

EY NLP Enabled Support Automation (ENESA)

August 2019



Asset Specifications

Asset Description

- ▶ Artificial intelligence (AI) based solution for automated email classification, response, routing, and straight through processing of queries
- ▶ Auto-response ability to customer
- ▶ Easy deployment and integration with BPM / ticketing tools

Key Attributes

- ▶ Cognitive solution for all types of support queries
- ▶ Easy to configure and customize
- ▶ Straight through processing of customer requests using RPA
- ▶ Auto allocation of cases to correct agent using machine learning
- ▶ Easy integration with company systems using APIs and RPA

Key Benefits

- ▶ Reduced SLA of case resolution through AI based automated classification and response
- ▶ Cost reduction through automated email workflow
- ▶ Improved customer satisfaction through faster query resolution
- ▶ Analytic insights due to availability of structured data

Speed & Agility

- ▶ Rapid development and deployment
- ▶ Easy configuration and customization
- ▶ Self learning ability

Platforms Used

- ▶ Microsoft Azure Machine Learning services
- ▶ Microsoft Azure Cognitive services
- ▶ Azure Kubernetes services
- ▶ Microsoft API management
- ▶ Microsoft PowerApps
- ▶ BluePrism

Co-Sell Status

- ▶ Currently under progress

Business Application

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Problem Statement

- ▶ Customer support functions receive queries related to products/services through multiple channels like email, web, phone, chat etc. Due to unstructured data in these queries, these are routed to human agents who manually read, allocate and resolve queries, resulting in a high labour cost and low efficiency.
- ▶ How to reduce the SLA for query resolution
- ▶ How to reduce agent dependency
- ▶ How to get insights from unstructured data

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Outcome

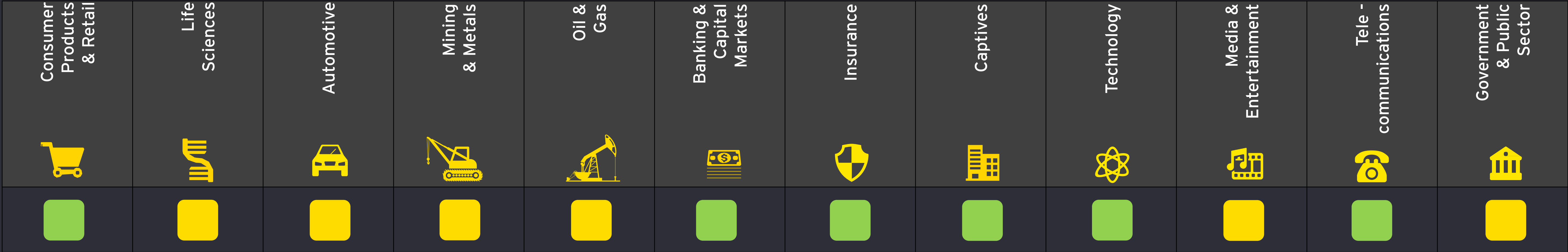
- ▶ Auto-classification and allocation of cases to the correct agent. Straight through processing of customer requests using RPA. Spam email filtration.
- ▶ Reduced SLA of case resolution through AI based auto-classification and automated response.
- ▶ Reduction of manual dependency by straight through processing and resolution of most queries
- ▶ Structured data to enable analytic insights

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Compete Landscape

- ▶ AmyGb
- ▶ Salesforce Einstein

Sector heatmap



 High Potential

 Moderate Potential

 Low Potential

Credentials

The image features a central, semi-transparent globe with a network of glowing yellow and blue lines, resembling a global communication or data network. The globe is set against a dark background with horizontal streaks of light in yellow, blue, and white, suggesting a digital or space-themed environment. The text "Thank you" is prominently displayed in the center of the globe in a bright yellow, sans-serif font.

Thank you