

## Still Sorting or Responding already?

Quick and easy solutions are a must for the customers of this global retail giant. With ITyX Mediatrix RESPONSE they were able to handle an increasing volume of email requests in multiple languages while meeting strict customer service levels. Using computer linguistics and artificial intelligence service cases are quickly classified, routed and answered. By providing reposts and management information our customer has more control over their customer service levels- a win-win for everyone.

### OUTSET.

Our customer was facing an increasing volume of email that was overwhelming their traditional email system. Manual sorting and processing were difficult to manage and very expensive. In addition there were no reports or control capabilities to help manage the email volume. The existing email system did not:

- Sort inbound emails
- Have reporting on the type of request
- Scale to deal with increasing volume
- Provide customer email history

### THE REQUIREMENTS.

- Automatically sort email by skill, language and priority
- Reports on topics and service priority
- Create a standardized solution company-wide
- Options managed by administrators and supervisors



### THE CUSTOMER.

- Global Top 3 retailer
- 130,000 employees
- 30 billion Euro in annual sales

### INTEGRATION ENVIRONMENT.

- Linux, Oracle-DB
- Impacted 300 employees
- Deployed in 6 European countries

### APPLIED ITYX SOLUTIONS.

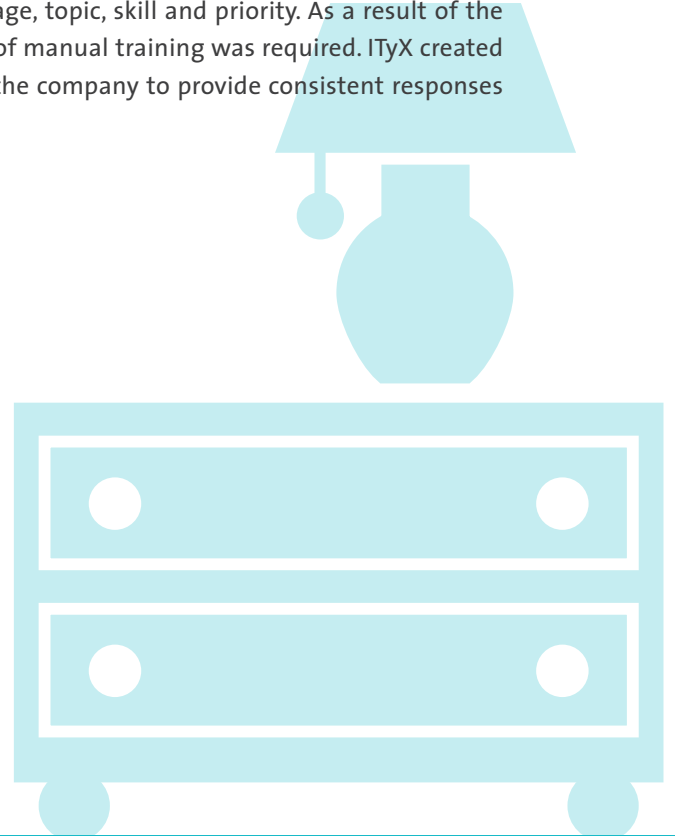
- AI PLATFORM – workflow and integration platform
- RESPONSE



## ITYX'S SOLUTION.

Several companies presented options for consideration. Mediatrix RESPONSE and CONTEX from ITyX were selected. A critical factor in selecting ITyX was the ability of the software to learn how to respond to customer requests by observing the best customer service team members at the customer. In addition, ITyX provided multi-language support and the ability to add additional channels of communication such as social media, chat and web forms in the future.

The project was implemented in phases ensuring full integration with existing back office environments and business processes. ITyX provided routing by language, topic, skill and priority. As a result of the high recognition rates by the ITyX software a minimum of manual training was required. ITyX created standardized "text blocks" to be used by agents across the company to provide consistent responses and assist in closing cases quickly.






## THE RESULTS.

- ITyX is deployed in Germany, Austria, Switzerland, Belgium, Spain and the Czech Republic
- The customer was able to close an increasing volume of email requests with fewer customer service employees
- Dramatic reduction in email processing costs for more than 800,00 emails annually

### Find out more:

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