

## Contract Management Software – After the Email Alerts ....Blog: February, 2014

Contract Guardian features a simple and elegant feature for Email Alerts. Contract Guardian monitors emails to check if emails are bouncing and if emails are opened. The average Contract Management Software does not include these features. They typically describe their Email alerts with a description similar to the following:

Receive timely email alerts of expiry dates and any other contract deliverable deadlines. Adding workflows to your system will then automatically inform the user of the next step in the process. Include digital signatures to your contract workflow and you have a very through cycle.

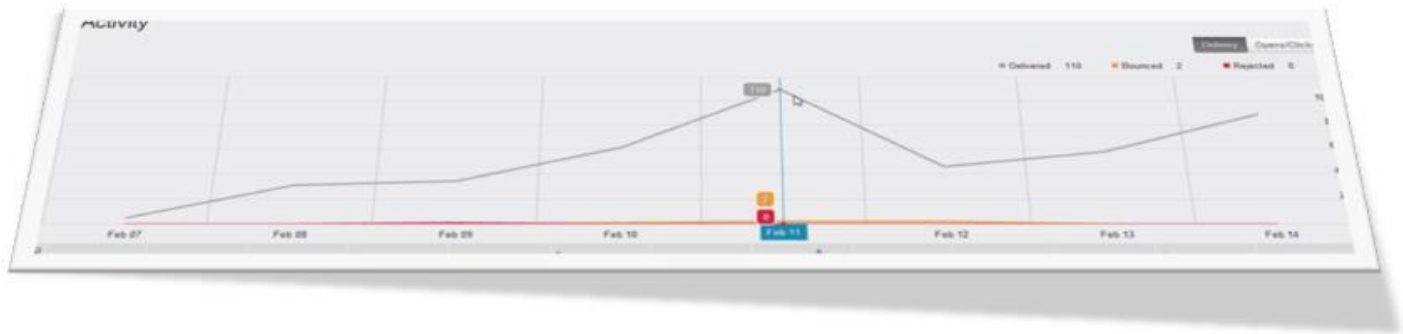
Unfortunately, there are still several holes in the previous process where the information falls through without important monitoring.

One of these holes is monitoring emails that bounce. Here is a real world scenario where Contract Guardian allowed us to react to a bad email address in the system. A healthcare organization was sending alerts from their account to a single responsible party on a contract. Contract Guardian monitoring flagged the email when it received a bounce notification from the system. A quick call determined that the email address belonged to a former employee. The tracking of this situation allowed the Contract Guardian Administrator to update the contract and remove the user email from the system. Tracking and notifying the administrator of Out of Office or On Vacation “soft bounces” will help the compliance people know that no activity is taking place at the moment.

Another one of these holes is that there is no way to tell if the email was opened or if the user clicked on any links in the email to take an appropriate action on a contract. Your contract management system needs to monitor all of this and make the appropriate alerts/notifications. Here is a typical account showing the **Opens vs. Clicks**.



The next contract management software email alert chart reflects overall activity for a snapshot of time. You will notice that for this account, 110 emails were delivered and 2 were bounced. Filtering by the bounce provide you with the problem email addresses.



Here is a summary of items you should monitor from your contract management software system after the email alert is sent:

**Filter Data by:**

- Delivered
- Rejected
- Spam Complaints
- Unsubscribed
- Hard Bounces
- Soft Bounces
- Deferred

**Analysis Reporting to Consider**

- Compare opens clicks and delivery stats between different groups of emails, based on your own custom search filters.
- Demographic analysis:
  - Locations – Country, State, City, etc.
  - Email Clients: Chrome, Outlook, Mobile Safari, etc
  - Operating System: Windows 7, Windows 8, Android, IOS, etc.

Learn more about Contract Guardian by calling 513.977.4544 or request a [demo](#).



*Contract Guardian was designed with ease of use, simple administration and online training packaged into a powerful and flexible contract management system that delivers the perfect pairing for our clients in any industry. Learn more by [Scheduling a contract management demonstration](#) or contacting sales at 513.977.4544*