Using Robotic Process Automation (RPA) with Sentiment Analysis for email classification

Integrating RPA technology with Artificial Intelligence (AI) and Machine Learning (ML) to analyse and process customer emails

Problem Statement

A firm suddenly saw a consistent fall in its customer satisfaction score which affected their revenue as well. The detailed study revealed that delay in the response by the customer care department was the main contributor. Lack of provision to detect emails with complaints/issues caused a delay in the response and resolution process. This resulted in an increase in the number of dissatisfied customers who started leaving them due to bad customer services.

Solution

Every customer wishes to be heard. It is practically not possible to prioritize the emails received and respond as per that. Hence, we suggested them to opt for robotic process automation software which can identify the emails with complaints/issues and initiates the resolution process as soon as the mail is received.

Process

- A robot checks the customer care email at regular intervals
- Microsoft Text Analytics, a Natural Language Processing engine, is used to identify if the customer is "unhappy". In this case, the mail is forwarded to service division
- Otherwise, the email content is passed through the Intent matching algorithm using Microsoft LUIS, to see whether user has requested for any services like, "Order Status", " Product Return", "Warranty Extension", etc.
- If any of the intents is matched, bot gathers the details for it and adds the information to the ticket created in CRM
- The email from customer is then archived for future reference
- If none of the intents are matched, then the mail is forwarded to the service division for further action

	Time Saved		Accuracy		Tools		Third Party Services
	Nearly 60%		65%		UiPath™		

At V2Solutions, we have years of experience helping clients derive amazing results from their software robots and can walk you through a model scenario based specifically on your unique needs and interests. Contact us for a friendly conversation today and learn about how you can create a robot that will benefit your enterprise for years to come.

Get in touch : rpa.info@v2solutions.com