

# nGenera

## Answer



### Solution Description

Growing volumes of inbound e-mail make it difficult for customer service representatives to provide prompt service. While these representatives can understand and decipher the intent behind a message, traditional e-mail response management systems often fail in that endeavor. Typical e-mail systems rely upon pattern or key word matching to attempt to understand the intent of an e-mail, and are often unable to interpret the unstructured nature of the communication.

nGenera's Answer is a sophisticated language engine designed to understand and make sense of unstructured e-mail. This solution bypasses customer service agents up to 50 percent of the time, therefore freeing them for more complex customer issues.

### Features & Benefits

- Uses sophisticated filtering capabilities to filter spam and no response e-mail messages
- Differentiates between messages that do or do not require a response
- Creates a custom dictionary, including industry jargon, acronyms and common misspellings
- Continuously improves performance with each processed e-mail
- Uses intelligent contextual understanding to enhance auto-acknowledgements
- Deciphers between auto-reply and suggested responses
- Capacity to cost-effectively manage more than 15,000 e-mails per month and is scalable to process millions per month

### Value Proposition

The Answer solution is capable of deflecting up to 50 percent of incoming e-mails per month. The routing and suggested replies feature allows e-mails to be answered in considerably less time, ultimately requiring fewer agents to support e-mail inquiries. The impact to IT is minimal due to use of the adaptive neural learning law, which does not require dictionaries, thesauruses or semantic networks. By understanding the customer's inquiry and automatically replying, agent productivity and email response times are improved, invariably resulting in increased customer satisfaction.

### Company Description

nGenera Customer Interaction Management is a global leader in next generation customer experience solutions. Customers report increased customer satisfaction and measurable cost savings within six months of deployment. With 250 percent customer growth over three years, more companies trust their customer experiences to nGenera Customer Interaction Management.

#### IBM Segment

- Enterprise Content Management

#### Business Function

- E-Mail Response Management

#### Target Industry

- Cross Industry

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