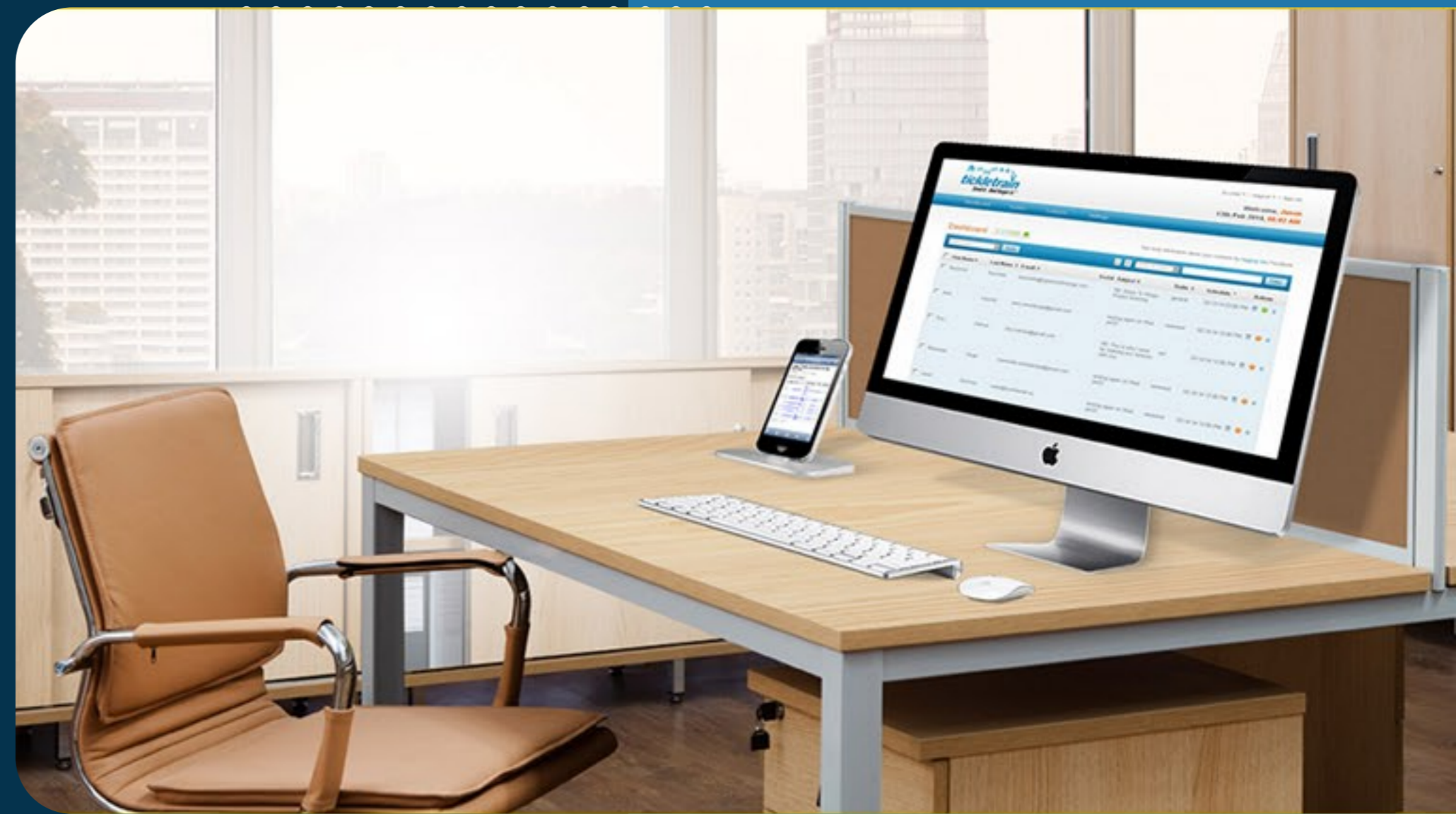# Automate your Follow-up Emails with a Drip Campaign

Boost productivity & Maximize sales.

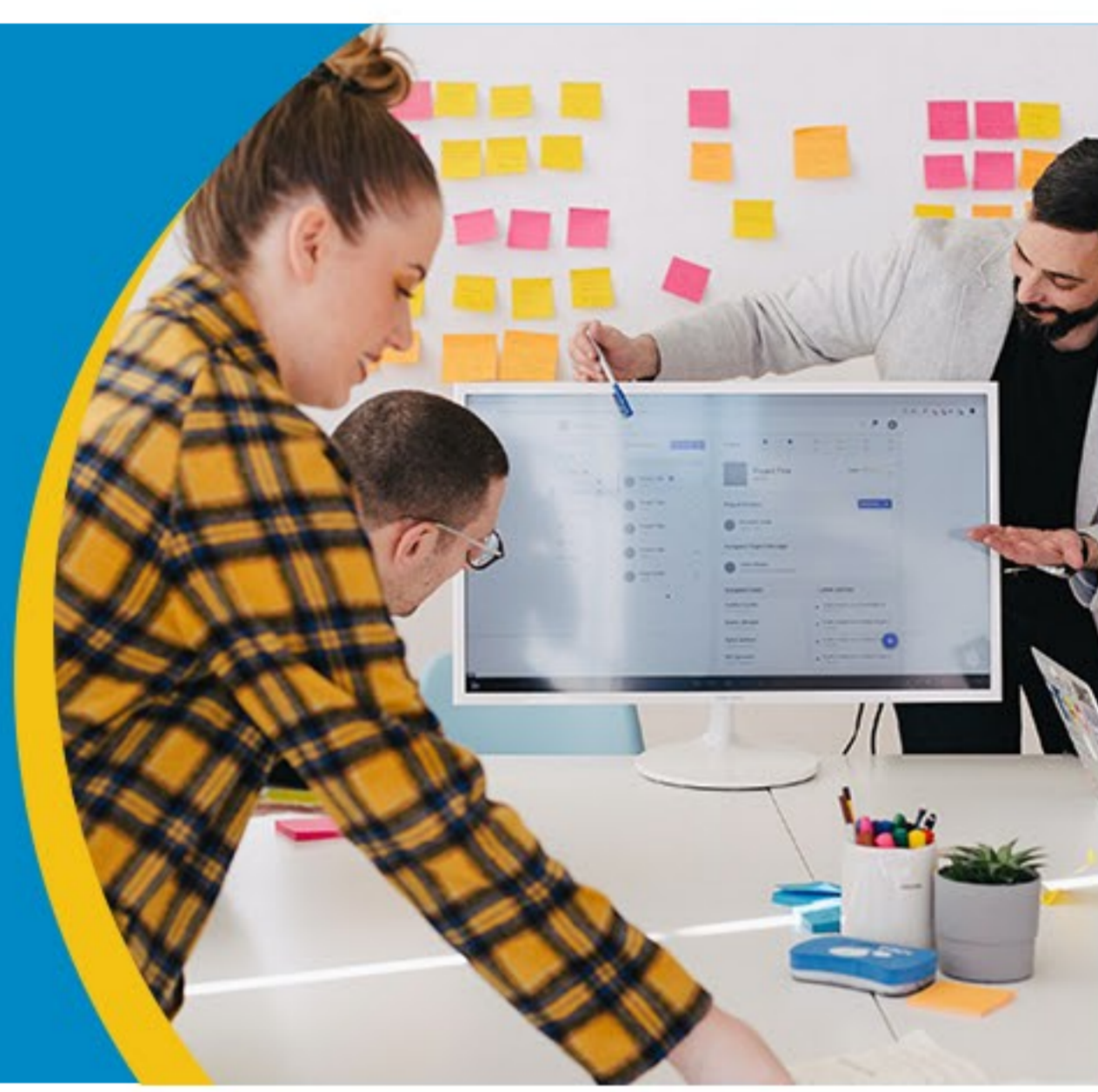| 100000+ Users	$10M+ Sales	in michael-dickman-7466679

About Tickle Train

TickleTrain, developed by two entrepreneurial brothers, dedicated to making communications more efficient. With a notion that follow-up in a timely manner is important, they approached Shine Dezign to build a functional web application. The TickleTrain app simplifies the follow-up process for Gmail users without wasting time on laborious tracking systems and time consuming efforts to follow-up on leads.

Client Requirements

The client wanted a comprehensive solution to stay on top of emails with automatic follow-ups. While working for large and small companies across a broad range of industry groups, it was difficult for them to follow-up on time. They contacted Shine Dezign to create a web application to help them. Later, they planned to launch a similar app for Gmail users in the market to reach people facing the same problem, allowing them to follow-up on emails when they are busy.

Our Process

Shine Dezign started working on a customized follow-up system in 2012. Our team of professionals, including developers, designers, and testers, has left no stone unturned in developing the functional solution to simplify the follow-up process. The team of Shine Dezign initiated the project by identifying a customized follow-up solution that can maximize time and energize sales for an organization. Shine Dezign developed a web application to eliminate the laborious and time consuming tracking tasks to follow-up on leads for client use. Soon after, on client's demand, the team worked on launching a similar app for Gmail users and designed WordPress and WHMCS website with an aim to reach people looking

Challenges Faced

As per the client requirement of better email management, the team designed a web service called TickleTrain to provide automatic follow-ups. Afterwards, creating sync between Gmail and Tickle Train was a key challenge. During testing, our team noticed a few emails going to spam and all emails are not delivering to the primary folder. Along with these issues, blocking of IP's was also a major concern for the team.Therefore, it was challenging to ensure delivering of emails to the primary folder, prevent blocking of IP's and aprevent emails to be sent in the spam.

Solutions Provided

With a digital solution provided by Shine Dezign , timely replies to emails are always-on during the hectic pace of each business day. Developers ensured tight integration of the app with Gmail to allow users to have access to all TickleTrain features offering right in their email program. This app is easy to install and create an account through Google's Chrome Web Store. To ensure nothing gets sent without your approval, the system holds your follow-ups until you review them. Moreover, when a reply is received, there is a built-in option for Gmail users that automatically cancel follow-ups.

Some of the key features of the TickleTrain platform include

- ✔ This customized follow-up system built around Tickles (pre-written emails).
- ✔ It's easy to use, compose an email, and put special address in the BCC field.
- ✔ More than a reminder tool, TickleTrain sends emails as well. Whenever you need these emails, they are ready.
- ✔ Follow up on any matter including invoices, estimates, leads, interoffice communications and more Enable Reply Tracking and automatically cancel follow-ups.

Impact

Checkout how TickleTrain is marketing the tool

The customized follow-up system built around pre-written emails attracted a wide range of people. Using TickleTrain, client enjoyed the peace of mind because all the outgoing emails get the proper attention without any extra efforts.

The client experienced some of these benefits:

- ✔ Better Productivity
- ✔ Save Time and Efforts
- ✔ Increased Conversions

About Shine Dezign Infonet

Established in 2009, we are one of the leading custom software development company providing solutions to enable digital breakthroughs for industry leaders and challengers. Our team of Certified Experts has delivered 1000+ custom software and mobile apps for startups and enterprises. Being an award-winning company, we have the expertise to streamline business processes and grow revenue with our digital services, adhering to the best industry standards and practices.