

Cognitive Email Solution

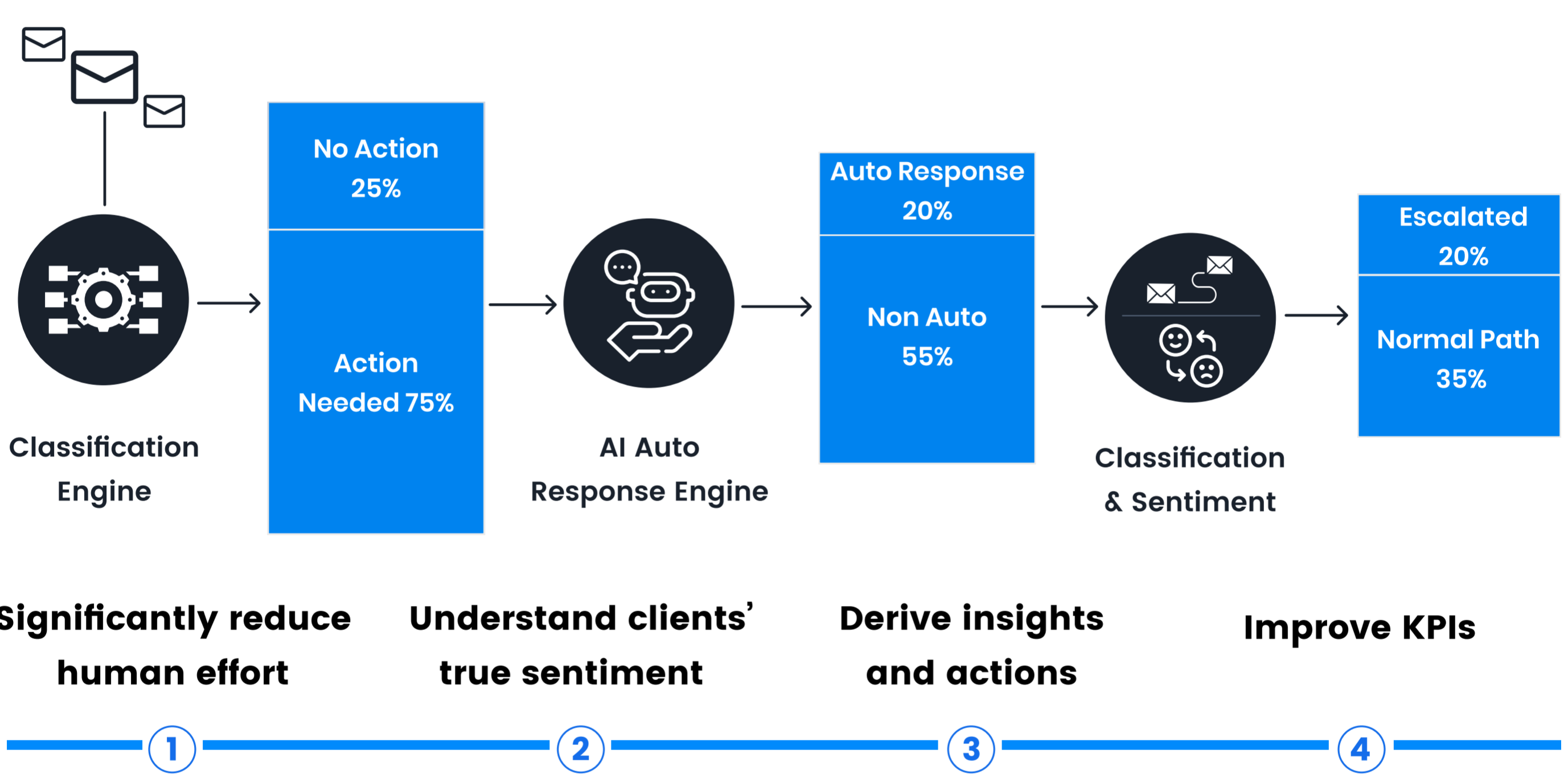
Minimize the human effort to respond to customer emails using an intelligent AI solution to analyze sentiment, auto-reply when possible, and prioritize and escalate emails requiring immediate attention



Opportunity

- Minimize human effort required to respond to customer emails
- Improve response time for critical emails
- Reduce customer escalations
- Improve Customer Experience (CE) metrics

Wow Factor



Supporting Evidence

- 25% no action needed (“thank you” notes confirming question answered, spam, etc.)
- 15% auto-response (shipping status, documentation links, support guidance, etc.)
- 40% with negative sentiment score prioritized and routed for reply
- 70% reduction in response time

So What

- Significant reduction in cost to serve: 40% no action or auto response emails
- Timely response prevents escalation to more expensive support channels, enabling:
 - further reduction in cost to serve
 - higher CE metrics & CSAT ratings

Success Stories

Real time email routing enabled by highly accurate AI/ML algorithms

10% improvement in Customer Experience (CE) Index