



Complaint Management Application by Embee Software

Leveraging Copilot and Automation for Faster, Smarter Complaint Resolution

The Complaint Management Application is a centralized, AI-powered platform designed to streamline how customer complaints are captured, classified, routed, and resolved across branches. By replacing fragmented email-based processes with an automated system, it delivers consistent customer experiences, improved accountability, and faster resolution timelines.

Key Features of the Complaint Management Application



Centralized intake and ticketing of customer complaints from multiple channels



AI-based classification of complaints, policies, and queries using Copilot



Intelligent routing of complaints to the right teams based on category and priority



Standardized responses driven by SOPs and a centralized knowledge base



Automated SLA tracking with reminders and escalations



End-to-end visibility of complaint status across branches and teams



Central dashboard for monitoring volumes, trends, and resolution performance



Secure role-based access for different operational and administrative users

Benefits of the Complaint Management Application



50–60% reduction in overall complaint resolution time



Up to 40–60% improvement in operational productivity without increasing manpower



90–95% SLA compliance through automated routing and reminders



Over 95% reduction in first response time

Who Is It For?

- Customer Support Executives (Centralized Teams)
- CRM Managers (Branch or Division Level)
- IT Administrators and Platform Owners

Industries & Departments

Industries: Insurance (Life Insurance), Banking, Financial Services

Departments: Customer Service, Customer Grievance Redressal, CRM Operations, Policy Servicing, Branch and Divisional Operations

Tools and Technologies used



Microsoft Copilot Studio



Power Automate



AI Builder



Dataverse



SharePoint

Transform Complaint Handling with AI

Move from fragmented, manual processes to a centralized, intelligent complaint management system. Deliver faster resolutions, better customer experiences, and measurable operational gains. **Schedule a demo** to see the application in action.