



CUSTOMER EXPERIENCE AND PROCESS EFFICIENCY



Introducing RAGE-AI™



By using RAGE-AI™ automated system **more customer service data could be analyzed in new data sources**, including email exchange analysis, hand-offs and internal activities.

Business Problem

- A global logistics firm sought greater insights into understanding why there were repeated customer service inquiries leading to a reputation of being difficult to work with.
- Lack of an automated system that could align customer service reason codes with actual codes in the company's CRM system.

Solution

- An automated framework was built to analyze customer service data across seven countries in different languages.
- Use the system to decipher customer service data stored in company CRM and internal ERP, as well as emails and PDF attachments.
- Follow the path of customer service requests through the organization to better understand what solutions worked and which ones did not.

Benefits

- Following deployment of new system, additional opportunities for automation were discovered.
- More customer service data could be analyzed in new data sources, including email exchange analysis, hand-offs and internal activities.
- Automated system will reduce the cost of handling and increase quality of customer service responses.