



Teach Me How to Front

Agenda

- 1 What is Front
- 2 Team Collaboration
- 3 Individual Productivity
- 4 Inbox 0 Mentality
- 5 Best Practices
- 6 Resources
- 7 Q&A

What is Front?

Columbia's Student Communication Hub

Why Front?



**Aggregating and
routing messages** 



**Resolving and responding
to student requests**

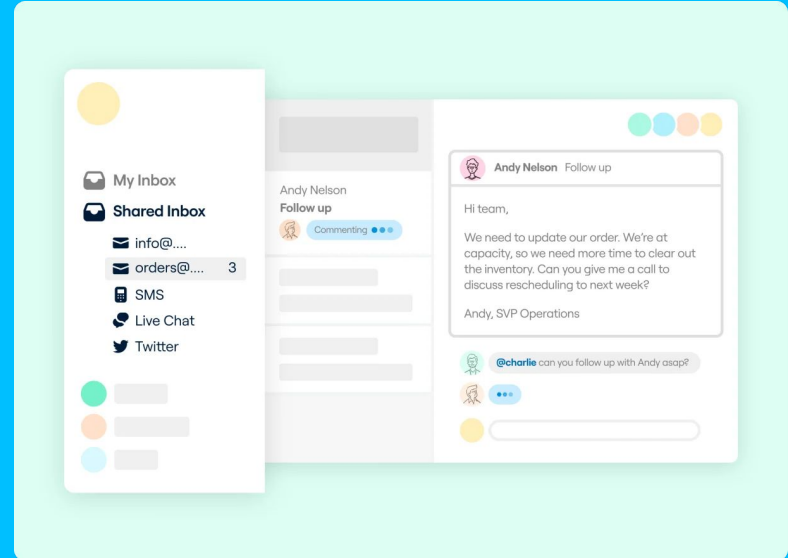


**Measuring and evaluating
student communications**



Student Communication Hub

Front transforms all your student communication into one, centralized hub. With emails, apps, and teammates in one place, Front makes it simple for every person in your company to have an impact on the student experience.



Navigation in Front

Your multi-channel command center

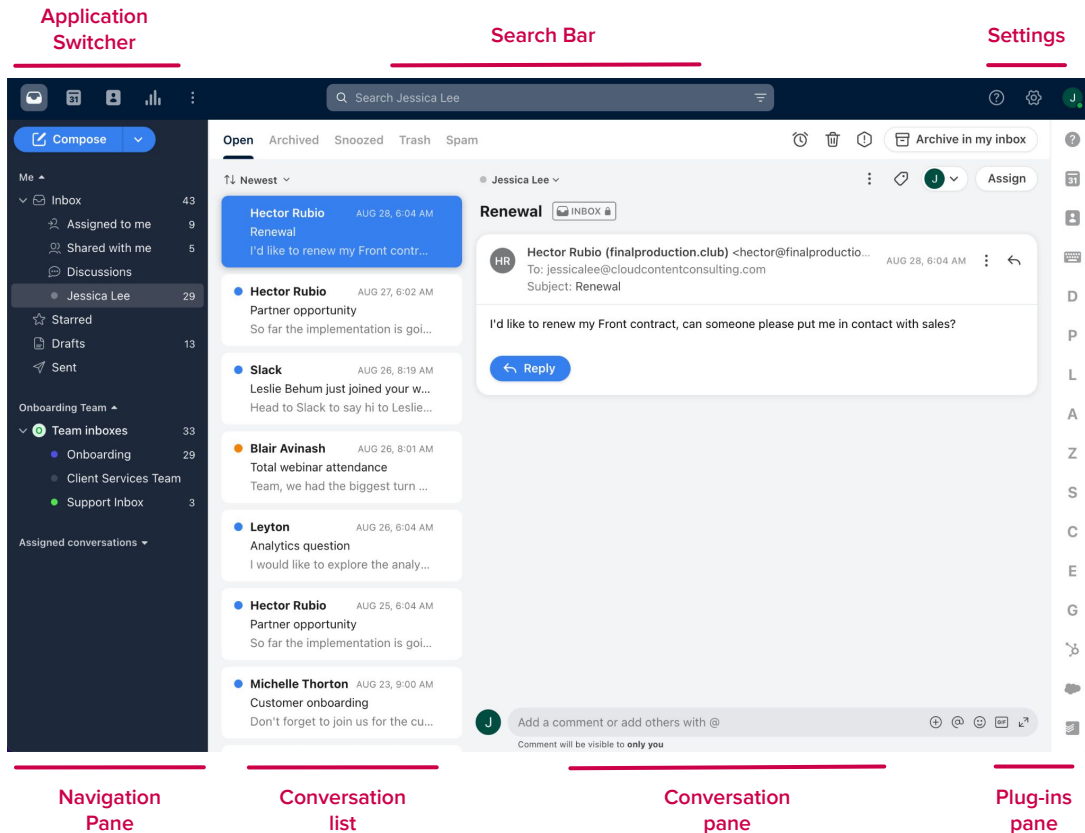
You can use Front on:

- Desktop app
- Web app
- Mobile app (Android and iOS)

<https://front.com/download>

Individual workspace

Team inboxes



Your New Workspace

Your **Individual Workspace** is now composed of 4 main sections:

1. **“Assigned to me”** - All messages assigned to you from your organizations shared inboxes
2. **“Shared with me”** - All messages from shared inboxes where you’ve been invited but are not the assignee
3. **“Discussions”** - internal discussions with your colleagues on Front; no more forwarding or needing to check separate applications
4. **Personal Inbox** - your synced existing work email (example: matthew@company.com), by default all messages are private

Your **Team Inboxes** will display below your Individual Workspace and will show any shared Team Inboxes you have been given access to.

Individual Workspace

Team Inboxes

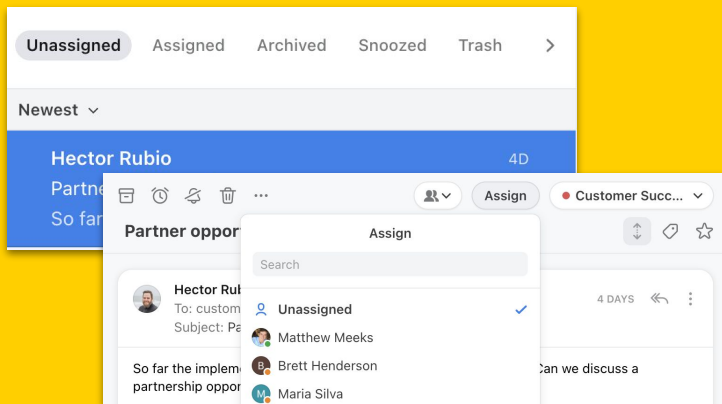
Me ▲		
▼	✉ Inbox	43
	👤 Assigned to me	9
	👥 Shared with me	5
	💬 Discussions	
	● Jessica Lee	29
	★ Starred	
	📄 Drafts	13
	📧 Sent	
Onboarding Team ▲		
▼	🟢 Team inboxes	33
	● Onboarding	29
	● Client Services Team	
	● Support Inbox	3



Team Collaboration

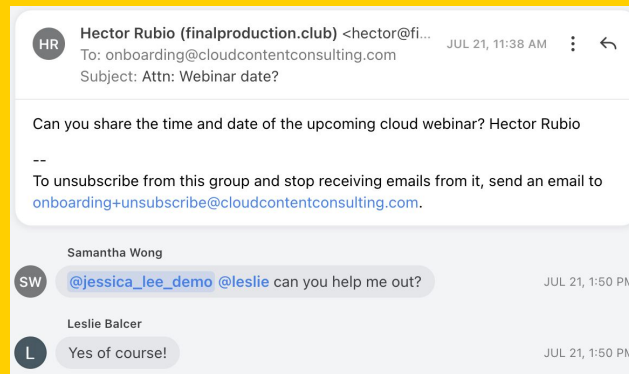
Understand how to use Front capabilities to provide the best in class service for your teams and students

Team Collaboration



Assign Conversations

Gain clarity on who is working on what by assigning a conversation to yourself or a teammate so the whole team knows who is responsible for handling that conversation.

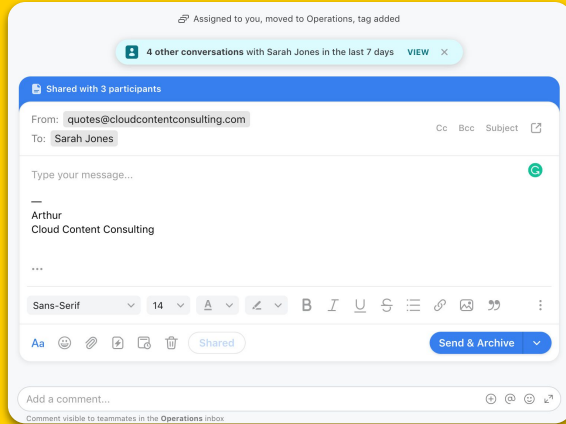


Comments & @Mentions

No more cc, bcc, reply all, etc. Commenting and @mentions lets teams work together and share knowledge in real time directly within Front.

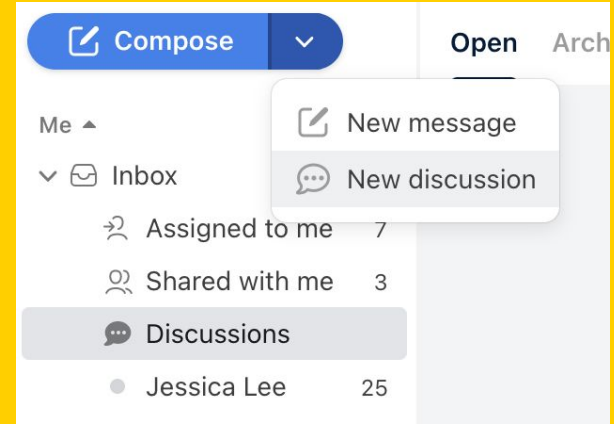


Team Collaboration



Shared Drafts

Create and edit drafts together in real time! Collaborate and share knowledge right where student conversations are happening.

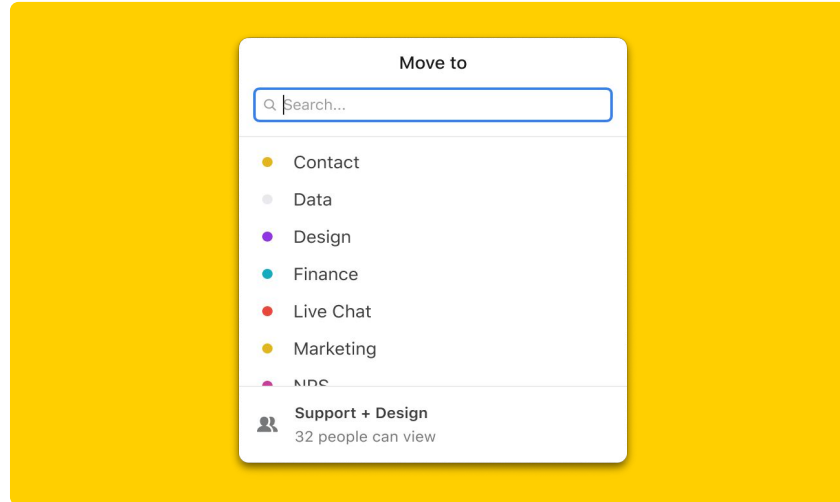


Internal Discussions

No more internal emails to collaborate about other emails! Instead, you can start a discussion with your teammates to collaborate in the same place where you manage your student communications.



Team Collaboration



Move Conversations

Make sure communications are handled by the right team.
Simply move conversation to another inbox when a task is for another team.

*Tip: If a conversation is sent to two inboxes and are merged,
select the conversation should live in.*



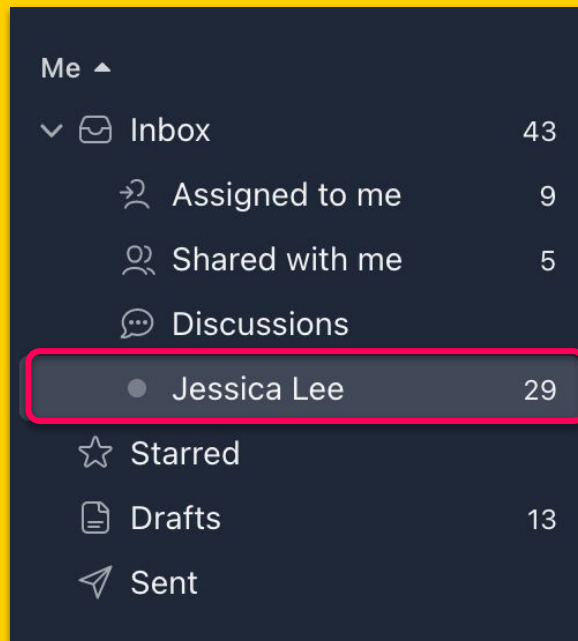


Demo

Individual Productivity

Individual Inbox

- Alongside managing your team emails in Front, you have the ability to connect your personal work email to Front as well.
- By connecting your individual inbox to Front, you can manage all of your email communications in a single space reducing the need to jump between systems.



Message Templates

- Save time in your day to day by creating Message templates for questions that are asked often. Hover over each message template to see a preview of the copy! Use dynamic variables {{ to plug in names or emails.

The screenshot displays a 'Responses' interface with a search bar at the top. Below the search bar, there are two sections: 'Create' and 'Recent'. The 'Create' section includes a '+ New from draft' button and a preview of a draft message: 'Hi Sophia, just wanted to let you know ab...'. The 'Recent' section lists four message templates, each with a title and a preview of the first line of the message:

- Q4 Product Feedback** (locked icon): Hi {{recipient.name}}, Hope you are doing well...
- Billing Update 02/21**: Hello, As your team is growing, we would like t...
- Support Gmail outage**: Hello, We're curenly having technical difficulti...
- Super response** (locked icon): Hi {{recipient.name}}, This is just a cool respo...

A callout box on the right provides a detailed preview of the 'Q4 Product Feedback' template. It shows the full message text and a screenshot of a product roadmap. The message text is:

Q4 Product Feedback

Hi **Sophia**,

Hope you are doing well today. How things are doing at the moment? Let me know if there's anything I can do to help.

I just wanted to share with you some product updates (on what has been shipped in Sept/October and the plan for Q4).

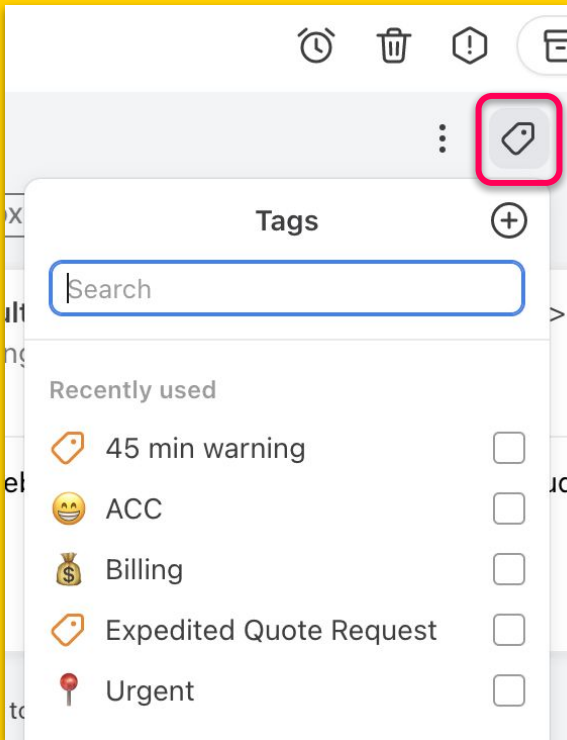
As you can see below, our team has

The callout box also includes a screenshot of a product roadmap with various sections like 'New Features', 'Improvements', and 'Bug Fixes'.



Tags

- Use Tags to categorize your communications to better manage your conversations.
- You can have your “labels” and “folders” import into Front as Tags
- Private Tags - private tags will always appear with a lock icon to distinguish them. When you add a private tag to a team conversation, it's still only visible to you.
- Team Tags - When you apply a team tag to a team conversation, it will be visible to everyone with access to it. Applying a team tag to a private conversation in your inbox will not share it with your team automatically.



Rules

- Front's powerful rules engine lets you build sophisticated workflows to automate manual tasks and processes which dramatically improve operational efficiency while retaining the human touch.
- Save time by creating automations for redundant actions like archiving clutter emails or auto-tagging certain types of conversations.



Assign with load balancing

Assign messages to the teammate with the lightest workload



Assign with round robin

Assign messages to the teammate with the lightest workload



Assign based on sender

Assign conversations sent to this person, address or number



Assign based on keyword

Assign conversations that includes a certain word or phrase



Assign based on tag

Assign conversations that have been tagged with a particular tag



Custom assign rule

Choose your own criteria to assign conversations

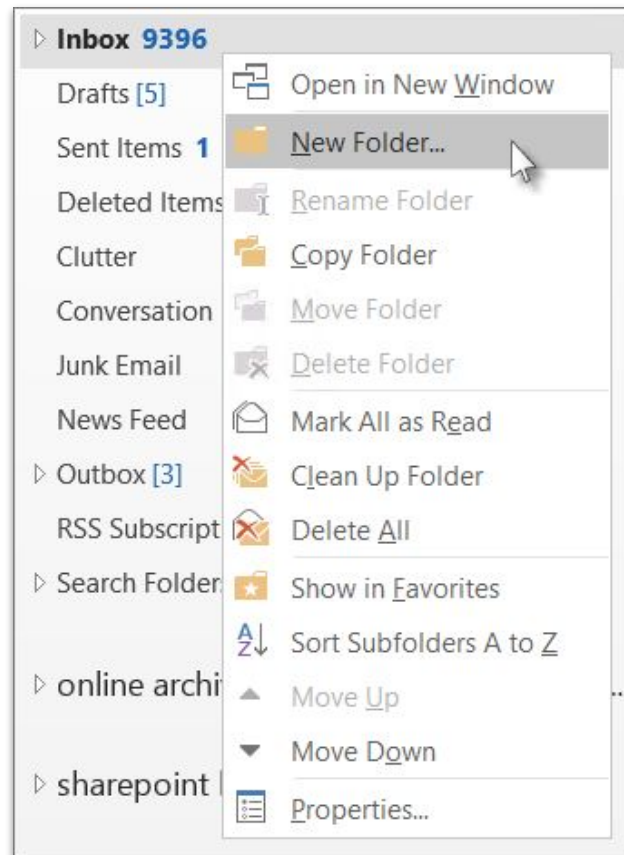
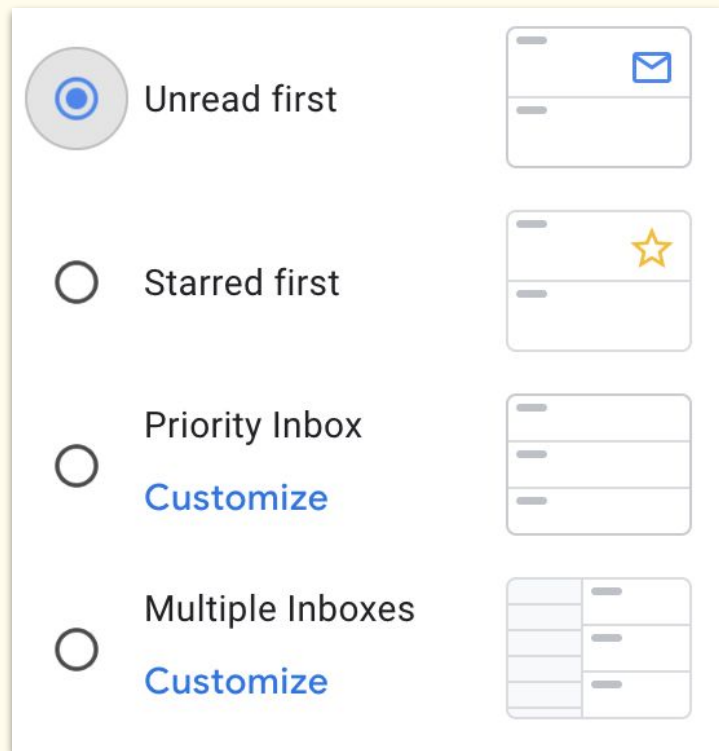




Demo

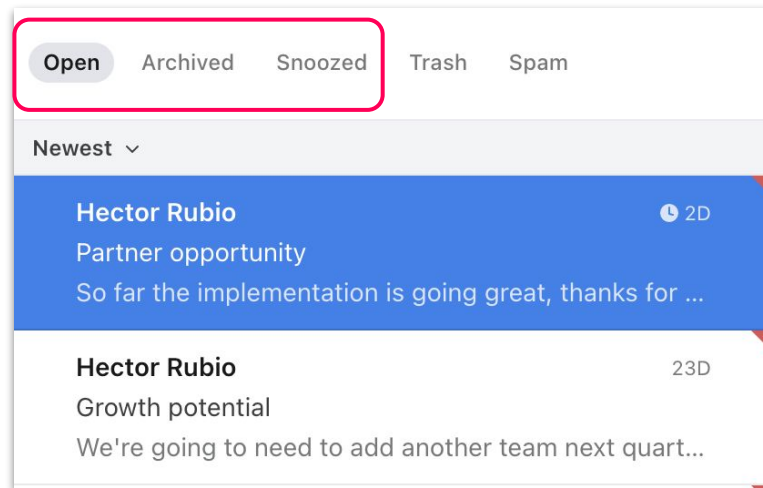
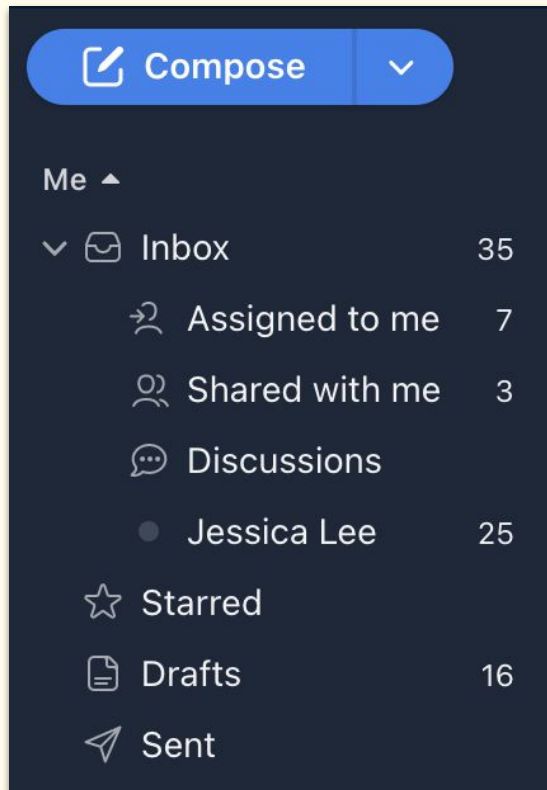
“Inbox 0” Mentality

Classic email workflow

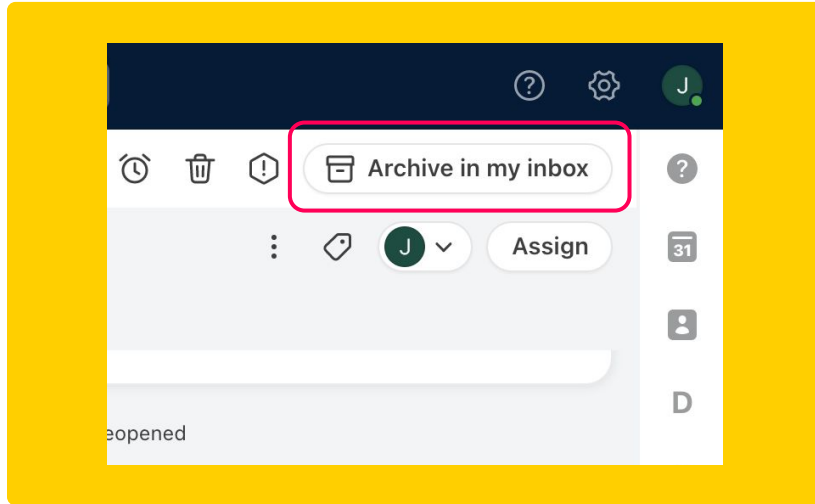




“Inbox 0”

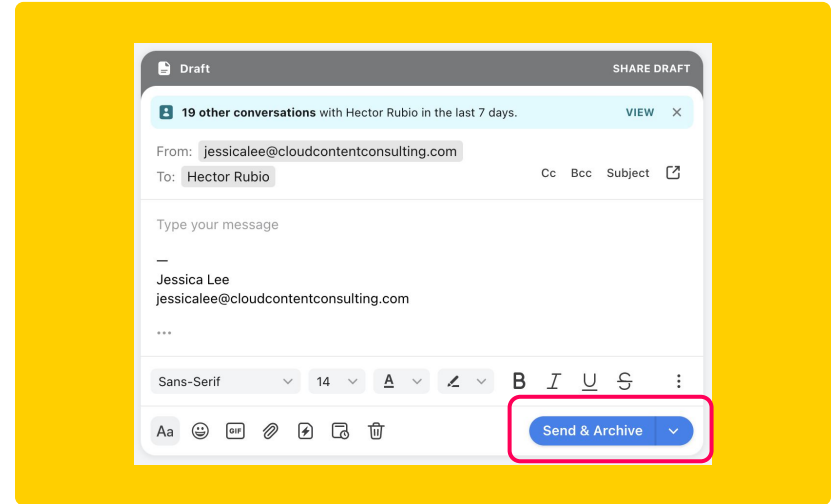


Archiving Conversations



Archive Button

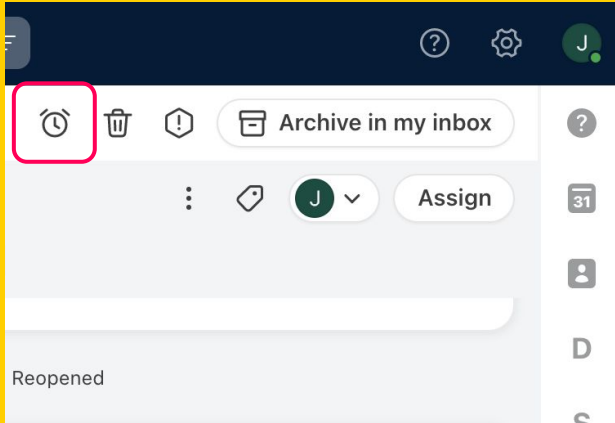
The Archive button at the top right of any conversation (or keyboard shortcut “E”) is for when you don’t need to reply and not additional action is needed from you.



“Send & Archive”

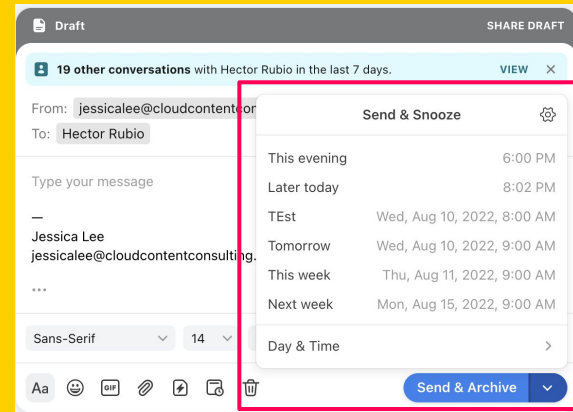
When you send a message you should Send and Archive when you’re sending a response and no additional action is needed from you at this time.

Snoozing Conversations



Snooze Button

The clock icon at the top of any conversation is for when you don't need to take action on that conversation at this time - it will move the conversation to the Snoozed Tab in your inbox and re-open at the time that you snoozed it to



"Send & Snooze"

When you send a message and you need to be sure to follow up if you don't hear back, you should Send and Snooze to have the conversation re-open if no response comes in





Demo

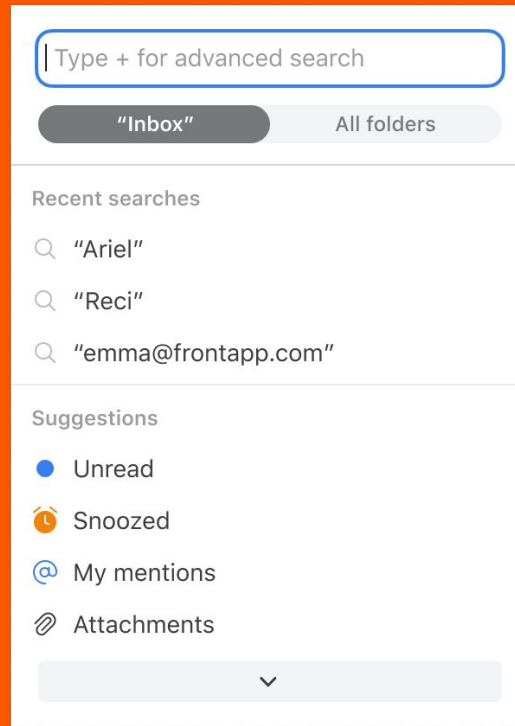
Best Practices

A few of our favorite recommendations to make you all professional “Fronteers”

Easily find your emails using Search in Front

ADVANCED SEARCH & SEARCH BUILDER

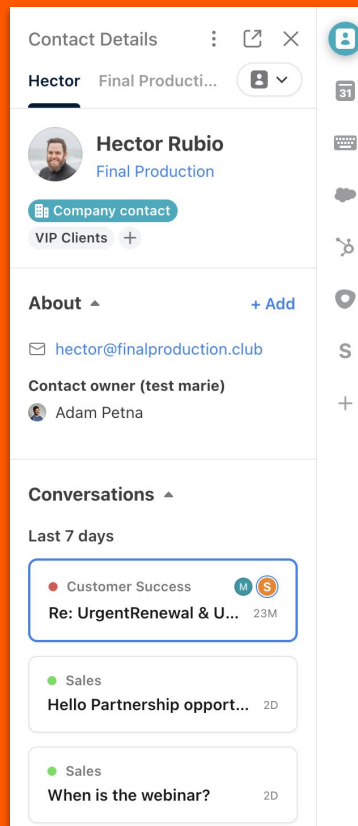
- Type + to conduct an advanced search.
- Search Builder is a quick and easy way to build a filtered search based on the most common search criteria.



Quickly View Student Context

WITH CONTACT DETAILS PLUG-IN

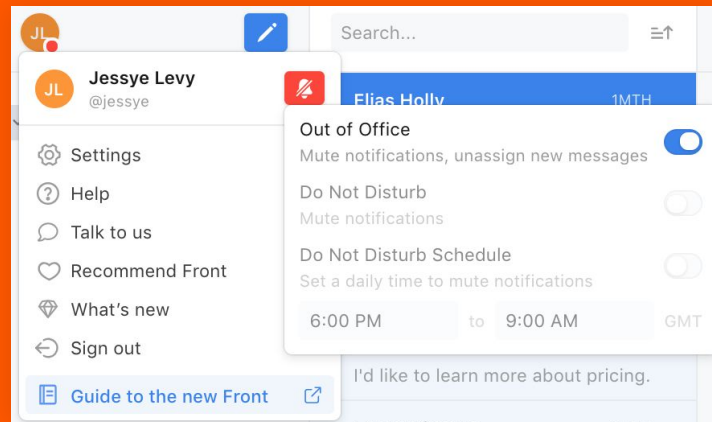
- See your entire student history across **all channels** you have access to in Front
- See whether students have reached out via email, text, WhatsApp, phone calls and who has handled those messages
- You will only see messages you have access to - either sent directly to you or in an inbox you are a part of



Enjoy your vacation

WITH FRONT, THE BALL WON'T BE DROPPED

- Set yourself out of office when you're on vacation.
- Front will make sure conversations don't get stuck in your "Assigned to me" section
- Your teammates can step in to help out while you're gone!

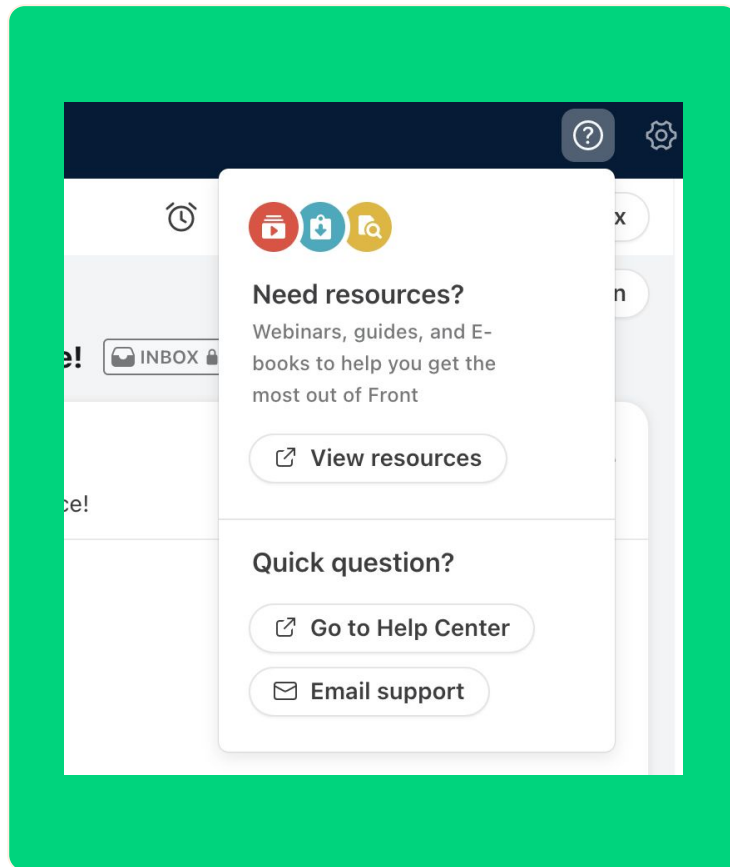




Resources

Front General Resources

RESOURCE	DETAILS
Front Support	Support@frontapp.com Hours: 24/5 (Mon-Fri)
Front Help Center	Help.frontapp.com • How-to articles • Glossaries • Training recordings





Q&A



Thank you!