

## Automatic Data Extraction – up to 97% Reliable

Knowledge is key to any automation: Every year, this electricity producer receives several million text-based customer service inquiries – via email, letter or fax. Software solutions by ITyX run in the background, classifying inquiries, interpreting content, identifying relevant data and routing incoming mail – with outstanding precision: 97% of classified cases are identified.

### OUTSET.

The energy provider manages an annual volume of more than four million documents. In three years, revenue and customer base have grown manifold. Thus, email volume and the number of incoming mail pieces have increased by more than 100%. To fulfill the high demands in customer care and sales, these are realized through external service providers. The chosen providers are located across Germany. Until now, however, there was no consistent inhouse solution for the management of written inquiries. What's more, there has been no satisfactory way to manage service quality, distribution of inquiry volumes and resources with external service providers.

### THE CHALLENGE.

The chosen solution has to enable the processing of service inquiries on all channels (in this case documents, fax and email) and through different service teams in different locations.

- strong corporate growth
- struggle to handle peak loads
- high ratio of manual work
- media disruptions when switching applications
- enormously growing volume of inquiries in written customer service
- no consistent solution for all involved service locations and channels (letter, fax, email)
- inadequate options for process management and quality control

### THE REQUIREMENTS.

- flexible monitoring of service quality
- one solution for different channels and formats
- high degree of automation – short processing and turnaround times
- necessity of highly scalable operation model
- dynamic management of service inquiries and providers
- routing via existing Cisco solution to up to 1,000 workstations
- quick and easy (technical) integration of new service teams
- takeover of IT and project tasks by solution provider desired

### THE CUSTOMER.

- *one of the TOP 3 energy companies in Europe*
- *60,000 employees*
- *8 million households served*
- *annual revenue of ca. 54 billion Euro*

### APPLIED ITyX SOLUTIONS.

- *AI PLATFORM – workflow and integration platform*
- *VALIDATE postprocessing station*



## ITYX'S SOLUTION.

With the self-learning content analysis solution by ITyX, data volumes are now handled reliably and flexible inquiry management between external service providers as well as monitoring them and handling the accounting are now possible. Ideally, each individual inquiry is sorted into the right channels and appropriately assigned the existing processing logic right from the beginning. The company utilizes the dynamic workflow and case platform – AI PLATFORM – by ITyX and the VALIDATE pre-processing client. The AI PLATFORM transfers scanned PDF files from the mailroom to processing:

1. Email or OCR reading of contents (PDF or attachment)
2. Classification through ITyX cognitive analytics
3. Extraction of business and personal data based on inquiry type

By virtue of the dynamic process management, prospects and customers are proactively updated on the status of their inquiry. Management receives a daily report on processing quantity and quality.

**A unique characteristic of the solution:** Inquiring prospects receive a quote, which they can confirm via text message in the ITyX system and begin the contract process.




## THE RESULTS.

- handling of 17 different types of documents and processes
- processing service inquiries on all channels, through different service teams, in different locations
- more than 80% recognition rate with all inquiries (almost exclusively through AI classification)
- automatic identification (data extraction) of more than 80% of customers with 97% reliability
- better customer satisfaction and decreased processing costs beyond expected targets

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