



# Eptica Email Management™

## Deliver great email customer service and reduce your service costs by half

If your customers are left waiting too long, or receive an email that doesn't answer their question, they're likely to phone or email again - a recipe for increasing customer frustration and the workload in busy contact centers.

Eptica Email Management software will solve your email management headaches by making it easy to deliver exceptional email customer service with faster replies, better quality answers and significantly reduced customer service costs.

Eptica Email Management tackles these issues by improving email handling efficiency and the quality of your agents' email replies. Expect to reduce handling time and costs by as much as half and improve the quality of your email responses with First Contact Resolution rates of more than 95%. As a result you'll achieve an overall reduction in inbound contact, including phone calls.

Eptica's unique linguistics techniques and workflow features will help you drive organizational efficiency and boost the quality and accuracy of your agents' email replies. Incoming messages are automatically analyzed to identifying the tone used by the customer, so you can make sure that key unhappy customers are processed promptly. Average handling times are reduced by systematically presenting agents with the best responses from a self-learning knowledge base of pre-scripted email templates.

Eptica Email Management's solution can also take you on the journey to online self-service - by using your email replies to inbound queries to build a searchable knowledge base of customer service information which your customers can easily access online.

Your call and email volumes should decline immediately as customers find the answers they want on your website. Eptica enables your customer service channels to work together to improve customer engagement, give customers better information, resolve enquiries faster and maximize every sales opportunity.

With the rise of mobile devices, it is now even easier to send an email, wherever a consumer happens to be. Email provides a written audit trail of activity and can be sent (and answered) when convenient, without the need to speak directly to a customer service agent.

Companies powered by Eptica Email Management typically reduce their email handling times and costs by 50%

## Benefits

- ✓ Improve quality of service
- ✓ Increase First Contact Resolution through your email channel to more than 95%
- ✓ Achieve an overall reduction in inbound contact, including phone calls
- ✓ Gain complete visibility of every enquiry and the performance of your customer service teams
- ✓ Identify the issues that create inbound contact
- ✓ Lower costs and increased customer satisfaction

RSPCA cuts average response times to online reports of animal cruelty from 2 days to only 21 minutes:

**"Thanks to Eptica we can now save the lives of more animals at risk than ever before. It's as simple as that!"**

Information and Advice Manager, Royal Society for the Prevention of Cruelty to Animals



# Deliver great email customer service

## Powerful linguistics services

Eplica Email Management utilizes a highly advanced 'meaning based' search engine to extract deeper and more accurate meaning from customer emails, detects the tone of the message and provide agents with the best response from a knowledge base of pre-scripted email replies. Agents handling inbound emails are able to provide customers with prompt, accurate and consistent answers.

## Intelligent email routing

Highly intelligent and configurable routing can automatically assign queries to agents according to each customer's profile and each agent's competence.

## Email response management workflow

The management of email and other text based interactions is handled through a centralized knowledge base and powerful workflow that ensures responses to customers are accurate, consistent and timely: even when customers cross from one channel to another, or enquiries are referred out of your contact center for handling.

## Comprehensive enquiry history

With each inbound email, agents can be presented with as much information about the enquiry as possible, such as the customer's account details, the enquiry's full history, the customer's past service history, a list of all other queries from the same customer waiting to be processed, and a summary

of the customer's specific needs and interests.

## Dynamic, self-learning knowledge base

The Eplica knowledge base learns, from the way it is used, which email responses are best for answering specific questions. As agents use, edit, create, and recommend new replies they help to keep the knowledge base up-to-date as they work.

## Personalized responses

Agents can personalize pre-scripted templates, add web links, and attach documents from a resource library.

## Automatic responses

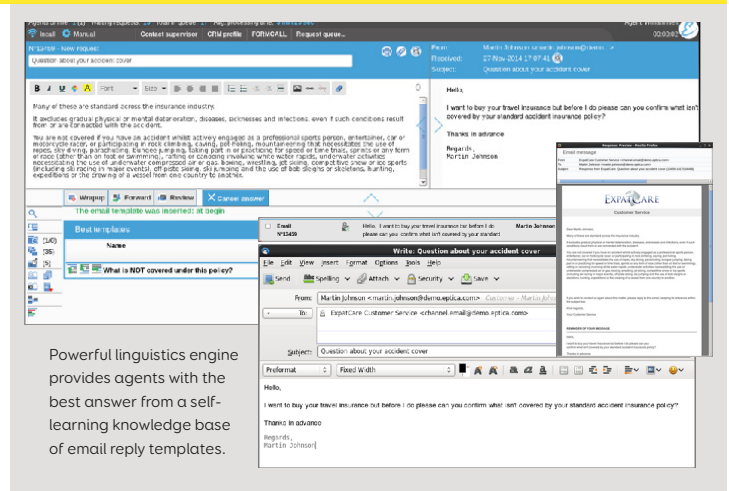
Reduce contact center workload by dealing with specific types of requests that do not need agent intervention such as change of address or password, requesting literature.

## Extraction of significant content

Eplica automatically analyses incoming emails to identify key components: key content, header, signature, disclaimer, past exchanges, etc. The inbound message is then presented cleaned of all 'noise', so the agent can focus on the query itself.

## Query escalation to supervisor

A query escalated by an agent to a supervisor is handled by workflow to ensure the query is fully managed and returned to the agent, with corrections and advice notes, or if approved it can be sent to the customer automatically.



Powerful linguistics engine provides agents with the best answer from a self-learning knowledge base of email reply templates.

## Escalation to external experts

Queries can be escalated from the contact center to internal staff or even outside the organization to persons with skills sets identified by Eplica Email Management.

## Internal attachments

Agents can attach documents when forwarding a request to external specialist. The documents will be attached to the request as internal documents only and will not be sent to the customer.

## Paste direct into answer

Images can be copied and pasted directly into a reply or an outgoing message.

## Customizable email forms

Email forms can be customized to carry your company's brand look and feel. Additionally, forms can be designed to collect additional information from the customer that can be used to assist agents in answering the enquiry and fed into CRM systems, such as product codes and account numbers.

## Comprehensive dashboard

Presents key performance indicators such as the average time taken to process requests and number of requests remaining in the queue. Agents can also have their own personal page showing their own productivity rates.

## Dynamic information push

Targeted, tailored messages can be automatically included in email acknowledgements and replies. You can automatically include personalized information about special offers, loyalty points or renewal dates and up sell and cross sell by displaying promotional offers relevant to the customers' interest or insert a link to a customer satisfaction survey to collect customer feedback.

## Monitor contact center activity in real-time

Supervisors can discretely view agent responses and automatically check each agent's performance history. Potential problems can be quickly identified and resolved.

## Find out more at [www.eptica.com](http://www.eptica.com)

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