



# How COGITO<sup>®</sup> supports email automation processes

# EMAIL MANAGEMENT



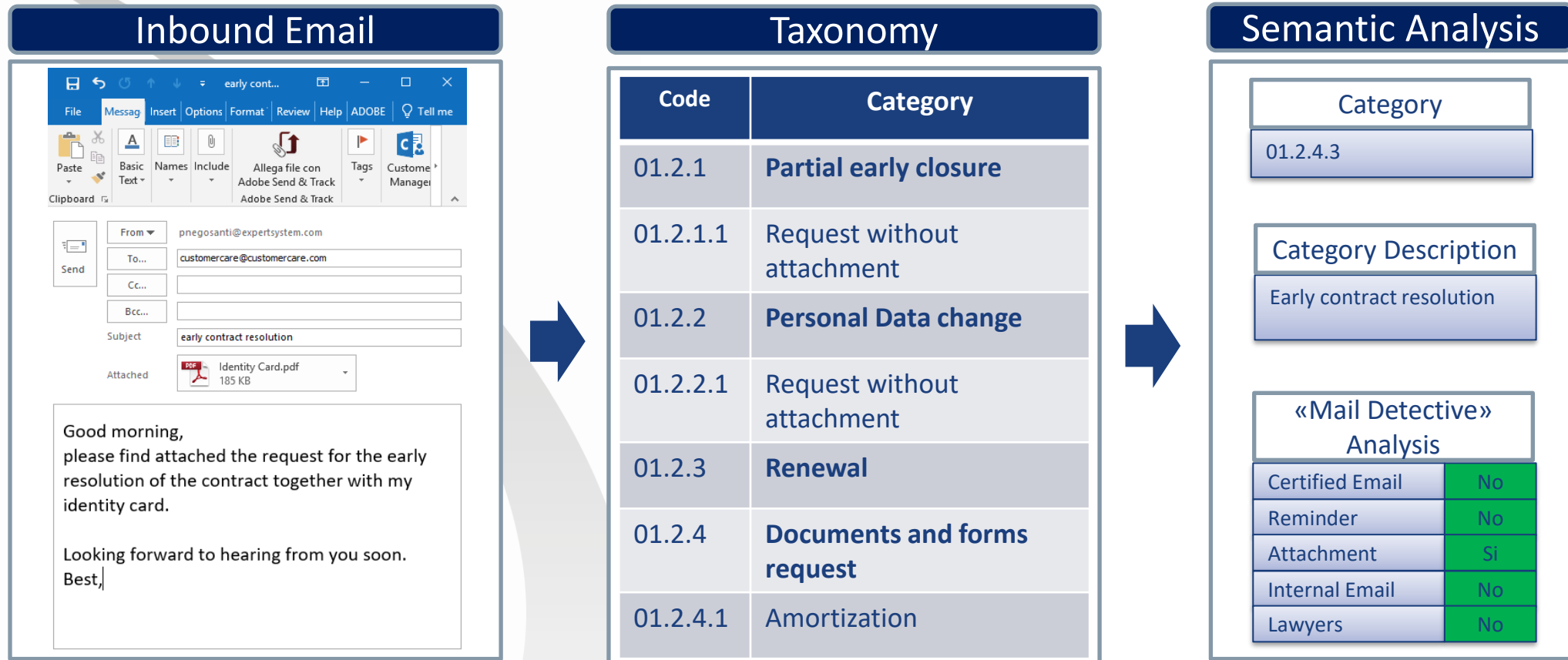
## AS IS Situation

- **Employees spend 1/3 of their time with email communication and 3/4 of a company's knowledge is stored in email inboxes**
- A lot of business processes are still activated or managed via email:
  - External processes (customer care, customer support, help desk, etc.)
  - Internal processes (operations, purchasing, HR, compliance, etc.)
- The processes which are completely managed by email may reveal inefficient (misclassification, calls, duplicates, etc.)
- The usage of email can be discouraged but cannot be dismissed

## Pain points

- Missing Traceability
- Missing Scalability
- Inefficiency

# EMAIL MANAGEMENT: A REAL EXAMPLE



## Key points

- The request is sent via mail, written in natural language, together with attachments
- Cogito applies one or more taxonomies to classify and route the email by its content
- The outcome is one or more categories assigned with relevance indication and additional metadata (source, attachments, internal communication, etc.)

# EMAIL MANAGEMENT: A REAL EXAMPLE

## Customer Email

Good morning Mr. Bourgoin,

I am the owner of the bank account N° 8943283 349.

Herewith I am informing you that on April, 17th 2017, at 3pm, I was victim of the theft of my credit card and found a fraudulent use of it on the internet the same day. Please let me know the procedure to receive a refund for fraudulent use as soon as possible, to block the credit card and send me another.

Best regards,

Mrs Dupont

Tel: 07 34 53 34 92

Email: tdupont@wanadoo.fr

## Cogito

### Categorisation

**Type of request:** theft and fraudulent use

**Type of action:** refund, block of the card, new card

**Severity:** urgent

### Extraction

**Contact name:** Mr. Bourgoin

**Bank Account number:** 8943283 349

**Event date:** 04/17/2017

**Customer name:** Mrs Dupont

**Customer phone number:** 07 34 53 34 92

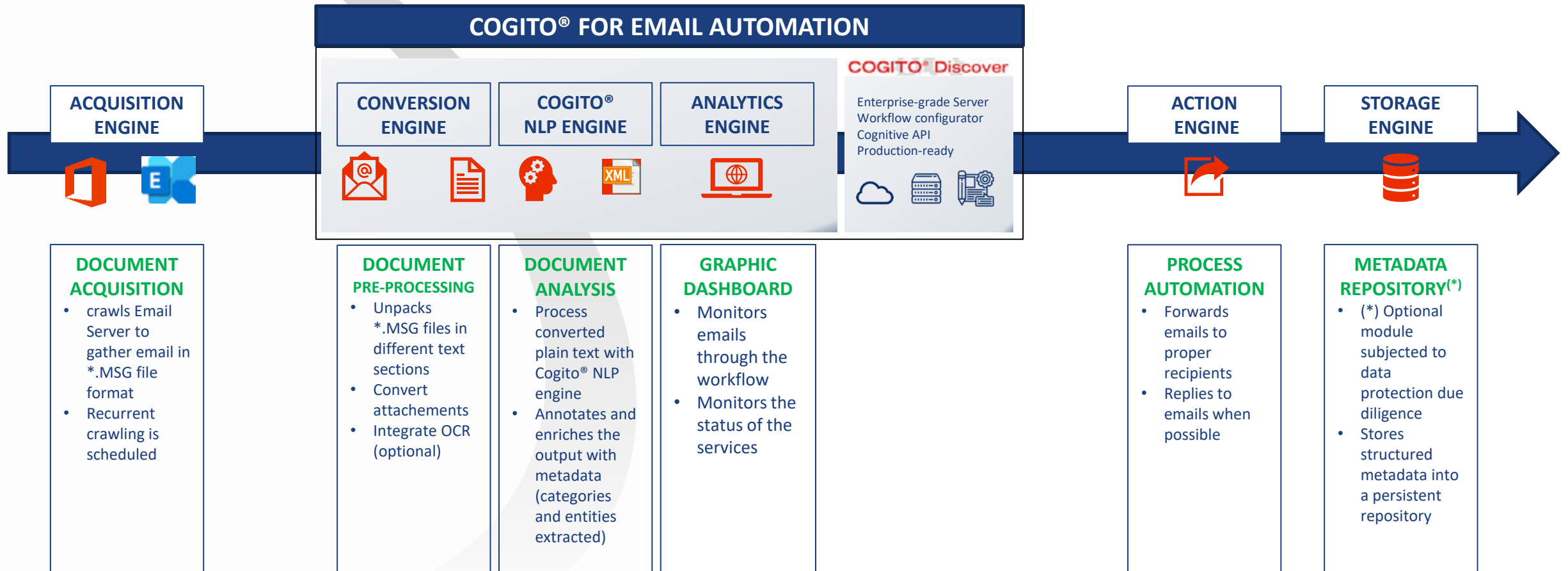
**Customer email address:** tdupont@wanadoo.fr

## Key points

- The request is sent via mail, written in natural language, together with attachments
- Cogito applies one or more taxonomies to classify and extract relevant elements
- The outcome is one or more categories assigned with relevance indication and the extraction of relevant elements

# COGITO® FOR E-MAIL AUTOMATION

Cogito® for E-Mail Automation is a modular solution for e-mail workflow management, made of different components:



# EMAIL MANAGEMENT: A REAL EXAMPLE

## Automatic Reply

Good Morning Mrs Dupont,

your credit card associated to bank account number 8943283 349 has been blocked.

Attached you can find the refund form to be filled in case of fraudulent use of your credit card.

You new credit card has already been requested and will be available by tomorrow.

Do not hesitate to contact your point of contact Mr Bourgoin for any further question.

Best regards,  
M. YVANOVICH,  
Credit Card Security Unit

## Key points

- The automatic reply is prepared
- Cogito select the proper reply to be sent based on the extracted information out of the original email
- The outcome is a draft email which can be fully automated

## Cogito

### Categorisation

**Type of request:** theft and fraudulent use

**Type of action:** refund, block of the card, new card

**Severity:** urgent

### Extraction

**Contact name:** Mr. Bourgoin

**Bank Account number:** 8943283 349

**Event date:** 04/17/2017

**Customer name:** Madame Dupont

**Customer phone number:** 07 34 53 34 92

**Customer email address:** tdupont@wanadoo.fr

# EMAIL MANAGEMENT BENEFITS



- Time saving
  - to analyse and route the emails
  - to manage the customers requests
- Efficiency: FTEs reduction to process and manage the emails
- Precision: reduction of «misclassified» emails
- Accuracy: improved overall accuracy





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