# Intelligent Email Assistant with NLP Techniques

**70-80%**

Precision

With time & continues training
Email Assistant
can achieve up to

Response Time
Reduced to

**15 min**

From 4-5 days

Increase Efficiency &
Reducing Employee
frustration

Over repetitive tasks

## The Client

Third –largest private-sector bank in India with 4,050 branches

## Industry

BFSI

## Overview

The bank's customer primary choice of contact is emails. Therefore, the bank wanted to ensure that all customer queries could be handled via self-service, on said digital channels, so that the contact center agents could focus on sales rather than fielding simple but repetitive customer service inquiries.

## Business Challenge

The bank needed to quickly improve its customer response rate - reduce the duration of manual efforts to identify email complaints from non-complaint emails and automate as many parts of the support process as possible.

## Our Approach:

Quadratyx TPA (touch point analytics) email solution helped categorize emails by using text mining and NLP – based sentiment analysis provided insights into the tone of the e-mail by recognizing its content.

## Outcomes

✓ Email tagging ability and ensured that e-mails with same issues were addressed automatically.
✓ The average response time reduced to less than 15 minutes.
✓ Customer satisfaction levels had increased dramatically.
✓ The size of the email response teams was optimized..