

MailTank More Versatile Than Ever: Features from popular MailTemplate program enhance effectiveness

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<http://www.mactank.com> [MacTank], an innovator in providing customer service solutions for small business, announced today that features from its highly regarded <http://mailtemplatehq.com/> [MailTemplate] program are now being included in the latest version of MailTank, the leading email customer service program for small business. Developed by Mac users for Mac users, the MailTank is also fully compatible with PCs.

In the newest version of the software program, a customer template is automatically accessible from the MailTank and personalizes responses with a minimum of effort. A customer's contact information – to name just one feature -- will be imported into The MailTank to allow rapid and uncomplicated custom responses to customer queries.

Other features from MailTemplate have also been incorporated. The MailTank now can seamlessly import first names, last names, dates, and quoted content from previous customer contacts.

The new functionality also includes collapsible threads to provide better organization for the customer histories so important to making excellent customer service a key element of any small business, especially those who communicate with customers regularly through email.

The MailTank -- with its added MailTemplate functionality -- was engineered to work best inside Safari, Apple's web browser. Since iPhone will include a full version of Safari, the MailTank will work perfectly inside iPhone.

MailTank also is engineered to work effortlessly within Apple's new Leopard OS and Microsoft's new Vista OS. Whether using Vista, Leopard or the iPhone, users will have full access to MailTank and MailTemplate features, regardless of the platform they are using.

Christian Winter, co-founder and CEO of MacTank, said, "You not only can respond with fewer key strokes with the incorporation of MailTemplate functionality in The MailTank, but because you can respond to specific senders automatically, your responses can be more personal and more authentic. We think our customers will be very pleased with this latest version of the MailTank."

Lon Baker, CTO and co-founder, added, "MailTemplate is an immensely popular plugin for Apple's mail client. We had a great time migrating all of the features customers love into our MailTank application. We are sure this will be a big hit with our customers."

Those unfamiliar with The MailTank can learn more by watching this interview with MacTank founders, Christian Winter and Lon Baker at MacWorld 2007. Popular website <http://www.43folders.com> [43folders.com] has favorably reviewed the capabilities of MailTemplate <http://www.43folders.com/2007/01/12/merlin-macbreak-mw-2/> [[here](#)]. (You must have iTunes to view this podcast.)

For demonstration videos of the MailTank in action, click on the following link: <http://mactank.com/demo>.

#### About The MailTank

The <http://mailtank.com> [MailTank] solution was created out of MacTank's experience in helping over 100,000 Mac users who came to us with questions. The answers we gave our customers provided us with ideas for improving features and enhancing functionality that resulted in a new MailTank -- the best email management system currently available for Mac users and others. For customer service that means business, ride the <http://www.mailtank.com> [MailTank].