

Improve response to online customer service requests with IBM Classification Module

Highlights

- **Automate customer feedback to reduce support costs**
- **Automatically classify long-form requests such as emails, case management notes and discussion group comments**
- **Effectively process end user requests that go beyond the keywords, phrases and typical questions**
- **Create an enterprise taxonomy over unstructured data to integrate with business applications and intranets**
- **Offers user-friendly configuration tools and provides flexible .NET, SOAP, COM and Java-ready APIs**

Online users expect quick results. Accustomed to fast and accurate responses when searching, browsing and transacting, they are easily frustrated when customer service is misleading or unresponsive.

Central to most customer service problems is the fundamental difference between human and technological communication. Traditional software understands and processes “structured” data, information that fits neatly into database rows and columns. Human correspondence, on the other hand, is “unstructured,” often ambiguous and imperfect. IBM estimates that 85% of customer service communication falls into this category.

The IBM Classification Module for OmniFind™ Discovery Edition helps businesses process and respond to unstructured data in a cost-efficient manner. Embedded with natural language processing capabilities, it determines the true intent of long-form text and helps you leverage that information to:

- *Gather actionable insights from automated analysis of survey responses*

- *Proactively resolve customer inquiries without human intervention*
- *Automatically filter and perform skills-based routing for emails*
- *Provide automated, real-time suggestions to email and chat agents*
- *Generate enterprise or departmental taxonomies*

The patented IBM Classification Module uses a combination of linguistic and statistical methods to understand conversational text. The approach continually analyzes informal communication habits and automated response effectiveness to hone accuracy.

- *Intelligent E-mail Response for Customer Support. E-mail response applications benefit from skill-based and language routing, spam filtering, intelligent auto-response and automated response suggestions for agents. Real-time feedback by agents improves the accuracy of future suggestions.*
- *Web Self-service. By understanding and responding to free-form questions from customers, the Classification Module extends existing Web self-service applications. Thanks to the technology’s unmatched linguistic accuracy, an operation can reduce support costs by maximizing the number of questions answered correctly and minimizing the number of questions that require live agent attention.*



- *Call Center Agent Assist. Improved keyword search enables agents to query the call center knowledge base in the words of the customer and resolve issues quickly. As agent productivity improves, more requests can be handled.*
- *Survey Classification. The Classification Module can sort volumes of survey comments into very specific topics and provide insight into customer needs. With this information businesses can proactively address customer issues, justify call center budgets and expenditures and signal valuable consumer trends to marketing.*
- *Enterprise Taxonomy. By offering an automated process to classify information into categories, the Classification Module provides the ability to develop taxonomies based on classification schemes. This enables end-users to browse site content by category, as well as provides them a view of content beyond their expected results.*

The Classification Module provides a highly-scalable .NET, SOAP, COM and Java-ready infrastructure platform that facilitates quick integration into existing applications, while providing system management services.

The Classification Module's administration tools help optimize classification-based applications by, for example, analyzing the effectiveness of the knowledge base or determining optimum levels of automation. The tools also offer insights into customer behavior by analyzing communication patterns.

Cloudmark experiences 400 percent ROI

Cloudmark provides real-time protection from messaging threats such as spam, phishing and fraud. When Cloudmark experienced significant growth, the number of interactions handled by their customer service contact center increased significantly.

Cloudmark employs the Classification Module to power their case resolution system. The goal of the system is to minimize costs by automatically resolving customer inquiries before they reach the contact center.

Cloudmark's investment in the IBM solution paid for itself in less than three months, and the company estimates its annual ROI will be more than 400 percent. In addition, the technology has increased productivity—the company handles higher query volumes with the same number of customer service representatives.

For more information

To learn more about the IBM Classification Module, visit ibm.com/software/data/enterprise-search.

© Copyright IBM Corporation 2006

IBM Corporation
Route 100
Somers, NY 10589
U.S.A.

Printed in the United States of America
10-06
All Rights Reserved

IBM, the IBM logo and OmniFind are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

♻️ Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.