



Case Study

An intelligent automation framework to support the triaging and classification of e-mails to remove the need for human intervention

Cognitive AI Solutions POC - Email Automation and Classification

The Client

The Client is a London based Telecommunications conglomerate that has its operational presence in more than 150 countries across the globe. Its primary services include broadband, fixed-line and mobile services in the United Kingdom and provides IT and television subscription services. Some of its other products are Home security, Fleet management, Supply management, Telco equipment etc.

The Challenge

The group receives over 1 million emails annually. Many hours of time are spent reading E-mails to ascertain whether action is required or not and if so who the E-mail should be routed to. Each message must be categorized into types, and tasks required by each message must be correctly routed in order for client service to begin. The time it took to manually execute this high-volume, highly variable work caused errors and delayed the fulfillment of client requests.

Hence they wanted an intelligent automation framework to support the triaging and classification of e-mails to remove the need for human intervention.

iOPEX Solution

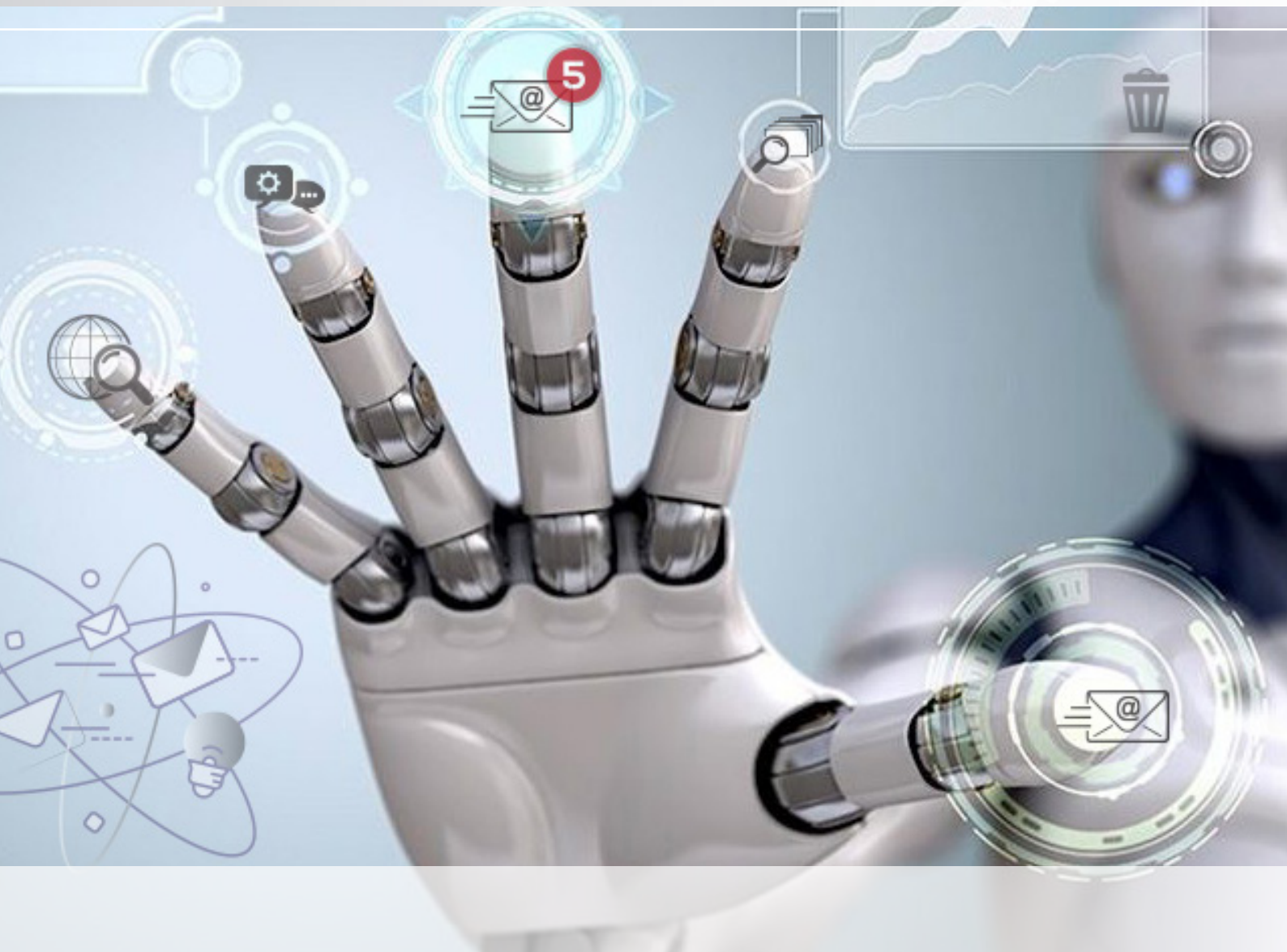
Technology partner - Google Cloud Platform (ai/ml/nlp) + Blueprism(rpa)

- Automated Opening of Mailbox & Ingestion of unread Emails
- Extraction of content/attachments and Conversion of image to text by OCR
- Multi-lingual Support - Auto translate to English
- Application of ML/NLP techniques like Sentiment, entity analysis etc on the content and taking required action like Classifying emails into various predefined categories like Complaint, Service request, Enquiry etc.

- Integration with internal systems like Incident management system-servicenow, ERP system - Oracle etc.
- Auto ticket creation & suggestion of resolution if its an already resolved issue and details are available in the learning model.
- In case of a new issue, Auto route it to the right department for Human intervention. Once the issue is resolved. Auto updation of resolution details in the learning model to train the model & make it smarter to auto resolve similar issues in the future.
- In case of service request for example - Invoice details or status update, Auto fetch the required details in case already in the learning model which is in turn connected to the ERP where the data resides.
- Auto generation of reports and rendering data on the dashboards on Daily/weekly/monthly basis.

Engagement Outcome

- 80% reduction in manual efforts.
- Could achieve cost savings/FTE savings of upto \$15 Million/year for processing 1 Million emails/year.
- 40% straight-through processing (STP) achieved,with no manual intervention.
- 90% reduction in errors and rework required.
- The manual effort required to understand the request, validate information, route it to the right person went from an average 15 mins to less than 2 mins.
- Creating a case in the internal system went from 150 seconds to 0 seconds.
- CSAT scores jumped to 92% as time taken to resolve issues and requests dropped drastically.
- Able to scale up to meet more Volume.
- Activity logs for process, Risk, Compliance Audit.
- Redeployment of staff to more value added activities.



About iOPEX

iOPEX, is an intelligent automation and services company that drives digital transformation in user acquisition, service fulfillment, customer service and back-end operations. iOPEX was founded in 2009 and is headquartered in San Jose, US. Today we have over 1,600 employees servicing customers across the globe including Fortune 100 and some of the most world's most innovative companies.

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