

# Email Routing

## Case Study



Neticle



text analysis api



**We will explain the email routing opportunities, based on how our partner Xdroid applied it.**

## **REAL-LIFE EXAMPLE**

Xdroid is a company that provides an integratable system that analyses customer interactions. Originally, they only could work with voice messages but there was a clear demand from their clients' side to add an email analysis feature as well. Therefore, we partnered up and integrated our API to create a text analysis supported email routing service.

Let's see how it works in an average day. We chose one of Xdroid's partner's case to guide you through a typical use case. They are a telecommunication product distributor company based in England. They currently employ around 350 people.

## **OVERWHELMING WORKLOAD ON THE SUPPORT TEAM**

The customer support team consists of 7 people who have to deal with approximately 88 000 customer emails every six months. This means one person is responsible for a daily amount of 69 emails in average.

**More importantly, the emails come in from single point, so someone had to dedicate significant number of working hours reading every incoming email and deciding who to forward them based on which brand's product the email is about.**

In addition, there are various types of requests, including questions, problems or complaints so he had to go through every single text with attention. This workload was impossible to manage without an automated text analysis service. This is an example of a typical email:

Hello! I need some help with a product, LG 29WK500-P screen. The description said it was a 21:9 UltraWide Full HD screen (2560x1080). This was the main reason why I bought this product. However, when I connected it to my computer, the screen is in 1920x1080 px and it is distorted. I couldn't reach the customer service via phone this is why I'm writing this letter now. Please call me back and help me to set up the screen on my computer

## DETAILED CATEGORIZATION BASED ON TEXT ANALYSIS

With the support of Neticle Text Analysis 90% of the incoming emails are being categorized without human intervention. The Text Analysis API recognizes categories and entities (brands, locations, and persons) to label the emails, while also shows the Web Opinion Index, which is a statement about the sentiment of the emails. The system gives a score between -3 and +3 to every phrase in the text based on the positivity or negativity of the context regarding that given word. This is what we call opinion index, and this is the basis of email ruling and forwarding. It also detects the key emotions based on the tone of the texts. It is also considered as a specific indicator for categorization and prioritization. For example, if the customer support employee gets an email with such recognized labels as anger or impatience, they will know they should answer for that as soon as possible.

As it is shown above, Neticle Text Analysis API recognized the brand LG and several other topics and attributes. This helped with the ruling, so the team members received the emails they were responsible for without someone had to read every incoming letter. Now they can also see what the emails are about, thanks to the detected attributes, shown as labels. These tags and the sentiment help them prioritize between the emails very quickly. In addition, there is an open possibility for real-time reporting.

### IMPROVED EFFICIENCY AND LOWER COSTS

As we researched with a random selection of 20 email pattern, one person needed 65 seconds to read one email and decide what colleague it should be forwarded to. If we extend this calculation to 88000 emails, this means 1 588 hours were needed only to complete the first step of the customer support workflow: reading and sorting the emails. Thanks to the Text Analysis API, the company saved the wage of 1 588 working hours to pay someone to read the emails. Now this is a completely automated process. On the other hand, the working hours of the employee who had to read the emails are completely saved because the automated email routing is being done in the background.

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