

# A Business Partner Solution for Cross Industry

Effectively Manage High Volumes of Inbound E-mail with Prompt and Accurate Responses

## Talisma Corporation

Talisma Answer



### Business Challenge

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 e-mail, the need intensifies for a robust e-mail response management solution that can automate responses to high volumes of inbound e-mail while decreasing operational overhead and improving the quality and consistency of responses with intelligent auto-response and auto-suggest.

### Solution Description

Talisma Answer leverages innovative classification technology from IBM OmniFind Discovery Edition to automatically and intelligently categorize, respond and suggest accurate responses to inbound e-mail messages. Talisma Answer can analyze the meaning of e-mail content based on contextual usage and organize that content for immediate processing and auto-response based on templated responses. Talisma Answer can then rapidly provide an accurate and automated response or automatically suggest a response to the contact center agent. In many cases, Talisma Answer can automatically resolve up to 40% of a customer's e-mail service requests without the need for live agent assistance.

### Value Proposition

Talisma Corporation is a primary go-to-market partner for contact center solutions for the IBM Discovery Portfolio. The innovative and seamless integration of Talisma Answer with the IBM Classification Module for OmniFind Discovery Edition provides a powerful and intelligent e-mail response management platform with which companies can achieve significant productivity gains by enhancing first-contact resolution success. By leveraging the industry-leading IBM classification engine along with the productivity tools of the Talisma solution, customers will see rapid return on investment (ROI) along with increased customer satisfaction, ultimately enhancing the customer experience.

### Company Description

Talisma is the leading provider of Customer Interaction Management solutions that empower businesses to deliver an exceptional, online customer experience. Talisma's proven products help customer service and support organizations to proactively and reactively engage in a continuous customer dialogue by integrating Web self-service, e-mail response, live chat, Voice over Internet Protocol (VoIP), phone, and campaign management with comprehensive analytics and a system-wide knowledge base.

#### IBM Segment

- Enterprise Content Management

#### Business Function

- Customer Response

#### Target Industry

- Cross Industry

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