

# Digital Marketing HelpDesk Map & User Guide

Below is a list of the queues found in the HelpDesk. We've provided descriptions but the purpose of this document is to provide direction regarding Digital marketing & related questions and concerns.

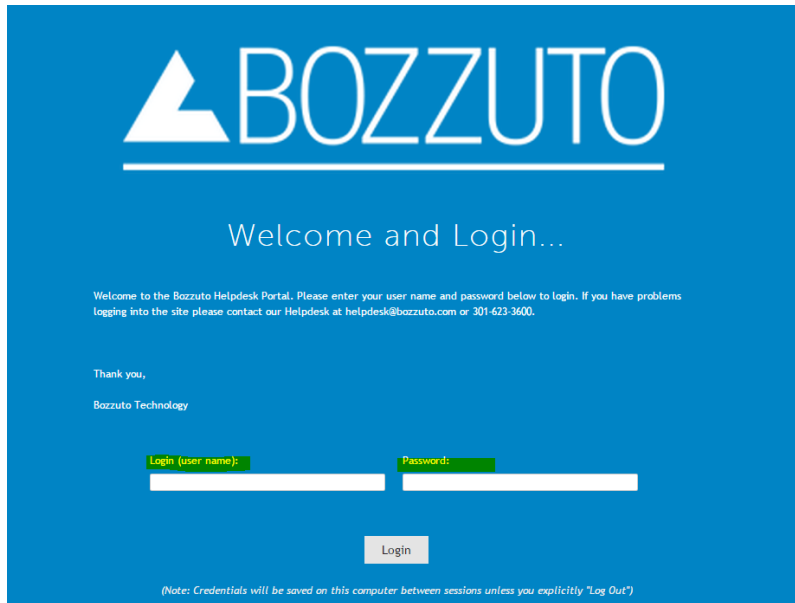
## Queue Descriptions

- **Accounting Solutions** – Accounting Team address issues regarding but not limited to: Bank Account Setup/Check Setup, Bank Reconciliation, Budget Upload, Commercial, Payscan, AccountingReports, Accounting related Training, Accounting UserSetup and Passwords, Vendor Payable Issues and more
- **BOLD** – Training and Development Team address: Class registration issues, standard operating procedures Training, Bold Email issues, and “My Team” updates
- **Digital Marketing** – Digital Marketing Team address issues and questions regarding: Social Media, Marketing Systems, Websites, Touch Screen, Email Marketing, Thunder Support, Bozzuto Store and Bozzuto Link. Marketing Systems include: LeaseHawk, Lead2Lease, PopCard, Vaultware, Callcenter, Pricing and Availability Issues, Website updates/concerns and TOURNADO
- **JD Edwards**- Addresses issues and questions including but not limited to: Package Builds, Performance, Reports, Password Resets and more
- **Management** – Operations Team – address All Yardi and RentCafe items, which include but are not limited to: Access Passwords, Affordable Housing, Blue Moon, Payment Processing, Resident Issues, Screenings, Rentable Items, Screenings, Unit/UnitType and more.
- **Payroll & Benefits** – HR Team
- **Retail Solutions**
- **Technology** – Information Technology Team (IT) address issues regarding your ICORE phone, phone systems, voicemail, computers, laptops and much more.

1. **First, MAKE SURE YOU ARE SUBMITTING your request /query /concern to the correct place. Are you sure this is a HELPE DESK ISSUE ( see chart below for directions):**

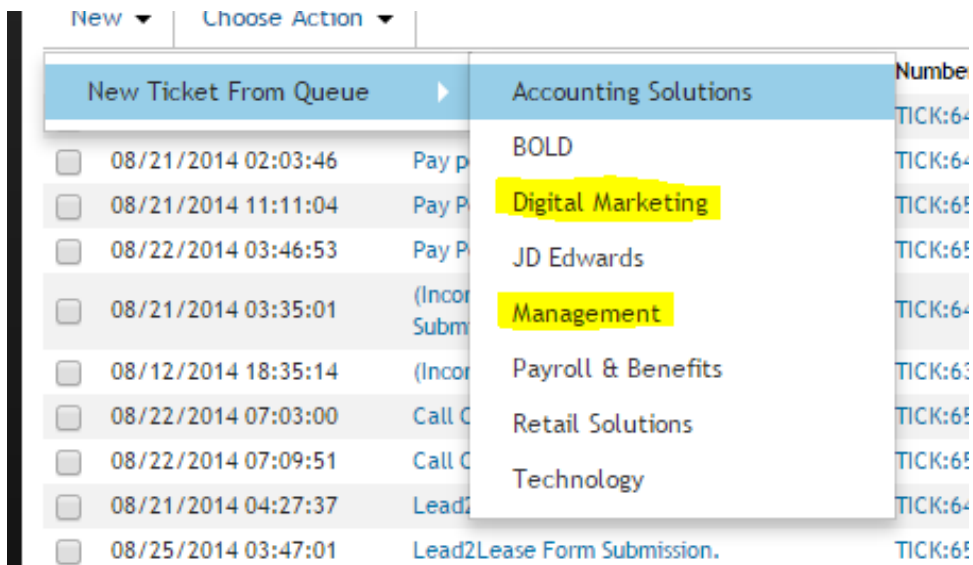
Type of Project	Basecamp	BozzutoLink	Help Desk
E-blast Request		✓	
Signage	✓		
ILS issues		✓	
Creative Projects	✓		
Pricing & Availability Issues			✓
Bozzuto.com Issues			✓
Social Media/Reputation Management Issues			✓
Website Functionality Issues			✓
YARDI & RentCafe Specific			✓ (Management Queue)

2. LOGIN TO BOZZUTO HELPDESK: <https://helpdesk.bozzuto.com/>



The image shows the Bozzuto Helpdesk login page. It has a blue background with the Bozzuto logo at the top. Below the logo, it says "Welcome and Login...". There is a welcome message and contact information. Below that, there are input fields for "Login (user name):" and "Password:". A "Login" button is at the bottom. A note at the bottom states: "(Note: Credentials will be saved on this computer between sessions unless you explicitly 'Log Out')".

3. SELECT YOUR DESIRED QUEUE:



The image shows a ticket queue selection interface. It has a table with columns for "New", "Choose Action", and "Number". The "New" column has a dropdown menu with "New Ticket From Queue" selected. The "Choose Action" column has a dropdown menu with "Accounting Solutions" selected. The "Number" column shows ticket numbers. The table contains several rows of tickets with checkboxes, timestamps, and descriptions. The "Accounting Solutions" dropdown menu is open, showing a list of categories: BOLD, Digital Marketing, JD Edwards, Management, Payroll & Benefits, Retail Solutions, and Technology. "Digital Marketing" and "Management" are highlighted in yellow.

New	Choose Action	Number
<input type="checkbox"/> 08/21/2014 02:03:46	Pay p	TICK:64
<input type="checkbox"/> 08/21/2014 11:11:04	Pay P	TICK:64
<input type="checkbox"/> 08/22/2014 03:46:53	Pay P	TICK:65
<input type="checkbox"/> 08/21/2014 03:35:01	(Incor Subm	TICK:64
<input type="checkbox"/> 08/12/2014 18:35:14	(Incor	TICK:63
<input type="checkbox"/> 08/22/2014 07:03:00	Call C	TICK:65
<input type="checkbox"/> 08/22/2014 07:09:51	Call C	TICK:65
<input type="checkbox"/> 08/21/2014 04:27:37	Lead	TICK:64
<input type="checkbox"/> 08/25/2014 03:47:01	Lead2Lease Form Submission.	TICK:65

4. COMPLETE YOUR TICKET WITH AS MUCH INFORMATION AS POSSIBLE:

- Subject – Be clear and concise
- Comment – Provide a detailed description of the issue and what should be corrected
- Attachments – include screenshots, urls and any other helpful information
- Category – Be sure to specify the category and sub categories so that your request is directed to the correct person. If this portion is not complete, your ticket will end up in the "unassigned" box, which may not be addressed.

## New Ticket | Digital Marketing

Subject: (required)

Comment:

Attachments:

Choose File No file chosen

+ Add Another Attachment

Category:

Please Make a Selection ▲

Please Make a Selection

Social Media

Marketing Systems

Websites

Touch Screen

Email Marketing

Thunder Support

Bozzuto STORE

BuildingLINK

Status:

New

Owner:

Unassigned

Due:

☒ None

☐ Manual

### 5. Category Descriptions and Details

- a. Social Media – Questions regarding Best Practices, Logins and Access for Twitter, Facebook, Apartment Ratings, Yelp, Walkscore and more.
- b. Marketing Systems –
  - i. **Pricing & Availability** – Floor Plan Images, Pricing issues, If pricing is not showing correctly on your Bozzuto.com page or your website and you use RentCafe , Vaultware or PropertyLinkOnline
  - ii. **BozzutoLink** – Logins, Access, Search, Updates
  - iii. **Lead/CallTracking** – LeaseHawk, Lead2Lease, PopCard

- iv. **Posting Tools**- LeaseStar/360 Start/Craigslist Posting
- v. **Callcenter s**– LRS, LevelOne
- vi. **Scheduling Tool** - TOURNADO
- c. Websites
  - i. Bozzuto.com
  - ii. Property Websites
- d. Touch Screen – Engrain
- e. Email Marketing – Ellen Carter – **Do not submit email blast requests here**, this is best for questions about subscriptions and email issues.
- f. Thunder Support
- g. Bozzuto Store – logins, access, questions about products
- h. Buliding Link

6. Make sure you drill down through the category with as much detail as possible – PLEASE SEE EXAMPLES BELOW:

Category:

Marketing Systems ▼

Pricing & Availability ▼

Vaultware ▼

Priority:

Medium ▼

Employee Name: (required)

Category:

Websites ▼

Property Websites ▲

Property Websites

Bozzuto.com

Employee Name: (required)

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Category:

Marketing Systems ▼

Lead/Call Tracking ▼

LeaseHawk ▼

Priority:

Medium ▼

7. Submit request

Please note, there is no “Help Desk” team, only the Digital Marketing team answering your help desk tickets, and with over 200 properties to support for setups and projects, we appreciate your patience as we also work diligently to answer your helpdesk tickets in a timely manner.

Thank you,