



# SMART:EMAIL™

**COMBINE AI AND MACHINE LEARNING  
TO ACTIVELY DEFLECT YOUR EMAILS  
AND CLEAR BACKLOGS**



**WITH HUMAN PARITY  
PERFORMANCE**

**ICS.AI**

# CONVERSATIONAL AI FOR EMAIL

## THE 4TH GENERATION OF ORGANISATIONAL ENGAGEMENT

**1st Generation**  
**BRICKS AND MORTAR**  
-1980



**2nd Generation**  
**TELEPHONY**  
1950-1980s



**3rd Generation**  
**INTERNET (Web, email and Apps)**  
1990-2020



**4th Generation**  
**CONVERSATIONAL AI**  
2020+



Email is still the go to channel for many service users. But it doesn't offer immediate resolution and can be a drawn out back and forth process. This means it can often take longer than other channels like phone, live chat or face to face meetings.

As experts in conversational artificial intelligence, ICS.AI have created human parity AI solutions to drive channel shift. SMART Email is a product which **actively deflects inbound emails**. By understanding meaning and intent your inbound emails are intelligently triaged without the need for agent intervention.



# HOW SMART EMAIL WORKS

- 1** We work with your team to identify the email types based on volume, complexity and resolution. These are then categorised so we can train our machine learning models to identify these at close to 100% accuracy.
- 2** Once we're happy with these results we work collaboratively to identify how best to deflect each email category. Our AI then deflects the user to a human parity assistant on a website, phone or social channel that comes pre-loaded to answer the user's original question.
- 3** After the setup is tested thoroughly and all parties are happy we can start deflecting your emails in real time and work through backlogs.



**IDENTIFY**



**CATEGORISE**

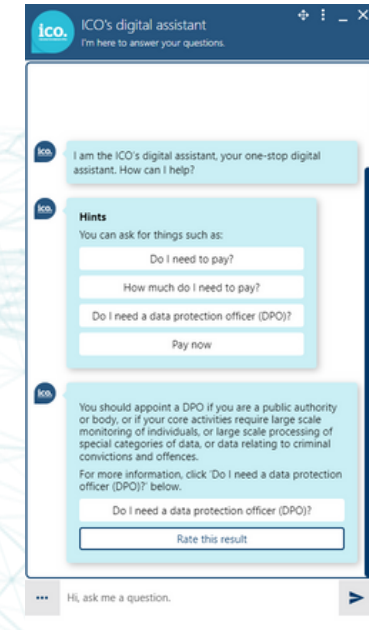
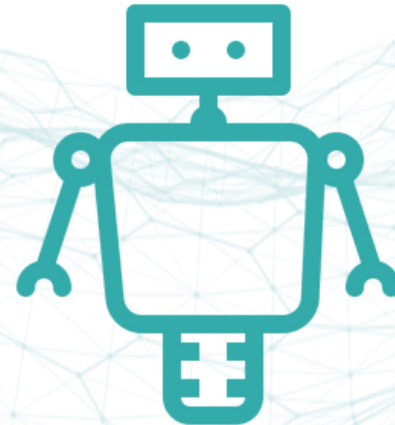


**RULESETS**



**DEFLECT**

# DEFLECTING YOUR EMAILS



**1** Your user emails their query to your inbox as normal. The AI is setup to read the email upon receipt.

**2** The AI reads the content and correctly identifies the topic. It then uses its ruleset to send the right response.

**3** The AI sends a response with a link to a web based assistant. The assistant comes pre-loaded to complete the user action.

# EXAMPLE USE CASES

## Customer Services

**Protect your agents from high volume queries that can easily be answered.**

SMART Email can actively reply to users and direct them to self serve or to resources that solves the user's problem.

Your agents only need to intervene when the user requests further assistance.

## IT Support

**Provide highly effective IT support with fast and accurate resolution.**

Common tickets like access issues or hardware help are answered in seconds.

We can reference your own knowledge base and 23 million vendor articles.

Self serving has never been so easy.





# CASE STUDY: THE £250K EMAIL PROBLEM

ICS.AI worked with The Information Commissioner's Office (ICO) who had a growing email backlog.



They calculated it would take £250k of staff time to categorise, forward or reply to their users. We worked with them to do an analysis of emails; identifying emails by common requests and questions.

Our machine learning models were optimised to do this at a 95% success rate. The email backlog was cleared in days and the machine learning model now works in real time for all inbound email.

The UK's Regulator of Artificial Intelligence are now using our patent pending SMART Email Assistant to handle 360,000 GDPR queries a year.



# YOUR BUSINESS BENEFITS

## Reduce email volumes

Less emails reach your inbox as the AI knows how and where to direct the user. Only get the emails that matter.

## Quicker resolutions

As users self serve and are directed to the best answer, queries are resolved in minutes with no wait times.

## Reduce your costs

Save on man hours dedicated to first line support. Build your infrastructure plus help with retention and satisfaction of staff.

## Improve user experience

Waiting times in hours and days become a thing of the past. Keep users on track and improve learning outcomes.



# BUSINESS CASE

The volume of emails we can automate:

# 30%

## Assuming

<b>Email Volume</b>	150,000 annually
<b>Time Spent</b>	10 minutes each, 1.5m annually
<b>Cost</b>	£3 each, £450k annually

## Your Savings

<b>Email Volume</b>	45,000 reduction
<b>Time Spent</b>	450,000 minutes saved
<b>Cost</b>	£135k saving



# BUILT ON THE MICROSOFT STACK

We are the UK's first Microsoft Inner Partner and Microsoft Gold Partner, and we build our technology on the Microsoft stack. Working within the software you already use makes deployment and usage of AI that much simpler.

- ✓ Simple integration; plug into your existing email platform
- ✓ Pre-built tools like Azure, Power Automate and QnA Maker
- ✓ Deployment time counted in weeks with cloud infrastructure
- ✓ Reduced delivery risk with support from Microsoft and partners



ICS.AI

**SMART:EMAIL™**

**PRICES STARTING FROM  
£1250 A MONTH**

