

Case study: Metalworks by Crismoe



Company focus:	manufacturer of upscale bathroom accessories
Location:	Brazil
Licenses in use:	20
Preferred features:	core email functionality
Why eM Client:	→ user-friendliness and short learning curve → lite maintenance → affordable price with good tech support → hardware-friendly
Use-case:	→ outbound communication

Metalworks by Crismoe, a mid-sized Brazilian manufacturer, migrated to eM Client from Windows Live Mail in 2017, with Locaweb Mail server solution. One of the key decision factors in favor of eM Client was its user-friendliness.

The company experienced full user adoption during the deployment, with no difficulties or complaints from employees. Another factor would be that the app needs almost no maintenance. Metalwork's IT department only spends time with it when there is a change in hardware and import of messages for a new machine is necessary.

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“Completing tasks in eM Client is quicker. After a short period, our users perform tasks better and faster than before. They use to say they prefer eM Client interface. eM Client easily fits into our company workflow.

We use it communication with our customers. Our employees are overall satisfied with eM Client.”

Initially, the company tested the free edition for two months at the IT department. In the second phase the installation was expanded to other areas such as the financial department, and its utilization was monitored for two additional months. As there were no setbacks, eM Client was eventually installed at the sales department stations as a primary tool for outbound communication.

“Since then, we have been very happy with it. We have no doubts about the short learning curve of eM Client. The application is hardware-friendly and very easy for the users”, says **Carlos E. Crisione, IT Director of Metalworks.**

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