Use case: Customer Service Center

Helping a large company improve operational & customer experience with an Email classification virtual assistant

09/2019

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E-mail Classification Virtual Assistant

Leveraging machine learning and RPA yield end-to-end automatization

Our business impact:

We improved operational efficiency and customer experience

We helped an utility create the customer service agent of the future, utilizing NLP techniques to classify incoming e-mails to guide best actions and automate workflows

Atos developed an advanced **text analytics model** for a client to **automate workflow** of handling customer requests.

30,000 free text customer requests were analyzed to train a **machine learning classification model**, capable of predicting topic and sentiment of customer requests. On top of model classification, a **RPA engine** validated customer information in the CRM system and generated automatic replies for specific use cases. Entire solution was running in cloud.

High model performance yielded automatization of entire workflows in customer service center, **lowering operational costs**, **shorten response time** and **increase customer satisfaction**.

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Thank you

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