

CASE STUDY

AUTOMATIC CLASSIFICATION OF EMAILS



Industry

- Online Wagering Company

Timeframe

- Jun – Oct 2017

Area of Expertise

- Artificial Intelligence

Responsible for

- Select and build models using algorithms that are suitable for natural language
- Automated download, classification and archival of scored emails

Challenge

- Spring Racing Carnival volumes are 5X usual periods
- Traditionally hiring short-term customer service agents
- Looking for an automated email triage system. There are 8 categories of emails

Approach

- Discovery: Benefits to various teams
- Prototype: Accuracies, encourage non-technical audience to stress test the system with a challenging email
- Production: Access to inbox, end-to-end automation from Microsoft Exchange Inbox to SQL Server
- Monitoring: Accuracy reports

Outcomes and Benefits

- Fully automated system
- Reduced hiring and training overheads
- Reduced average response time from couple of days to within the day