C Centric Solutions Private Limited
A subsidiary of Ernst & Young LLP

EY

ARTIFICIAL INTELLIGENCE
for email based query
resolution

BRING PERVASIVE AI TO ENHANCE EVERY ASPECT
OF YOUR CUSTOMER EXPERIENCE

# Use Artificial Intelligence to streamline customer service processes

Email still remains one of the most widely used channels for customer service. Customers send emails with their complains, queries and requests. You have a Customer Service Management System / Helpdesk already in place to handle these queries. Your agents read the mail, categorize them, responds to them if they can, or assign them to the right team. You think that is the best you can do? Or can try to make things a bit more efficient? While this is a standard process followed across industries, it suffers from some inherent flaws:

- It requires human intervention. An agent must read each mail, categorize them properly and start the resolution process. Mails will accumulate over the weekend and beyond office hours.

- Response to simple requests, that could have been addressed immediately, gets delayed.

- Time spent in categorizing these mails, putting them in correct queues etc. reduces the productivity of the agents. With experienced agents, this is a huge financial loss. Training new agents on the categorization process is also time-consuming and expensive.

With C Centric's AI based email management engine you can automate the entire process

The solution is designed using Microsoft AI framework, that works with the CRM / Service management system of your choice.

Automation of email-based case resolution
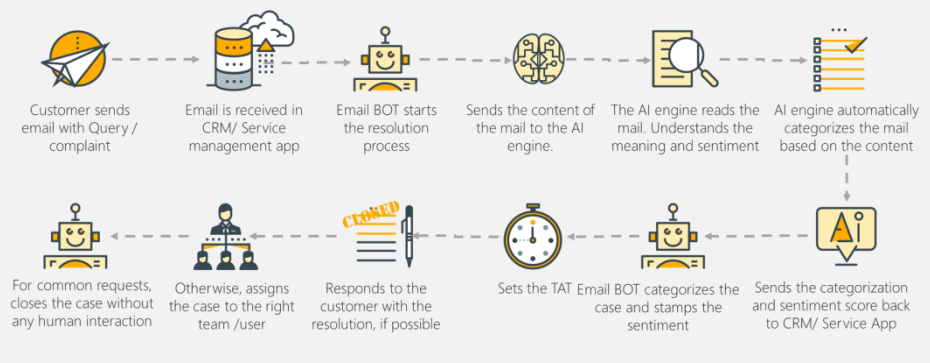
CCS's AI solution for email management will be trained with your data set to identify patterns. Once the AI model is trained with appropriate data, every time an email is received into your Customer Service Management system, simply send it across to the AI engine. The AI engine will read the mail subject and body and predict the category based on the machine learning algorithm developed and training performed. Stamp the category on the email request and trigger other processes like assignment, auto-response, SLA definition etc. The AI engine can also suggest a probable response to the customer based on training received. The AI engine assesses the customer mood as well, and returns a score. The AI responses have a confidence score, so that you can set a threshold of automation based on the prediction confidence.

Use our AI engine to boost the productivity of your service team. With the mundane and manual efforts being taken up by robots, the agents can concentrate on more critical responses and communication. The automation results in reduction of service cost and increase in process efficiency. With the auto-categorization, initial responses to the customers can be sent almost instantaneously, irrespective of the working hours of the customer service team. This goes a long way in increasing the customer satisfaction.