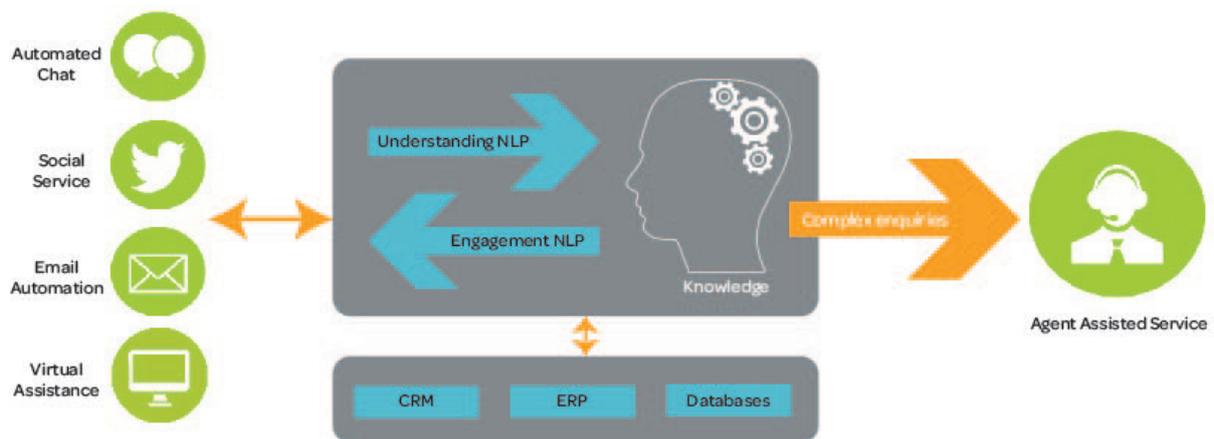


intelligentResponse

Using the power of automation and advanced NLP text analytics to boost agent productivity and customer experience.

As many of today's generation prefer typing to talking, text channels are fast becoming the default way to contact companies; with mplsystems' intelligentResponse module, it is possible to deliver automated self-service for these interactions. Through our powerful NLP (Natural Language Processing) and intelligent automation engine, emails, chat and social requests can now be responded to and processed automatically, whilst seamlessly transferring complex enquiries to agents for assisted response. The solution delivers online virtual assistance for company websites and mobile apps, thus freeing the agent from answering simple questions and managing repetitive tasks so that they can focus on delivering the highest quality of customer service for transferred queries.



How it Works:

Upon contacting customer support via a text based format, the enquiry is met by an NLP engine, which determines the nature of the request. It will then be progressed to an automated response engine, which will interact in a two-way dialogue with the customer to resolve the issue and process automatically if required. The engine may filter the request to an agent if it becomes complex or if additional assistance is required.



Natural Two-Way Conversations

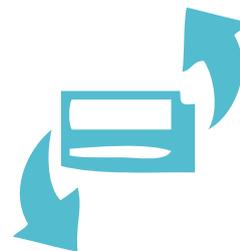
Static one-way conversations are now a thing of the past, with advanced text analytics, the system learns to recognise real language, rather than running stagnant searches of keywords or patterns. This engagement with language allows the software to utilise data to provide customers with personalised information, which may be accessed by business logic from external databases, such as CRM or ERP. The system is also able to ask further questions to understand or clarify the intent of the query if necessary, thus transforming the request into a two-way automated conversation to provide accurate responses.

Benefits

- Affordable for all Contact Centres
- Configured in hours
- Save over 35% of headcount

Processing

Rather than simply providing factual notifications, the solution is able to process what the customer is asking of it by cross referencing their ID with data stored within the company's ERP and CRM systems; thus being able to: process emails concerning account charges; sending forms or PDFs, etc. With this ability, first contact resolution rates are increased without customers actually needing to talk to an agent; therefore the company is able to make large productivity savings. The intelligentResponse platform allows companies to fully embrace the technologies that consumers love to use in an age where people prefer to help themselves.



Seamless Omni-Channel Experience

A common issue with implementing automated self-service, is that when the technology fails to provide the right answer, the customer is stuck at a dead-end, having to then call the contact centre and repeat their request from the start. With intelligentResponse, if the technology detects an issue that it cannot solve, the query is seamlessly transferred in real-time to an agent in the contact centre, who will then be able to view all previous correspondence with the customer. Not only is the customer notified that the chat has now been passed on, but if the issue is complex and a phone conversation is necessary, the same agent will simply transition the enquiry to the phone.

Applications

Digital Self-Service & Virtual Assistance

Customers using websites or mobile devices can get instant answers through the Virtual Assistant or capability of intelligentResponse. Any simple requests, for example: FAQs; stock checks; form requests or status updates, are responded to immediately by the system, while more complex requests are seamlessly escalated to live agents for assisted service. With their queries being dealt with almost instantly, customers will encounter more responsive and interactive support.

Online & Mobile Chat

Web chat can often be quite inefficient, as customers can be waiting for answers from busy contact centres for lengthy periods of time. However, intelligentResponse provides automated replies, thus meaning that neither party now need to rely on the agents, to ensure that customers are taken care of well within the expected time of response.

Automated Email, SMS & Social Responses

For many customers, the convenience of text based channels suits their busy lifestyles better than a long phone call to an IVR or agent. They are well accustomed to automatic replies from FAQ and Search features on websites, however using the latest developments in NLP text analytics, intelligentResponse can deliver immediate interactive text responses and processing for emails, SMS and social responses.