



Enterprise-Grade AI Products

Email Classification

GAP

Microsoft's CRM system currently lacks an adequate infrastructure for classifying and distributing emails to their intended customer service teams or any other end recipient.

Business Goals

1. Allow customers to contact the appropriate service provider (e.g., customer service, sales, finance, etc.) more easily
2. Facilitate the work of the service provider by automatically classifying the type of service request

Business Value

1. Improving service quality
2. Shortening service response time by redirecting emails to the right queue
3. Reducing the number of emails forwarded between business units due to emails being sent to the wrong business entity

Critical Success Factors

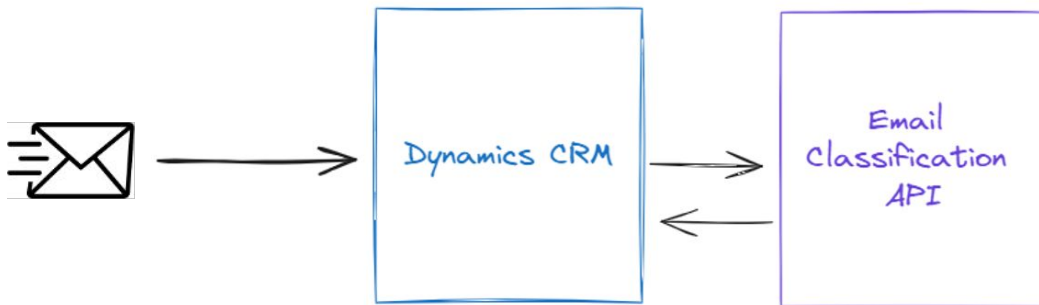
Overall, 95% of incoming emails are classified correctly

Description

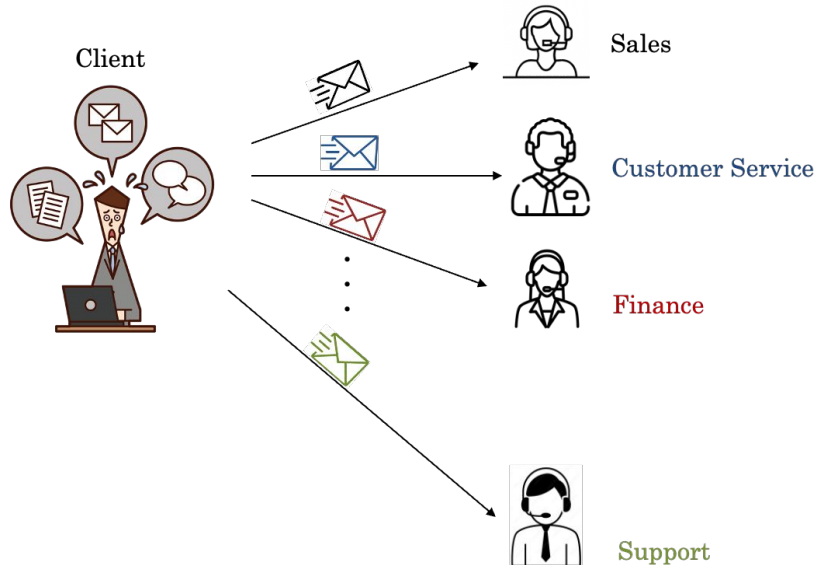
A cutting-edge solution designed to streamline client-service provider communication. By accurately categorize incoming emails, our framework minimizes the risk of messages reaching the wrong recipient, ensuring prompt responses, enhanced service quality, and a higher level of customer satisfaction.

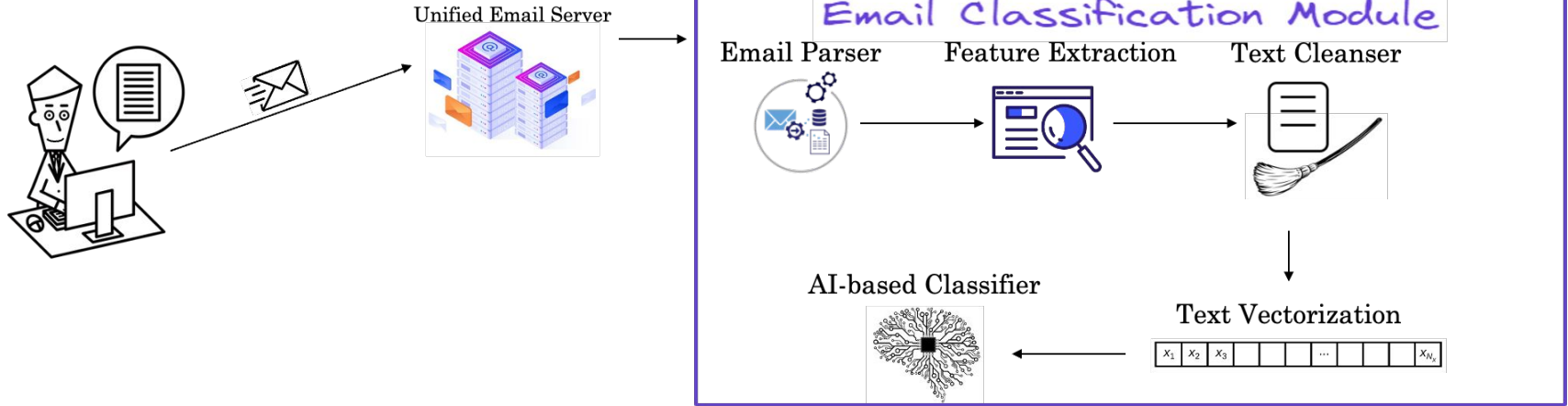
Dynamics Integration

A Dynamics CRM exchange server receives the client's email and forwards it to the email classification API. In order to assign the email to the appropriate service provider, it is routed back to Dynamics CRM once it has been classified.



- Service providers have multiple teams that handle a variety of inquiries
- Service providers may have several branches, one for each country in which they operate
- A client is required to send email to the appropriate service provider





- Each country will have its own email server
- Clients belonging to the same country will send all emails to a single email address
- The received emails will be parsed, cleansed, and preprocessed
- AI-based models will classify the preprocessed email and route it to the appropriate service provider



**DSG
AI**

Thank you!

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