**EmailTree.ai Product description**

**What is the problem we address?**  
Reading and responding to emails is time consuming. In average, business professionals spend 2.5 hours per day (30% of their working time). Untracked time spent on email may value $50,000 / year / professional employee.

Not to talk about companies that have dedicated customer service and support tracking issue systems, where the emailing is the main activity.  
A qualified human operator working in a customer service or support team needs 5-6 minutes per email, solving 80 to 100 emails during a working day.

**How do we solve it?**  
Using artificial intelligence and machine learning, EmailTree generates email answers and automate actions in databases. This dramatically reduce costs and increase customer satisfaction with a better response time.

EmailTree comes as a solution to increase email productivity, automate email composition and (depending on the business type and needs) trigger automatic actions in databases. The benefit for each individual is clear: spend considerably less time on emails, using the time efficient for more value added activities.

EmailTree transforms a cost center into a revenue generating one.   
EmailTree maximizes the customer experiences/services.

**How does it work?**  
EmailTree proposes for the first time, a complete cycle of email management and automatic actions, composed by a set of components:

1. **Email understanding**

EmailTree reads the emails, understands the content and the overall context, extracts the essence of the message and identifies actions / tasks to be taken.

This is done by using our own developed algorithms, techniques and methodologies which involves the analysis of large volumes of data written in natural language (NLP, NLU).

Understanding the context implies searching history for similar issues in large databases.

In practice there are no size limits with the email corpus sizes. Using specific streams, the loading of partial document matrices can be overlapped with smart queries on datasets of more than hundred million documents in human interactive times (less than a second).

Manual check in internal and external databases and APIs are eliminated, e.g. customer profile, order status, etc.

**2. Supervised learning component**

EmailTree automatically generates possible tasks and email content. It learns also from every action taken by human operator.

> some actions can be taken by EmailTree and emails are sent out automatically.   
> other actions need human review before email goes out. Next time, in a similar scenario, EmailTree will compose the proper email.

Using the accelerated computation power and specialized deep learning frameworks, our team can speed up deep learning training, do classification and prediction in the cloud, supporting far more data volume and throughput with less power and infrastructure.

**3. Tasks automation component**

EmailTree learns from the previous decisions and automatically generate actions, automatically prepares customized offers and proposes solutions for technical issues (Support Level 1, 2, 3). Each email has a confidence score. Human operator may change elements in the email to be sent.

**What is the business model?**

We target companies that spend considerable time and efforts on emails: telco operators, eCommerce stores (12-24 million stores around the world), customer relationship services.

As business model we offer a scalable solution:    
  
(1) Simple email response solutions that will be integrated in the most common email clients like Outlook add-ins;   
(2) Integration with existing platforms, as a plugin for most popular CRM & eCommerce   
(3) Personalized solutions for large companies, integrated in clients’ proprietary systems and databases. [www.emailtree.ai](http://www.emailtree.ai) (Pricing section)

**Achievements and next important milestones:**

EmailTree is already in use in full productivity. We obtain important knowledge that will be used by the system to improve the accuracy.

First clients (15 e-commerce stores) reported a 60% decrease in average resolution time/ email, reaching to just 1 minute. A 25% medium increase in sales was reported, more time is dedicated to generating sales.

Attracting investors and increasing development teams is crucial to scale the solution.

**Adoption challenges are identified:**

> EmailTree integration with existing clients’ proprietary systems and databases.

We need to invest in creating a dedicated team for enterprise custom implementation.

> Robotic Process Automation (RPA) capabilities.

> Data protection policies to be covered by using the latest techniques of data anonymization, compliant with the actual GDPR.

**Differentiation from competitors**

Emailtree has no direct competitors yet, due to the approach of specific communication understanding / industry specific relevance, whereas i.e. Google, Microsoft, IBM and Alibaba offer a variety of ML and Robotic Process Automation (RPA) capabilities, which serve a much broader audience and cannot be compared to the ones from Emailtree.

Their services must be seen as complementary, not competitive to Emailtree - As a matter of fact, all these services can be used to determine the correct communication understanding and fine-tuning of general content and context, but not the IT industry specific communication and related tasks that are done by the RPA engine from Emailtree. The main differentiation is the streamlining of tasks up to the point, where a full automation is achieved, and no human intervention has to be done. To provide an example, where Emailtree can assist : A support email arrives at the service desk and is solved one second later, including the reply to the customer, the task in question being executed and all relevant case history entries updated in the database.

**Founding team, background, motivation to solve this problem**

Casius Morea is the CEO of a mixed Romanian-Luxemburgish Team. We started from our own needs regarding the questions / issues to be solved, for our own customers inside the group BWM Mediasoft. While working on this solution since 2015 (for the specifications) and since 2017 for the concrete developments, we could apply immediately the new technology to concrete email flows.

**Collaboration with Benelux corporates to help us scale the solution and create business value**

We need the support of Benelux corporates as privileged strategic partner to work together and scale the solution and apply it to millions of emails, all languages, different environments.   
We bring value added to their customer service and support teams, to reduce significantly the time needed to solve customers’ emails and generate additional sales.

***Which are the new features we intend to develop in the close future: supervising incoming out outgoing emails***

*Email remains the most important channel of communication in today’s business world.*

*We do rely on email for crucial in-time business decisions, commercial arrangements, operational alignments as well as strategic and long-term management directions, changing the courses of industries.*

*With more than 125 emails sent on average by a business worker (Radicati Group) - email is long subject to cyber-threats. Today’s format of email allows basically everyone to leak sensitive data in form of plain text, big word documents or excel lists, as well as free format attachments, containing data from confidential sources.*

*When companies are hacked, and data is stolen or leaked, problems are not always related to IT infrastructure - but mostly human faults, uneducated on IT security protocols with no personnel training on port neutral badges, access security, control of suspicious persons and the awareness of risky behavior on social medias.*

*Where the education of staff is crucial but rather painful and seen as a long-term goal, eMail can be and should be secured today.*

*EmailTree.ai is a hybrid solution, protecting companies from the above - both, on incoming and outgoing emails on all relevant subjects. EmailTree is a guard, that will prevent suspicious incoming emails (e.g. password requests, phishing, virus & malware) from reaching users at once - as well as avoiding potentially confidential data being exposed, using state of the art Artificial Intelligence (AI).*

*EmailTree uses AI and Machine Learning (ML) capabilities, under human supervision.*

*This is done by using our own developed algorithms, techniques and methodologies which involves the analysis of large volumes of data written in natural language (NL-) Processing (P) and Understanding (U)). Understanding the context implies searching history for similar issues in large databases (in less than a second). EmailTree automatically generates possible tasks and email content. It learns also from every action taken by a human operator, where some actions can be taken by EmailTree and emails are sent out automatically and other actions need human review - Using the accelerated computation power and specialized deep learning. In this process the user is educated as part of the day-to-day procedure of sending / receiving emails and company data is reserved protected. In case of a suspicious incoming email, the content is tagged or blocked all together, protecting the user and company. For suspicious outgoing emails, the user will be informed, and the data secured from sending out or blocked all together. EmailTree can be adapted to niche specific communication and apart from natural language, it is capable to understand and accept other forms of business communication e.g. Instant Messaging and FAX or other paper* formats.