

## CONTEXT

- A telecoms operator under strong pressure to control its costs. With a constantly growing number of incoming emails, it was becoming essential to optimize customer agents' response time

## KEY FIGURES

4000000

emails per year, with  
attached documents

500

advisors split between  
two handling sites,  
companies and  
consumers

100

rules necessary to  
determine who was  
sending the email, its  
content, the offer in  
question and which  
group needed to handle  
the email

## CHALLENGES

- Reduction of email processing time and prioritization of important emails
- Maximum automation to reduce costs
- Control of all processing rules for emails and mails



## WHY did they choose OWI ?



- A solution that can read attached documents
- Assistance to agents for responding
- Semantic reliability for real automation

## PROJECT STAGES

- Client Relations Diagnostic in order to determine the project's perimeter and its return on investment
- Project implementation: 3 months for the technical project, 3 months for the business team project



## BENEFITS

- Processing of all incoming emails and mails from private, professional and business customers.
- Automated indexing for 90% of all email received
- Full automation for 25% of the flux

