Our enrichment process enhances inbound customer messages with contextual information to help us process them in the most efficient and effective way, whether handled automatically or by an agent.

Enrichment is a key stage in the conversation between your brand and your customer. By packaging the message with any helpful information in our system, it ensures that responses are personalised correctly and, as a core part of our AI offering, helps route the message to the right resolution.

The Process

When a message arrives, we usually want to know:

- Who is the customer?
- What case are they referring to?
- What company brand are they contacting?
- What language are they using?
- What category of work does this belong to?
- Is this message part of a longer thread?

The enrichment process is highly configurable. We can supplement the message with information in many ways. The information is simply collected and connected to the message so that any agent handling it can use it to support their responses and their understanding of the issue. This promotes faster resolution, better quality service and a personalised experience for your customer. It also helps our system decide who is best to handle the enquiry and whether it is right to respond auomatically, which reduces manual workload.

Standard Enrichment Workflow

A standard enrichment process includes:

Duplicate Checking, to ensure that effort is not wasted by processing replicate items.

Form Extraction, which draws out information from messages in a highly structured format, such as a web form or email.

Main Text Identification, where we apply rules to identify the part of a message we want to analyse, such as the body of an email.

Language Detection, recognising the message's language through natural language processing (NLP). Our default setup supports 32 languages. Additional language support can be configured.

Entity Extraction, where we identify and extract predictably formatted information, like names and addresses, an order ID or a product code.

Company Allocation, which uses rules to identify the company, often based on the email's To Address, allowing us to support multi-brand contacts via different companies.

Case and Customer Allocation, to keep track of all contacts by customer and issue (case).

Category Allocation, which is covered by CAL and the crucial next step toward resolution. See the *Classifier* fact sheet for more information.

Unlimited Options

The standard process gives just a few examples of how we enrich messages. During system configuration, we customise each service to meet a business' specific needs and add further features at the appropriate point in the workflow, including calls to other systems.

Next Steps

Once the message has been enriched, the Classification Agent (CAL) categorises it. Customer interactions are then passed to the Workflow Agent (FLO). FLO automates low-level tasks and sends the rest to the Resourcing Agent (REG) to be processed and prioritised. This ensures that we are confident that each enquiry reaches the right person with the right skills at the right time for resolution.

See the *CAL*, *FLO*, and *REG* fact sheets.