How a large utility provider optimized email handling in customer centers

The Challenge

The utility company faces significant challenges due to the high volume of customer emails – around 200,000 annually – being manually processed by a small team of six full-time employees. The manual extraction of information from these emails to create business cases in the CRM-system leads to inefficiencies and errors.

As a result, the CRM system suffers from inaccurate data, and the process becomes slow and prone to human mistakes. These issues ultimately cause delays in resolving customer queries, leading to long waiting times and dissatisfaction.

The Solution

The Head of Customer Service recognized the opportunity to improve the overall service quality and response times by automating the extraction and preparation of information in the back-office. SemanticPro was trained with sample emails in order to automatically classify emails and extract key parameters to accelerate the intake and further processing:

Company Profile
European utility company

The Goal
Improve the efficiency in customer service centers by automating email processing

The Solution
Cortical.io SemanticPro

- Each email is classified into one of 50 categories like new registration, address change, provider change, etc.
- A dozen identification parameters like client number, first and last name, address, are extracted from the email body and attachments
- The extracted information is cleaned for further processing and transferred to the CRM-System

The Cortical.io Impact

SemanticPro required only a few hundred sample emails for training and was production-ready within a few weeks after training. By processing emails in near real-time 24/7, the system has drastically reduced customer response times and improved overall efficiency. Additionally, the number of errors in the CRM-system has been minimized, ensuring more accurate data management and better customer service outcomes. This automation has streamlined email handling, freeing up resources and improving the company's ability to respond quickly and accurately to customer queries.

Manual Process >> **15 min** per customer

Emails with attachments → Back-Office → Business case information → CRM-System

Review information & Start workflow → Subject Matter Expert

Automated Process << **3 min** per customer

Emails with attachments → cortical.io SEMANTICPRO → Business case information → CRM-System

Optional: Review & Feedback loop → Back-Office

Review information & Start workflow → Subject Matter Expert

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Automate Your Business Processes with High-Efficiency AI

For more information about this case study and Cortical.io solutions, visit **www.cortical.io** or email **info@cortical.io**