentication if asked). 2. Open the Outlook App. 3. Click on your Profile Image (if no image it will be the letter of your first name). 4. Click the Add Account button in the left navigation pane (looks like an envelope with a plus sign), then select Add a Shared Mailbox. 5. Type in: brandsupport@company.com 6. Click on “Add Shared Mailbox” 7. Once you've successfully signed in, you should see the shared mailbox listed in your account. You can access it by tapping on its name from the list of accounts in the Outlook app.   **Outlook on Android:**   1. Sign into Outlook with your Office 365 account. (And authenticate for two-factor authentication if asked). 2. Open the Outlook App. 3. Click the Add Account button in the left navigation pane (looks like an envelope with a plus sign), then select Add a Shared Mailbox. 4. Type in: brandsupport@company.com 5. Click “Continue: 6. See the new Brand Support mailbox on the sidebar. You can access it by tapping on it. It could require you to sign in again the first time you are using the mailbox.   **KNOWN ERRORS:**  **No permissions:** If you do not have permission to use the brandsupport@company.com mailbox, Outlook will not let you add it. If you are required to use the mailbox and cannot access it, create a ticket on the [IT HELP DESK](https://tasks.office.com/andeza.com/en-US/Home/Planner/#/plantaskboard?groupId=e5d89432-8237-4538-a752-41ad4cf38360&planId=PRLgNQV8bEaqJhdUs3PXx2UAAsS4) task board. Someone in IT will then check for approval and if approved, will add you to the mailbox as a member. You will receive an email in your regular inbox, verifying that you are now a member of the Brand Support mailbox. |
| **Managing the Brand Support Mailbox:** |
| There are several members of the Brand Support Mailbox. The notion of “first in” should be followed and anyone who sees mail in this mailbox should consider this a critical piece of mail that should be actioned in some way within 24 hours.  If you know the person/department who needs to handle the issue, please chat, send email, or create a high-priority ticket for them to handle this issue. **DO NOT** assume they got this message. Continue to follow up with them, until you know you have passed it off to the appropriate person to solution.  If you do NOT know the person this matter should be handled by, send a chat, or high-priority email to the **Account Manager,** **Operations Manager**, and/or the **IT Help Desk**. Again, it is your duty to follow through and monitor the situation until you know it has been handled as quickly as possible, and within the 24-hour critical period. |
| **Auto Reply from the Brand Support Mailbox:** |
| For awareness, note that the [brandsupport@company.com](mailto:brandsupport@andeza.com) mailbox, has an auto reply feature in place:  =====================================  Thank you for reaching out to Brand Support. We will review your support request and reply within 24 hours.    If this is an urgent issue (account blocked or suspended, or top selling ASIN down), please email [escalations@company.com](mailto:escalations@andeza.com)    Thanks,  Company Brand Support  ===================================== |
| **Replying from the Brand Support Mailbox:** |
| There are two ways to send replies from a Shared Mailbox in Outlook Desktop and Outlook Online:  **Send As Option:**  With the Send As option, you stay in your regular Outlook Inbox. Then:  **Outlook Online:**   1. Click the “New Mail” button as normal. 2. Notice on the right side of the screen (where email is composed), the top row currently has a “Send” button. 3. Click “Options” off the top, main, menu, then “Show From” off the resulting menu. 4. Notice there is now also a “From” button and choose “Other Email Address. Start typing [brandsupport@company.com](mailto:brandsupport@andeza.com) (if you have permissions, the Brand Support mailbox should pop up as choice. It may be necessary to Refresh the browser, or even to log off Outlook and log back on again. If this is still not working, try the approach [here](bookmark://Bookmark1). 5. Compose and send the email as per normal.   **Outlook Desktop:**   1. Click the “New Mail” button as normal. 2. Click “Options” off the top, main, menu, then “Show From” off the resulting menu underneath. 3. Be sure that “From” is selected. 4. Notice there is now also a “From” button and choose “Other Email Address. Start typing [brandsupport@company.com](mailto:brandsupport@andeza.com) (if you have permissions, the Brand Support mailbox should pop up as choice. It may be necessary to Refresh the browser, or even to log off Outlook and log back on again. If this is still not working, try the approach [here](bookmark://Bookmark1). 5. Compose and send the email as per normal.   **Open Brand Support Mailbox directly:**  **Outlook Online:**   1. Go to your profile/initial picture (top, right) and click. 2. Choose “Open Another Mailbox” 3. Type in [brandsupport@company.com](mailto:brandsupport@andeza.com) (this should populate in a dropdown once you have permissions). 4. You are now directly “in” the Brand Support mailbox (in a new tab of the browser) and can now compose and send the email per the normal way. 5. You can close this extra tab at any time.   **Outlook Desktop:**   1. Open Outlook and go to File > Open & Export > Other User’s Folder 2. Type the name of the mailbox that you want to open (and have permissions to). There will be a dropdown you can also choose from. 3. Now the mailbox is open in your Outlook Desktop and when you send mail, it will come from that mailbox. Compose the mail as usual, then click “Send”.   **Outlook Mobile (for iPhone or Android):**   1. Be sure you are logged into your Company 365 Account and have been authenticated for two-factor authentication. 2. Open the Outlook App 3. Go to the Shared Mailbox on the left sidebar of your app (on an IPhone, it may also be necessary for you to tap your profile image/initial). 4. Click the “New Mail” button 5. Compose the desired email. 6. Tap the “Send” button. |
| **Flow to the Escalations Mailbox:** |
| The Escalations mailbox (covered in a separate SOP), has an auto reply as follows:  ============================  Hello Brand Partner,  We have received your escalation (account blocked or suspended, or top selling ASIN down). Please ensure your escalation includes any and all case numbers and we will review the details submitted and follow up.  Thanks,  Company Escalations  ===============================  Therefore, it is critical that you understand the flow, and that any unanswered emails, or emails of a critical nature (Account Blocked, Top ASIN Blocked, etc.) in the [brandsupport@company.com](mailto:brandsupport@company.com) mailbox can and will escalate to the mailbox. It is critical that you handle any mail in the Brand Support mailbox as quickly as possible, since their nature is not as critical, and the escalation can be avoided. |