

nGen Answer

Effectively Manage Email Volume with Consistent Responses



nGen Answer helps companies deliver fast, accurate responses to improve customer satisfaction and can deflect up to 40% of emails per month.

THE BUSINESS PROBLEM

Providing accurate, timely responses to customer inquiries is not an option in today's business environment— it's a requirement. As more customers choose to communicate through email, the need for an email response management solution intensifies. The necessity presents companies with the opportunity to implement a solution that can decrease operational overhead and improve the quality and consistency of the response. The most important factor for successful email management includes answering inquiries quickly and accurately — the first time.

THE NGENERA CIM SOLUTION

A component of the nGenera Customer Interaction Management (CIM) Suite, nGen Answer relies on powerful natural language technology to understand the intent of a customer's message. nGen Email can then accurately provide an automated response. nGen Answer leverages innovative technology from IBM® Classification Module for OmniFind™ Discovery Edition to represent words and text passages as "context vectors" to automatically group data into similarly themed clusters for improved response precision and relevance. The learning algorithm is designed to adjust context vectors so that words used in a similar context will have vectors that point in similar directions. nGen Answer can learn the meaning of content based on contextual usage and can organize that content for immediate processing and retrieval. The

higher the volume of email, the "smarter" nGen Answer becomes.

NGEN ANSWER BENEFITS

- **Deflect Email / Reduce Email Response Times:** Automatically responds to reduce response times, freeing agents for more specialized customer issues.
- **Increase Agent Productivity:** Automatically answers customer emails or suggests responses to reduce manual response efforts
- **Improve Response Relevancy:** Message intelligence feature that learns from previous messages and responses, automatically returns the most relevant response
- **Scales for Very High Volumes:** Cost effective solution for email volumes over 15,000 emails per month, and scales to process millions of emails per month
- **Minimal IT Impact:** Uses an adaptive neural network learning law that does not require external dictionaries, thesauruses, or semantic networks; Automated feedback dramatically reduces system maintenance.

nGen Answer helps leading companies differentiate from competition with an intelligent response system to improve agent productivity and overall customer service efforts.

KEY FEATURES

Automated Learning

- Learns words in context by automatically creating a custom dictionary and recognizing industry jargon, acronyms, and common misspellings
- The learning algorithm is based upon self-organization, employs an adaptive neural network learning law, and does not require external dictionaries, thesauruses, or semantic networks
- Contains an automated feedback loop to 'teach' the system what is an appropriate response
- Continuously improves performance by learning from specific queries and responses, and then automatically increases response accuracy

Sophisticated Message Sorting

- Generate automatic responses/suggested responses
- Threaded history across all interaction channels

Intelligent Message Interpretation

- Creates a custom dictionary, including industry jargon, acronyms, and common misspellings
- Continuously improves performance with each processed email
- Uses intelligent contextual understanding to enhance auto-acknowledgements
- Deciphers between auto-reply and suggested responses

