



## Kotak Mahindra AMC Transforms Customer Service Management and Workforce Productivity with Microsoft AI and Dynamics 365

In the Indian financial services industry, the number of investment schemes have grown manifold over the past years, and so have the number of variations to drive differentiation between the schemes. Customers are constantly evaluating multiple products through direct interactions with the organizations, online and through word of mouth.

[Kotak Mahindra Asset Management Company Limited](#) (KMAMC), a wholly owned subsidiary of Kotak Mahindra bank Limited is the Asset Manager for Kotak Mahindra Mutual Fund (KMMF). KMMF offers schemes catering to investors with varying risk - return profiles and has its presence in 80 cities in India, with 7.5 Lakh investors enrolled in various schemes.

### Traditional Customer Relationship Management Needs a Facelift

KMAMC was successfully driving customer service management with [Dynamics 365](#). It helped streamline all the internal processes and subfunctions. The organization would receive a lot of emails containing requests for updates, complaints, new product enquiries, information of procedures amidst others.

“We get about 3,000 emails on an average every single day that get assigned to the relevant teams automatically through Dynamics 365”, Ananth Subramanian, Sr. Vice President & Head-IT, Kotak Mahindra Asset Management Company Limited.

The customer service agents in the respective teams need to manually read and categorize the emails, post which there's an automatic 1<sup>st</sup>-level response sent across to the customer. This again is done through Dynamics 365, and there's subsequent alignment of the teams for resolution of the problem. This manual categorization especially creates a problem when:

- Dealing with large volumes of emails every day
- Receiving emails during non-working hours and over weekends.

Some of the transactions are highly repetitive. The manual categorization is a bottleneck and becomes an expensive overhead when:

- Productivity of existing agents gets hampered
- Training of new agents on categorization of emails is time consuming and expensive.

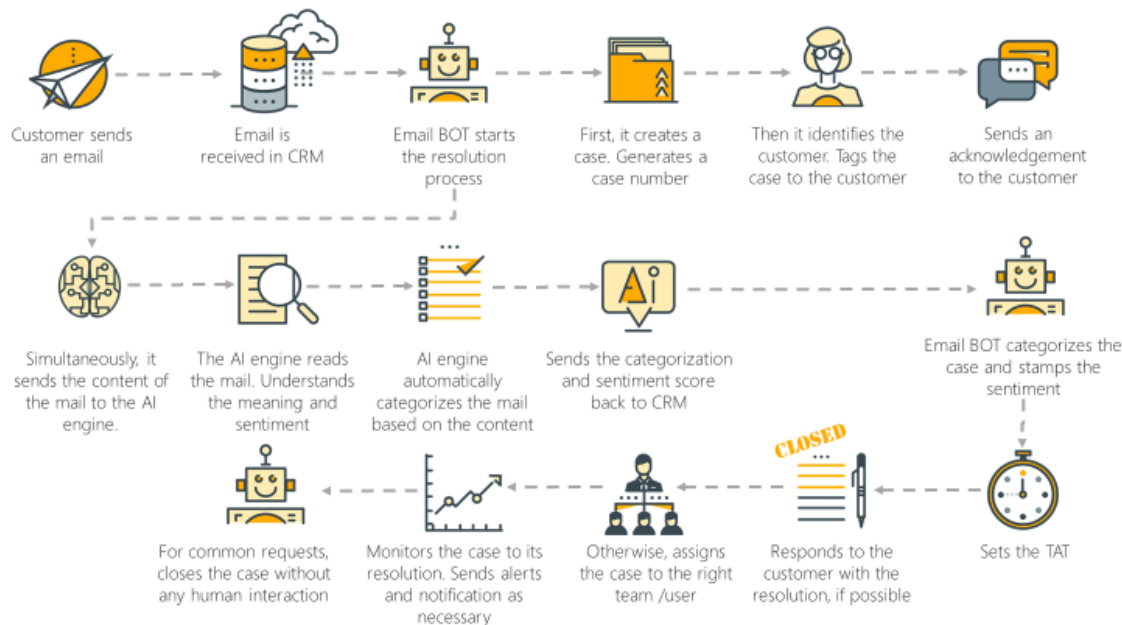
Email BOT Services delivers more than 85% accuracy and helps increase agent productivity by optimizing time.

KMAMC looked to its partner [C Centric Solutions Private Limited](#) (CCS), who helped in the implementation of Dynamics 365. CCS, a Microsoft partner are amongst the leading players in the implementation of CRM workflows for Banking, Financial Services, NBFC and Insurance companies.

“We had a sound understanding of the customer landscape given our recent implementation. In addition, we also come with deep technical expertise on the Microsoft technology stack. We proposed a bot implementation on top of the existing Dynamics 365 stack to automate the entire email workflow.”  
Shubho Bhattacharya, CEO, C Centric Solutions Private Limited.

Chatbots will power 85% of all customer service interactions by the year 2020 ([Gartner](#)). CCS leveraged the [Microsoft Bot Framework](#) to build an email bot to automate the categorization alongside the resolution of routine queries without human intervention. The bot leverages [text analytics API](#), part of [Azure Cognitive Services](#) to analyze the subject line, customer information and body content of the mails to identify sentiment and trigger the next best action.

## Automation of email-based case resolution



### Encashing Efficiencies

- The intelligent email processing module is able to predict categories with above 80% accuracy, which has resulted in a significant reduction of agents' time. The agents can now prioritize more critical cases and communications.
- With the auto-categorization, initial response to the customers are reaching them almost instantaneously, irrespective of the working hours of the customer service team. This helps in enhancing customer satisfaction.

"Workforce productivity is an intrinsic part of any organizational growth. We believe that automating mundane tasks would help make the workforce more creative and efficient and thus channelize the organization towards a contented work culture. With the email BOT services hosted on Microsoft Azure, integrated with our CRM solution by CCS, we believe we have been able to raise the bar by enhancing employee productivity to a great deal." Ananth Subramanian, Sr. Vice President & Head-IT, Kotak Mahindra Asset Management Company Limited.