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…where Acumen drives Innovation

Acuvate Empowers A Leading Bank with Cutting Edge Compliant Automation – Email Classification Solution to Enhance Email Efficiency and Overall Customer Experience

About the customer

A leading bank in the United Arab Emirates (UAE) that serves individual customers, businesses, governments, and institutions. The bank has a strong presence in 13 countries worldwide and offers a wide range of financial products and services, including retail, corporate and institutional, investment, and private banking services and brokerage operations.

The bank's growth strategy focuses significantly on customer experience, with two of its core organizational values dedicated to 'customer focus' and 'service excellence.' The financial services provider leverages emerging technologies to consistently devise new ways to serve its customers' most pressing needs.

Enhancing customers' email experience was a critical goal

The bank receives a massive volume of customer emails ranging from 15,000 to 20,000 emails a month. These include product and service enquiries, status checks, service issues, complaints, and information requests.

The bank's employees faced operational challenges in meeting customer experience goals on email communication. Some of these challenges included –

Manual Email Tracking

Traditionally, the bank executives tracked and monitored all customer emails manually. Responding to each email and closing each request was a time-intensive process, severely impacting the turnaround time. Also, the manual tracking and response was prone to errors and sometimes meant that the bank's executives missed important customer emails in their overcrowded inboxes.

Employee Productivity Tracking

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Customer Satisfaction Tracking

With the growing volume of emails, the bank had no mechanism to track different customer queries, the types of responses, and whether these responses accurately addressed the queries. As a result, the bank could not measure the customer satisfaction level, i.e., whether they were happy with the support the bank's executive offered them.

Personalized strategy for high-value customers

The bank wanted to identify specific customers who sent the maximum number of emails, especially high-value corporate customers. This insight would help the bank devise a unique, personalized strategy to cater to the needs of these customers.

The bank was looking for a powerful technology that could aid its executives in delivering delightful experiences in email-based customer service.

Acuvate Built the Complaint Automation Solution to Classify Emails & Empower the Bank With Enhanced Customer Experience

The solution improves bank executives' email efficiency with the following functionalities and steps.

○ Automated Email Tracking

The solution has automated the entire email tracking and monitoring process. Every customer email is recorded and pursued in a time-efficient manner. The journey of customer emails, from the time they are received until they are duly closed, is tracked meticulously.

○ Data Extraction

The tool uses the Microsoft Graph Connector to extract email data from the Office 365 Outlook server in JSON format. All vital information like sender's name, send and receive time, email subject, and priority, among other data points, is captured in JSON format. The extracted data is then loaded into a Data Lake, from where it is passed on for classification and categorization.

○ Classification and Categorization of Emails

The solution then leverages Azure Cognitive Services to classify and categorize all customer emails and responses. Cognitive Services interprets the data in the subject line and body of the email to perform classification and categorization.

Classification – The solution classifies emails based total number of customer emails received, time taken to respond, pending emails, and slipped emails, among other similar parameters. Also, sending time, receiving time, and priority, among additional insights, are captured in a matrix.

Categorization – These emails are further categorized based on the number of critical emails received, fraud-related emails, among other vital parameters. Emails are also organized in terms of different banking products and services, e.g., the number of emails received for credit cards, savings bank accounts, trading accounts, etc.

○ Data Aggregation

The solution then aggregates and loads all this vital data into the Dimensional Model or a Data Warehouse. From here, it allows users to build critical reports and dashboards that are refreshed regularly. So, business leaders have always-on, always-updated insights into the efficiency of the bank's email customer service.
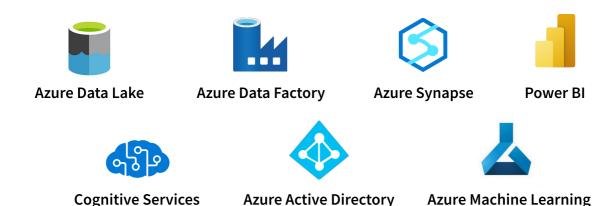
○ Analytics

The aggregated content then undergoes an in-depth text and sentiment analysis based on the content and keywords in the email subject and body. This helps users understand how efficient and delightful the customer service process is.

○ Dashboard

The dashboard generates reports and valuable insights into customer email behaviour across the organization. Information like the total number of emails received, turnaround time, the number of emails resolved beyond SLA, pending emails, etc., is instantly generated and stored for easy access and viewing. The dashboard also delivers instant visibility into agent productivity through agent-specific insights like average query resolution time, the number of emails resolved and responded to within one hour of receiving, those responded within 1-2 hours, etc.

Technology Stack At Play

Azure Data Lake

Azure Data Factory

Azure Synapse

Power BI

Cognitive Services

Azure Active Directory

Azure Machine Learning

Acuvate's Email Classification Solution Empowers Bank To Deliver Delightful Customer Experience With Enhanced Email Efficiency

The solution deployment delivered several critical outcomes for the bank

Elimination of Manual Errors and Person-Hours in Email Tracking

With the solution's automation capabilities, the bank has successfully bid adieu to the tedious process of manually tracking the bulk of customer emails. This has ensured prompt query resolution, higher accuracy of responses, and optimized utilization of person-hours.

Improved Employee Productivity

With always-on insights into email customer service efficiency and agent productivity, the bank has achieved its ambitious productivity goals while optimizing costs.

Improved Customer Satisfaction

The bank is witnessing a significant rise in customer satisfaction levels simply because their queries and complaints are addressed promptly and effectively.

Insight-Backed Decisions

With its extensive data gathering and reporting capabilities, the solution has empowered the bank with deep insights into organization-wide email behaviour. These insights help the organization further its operational efficiency with decisions rooted in hard data.

Partnering With Acuvate for a Leap in Operational Efficiency

We are a global player in next-generation digital solutions & services that modernize, automate and transform enterprise applications. With over 16 years of experience, we have been enabling our clients globally to steer their digital transformation strategy using Cloud, Data & AI. We build & develop smart & sustainable solutions to help our customers transform their conventional processes to match the next-generation technological trend. We have a strong presence in the US, Europe, and Middle East, where we serve multiple ultra-large customers as well as SMBs from various sectors such as Public Sector, CPG, Retail, Oil & Gas, Energy, Manufacturing, BFSI, Healthcare, etc.

We specialize in New-age AI solutions, Migration & Modernization, Data & Analytics, Digital Workplace Solutions. We have transformed several reputed enterprises globally, including many Fortune 500. With our multi-skilled experts and packaged AI accelerators, we deliver unparalleled efficiencies and accelerate time-to-value for our customers.

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