WHAT IS IT?

As email volumes continue to grow, human agents can become bogged down. Imagine a service agent working in customer care for a global telecommunications organisation, who has a lot of emails to read and answer manually. Many of the agent’s tasks are repetitive and frustrating, and there may be little visibility of how to prioritise or what successful behaviours look like.

Accenture Smart Email Classifier takes away the grunt work by automatically classifying and responding to customer queries to increase customer satisfaction, reduce costs and improve customer service employee engagement. To use a telecommunications example, the email classifier is trained to categorise and respond to invoice queries, requesting pin & PUK codes, cancelling subscriptions, finding the closest store and complaints.

How? The solution intelligently categorises unstructured email text, identifies required information and automatically responds to customers, freeing up service agents to focus on complex and non-repetitive tasks.

KEY FACTS

- **50%**
  The percentage of customer interactions that will be managed without a human.[1]

- **30%**
  Possible reduction in cost by leveraging AI in customer engagement.[1]

- **20%**
  Possible increase in customer satisfaction by leveraging AI in customer engagement.[1]

BENEFITS

1. **Increase customer satisfaction** by resolving queries instantly.
2. **Reduce cost and free up your service agents** to do more by automating high volume repetitive tasks.
3. **Reduce service agent churn** and increase employee satisfaction.

[1] Accenture, Reinventing Service AI, 2018