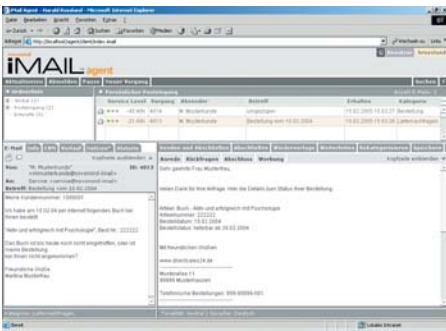


novomind iMail™ – the intelligent electronic mail room

The novomind iMail™ e-mail response management system (ERMS) is a novomind Self Service Suite™ component offering rapid and high-performance processing for incoming e-mails. novomind iMail™ processes e-mails semi or fully automatically: recognizing user queries, categorizing them, routing them to specialist service staff and generating e-mails responses. The response quality is increased, the target service level is maintained or upgraded and costs are reduced significantly.

Ease of use from all workstations:

- Unlike many other e-mail response management systems, novomind iMail™ is designed for ease of use. Different user groups are provided with user interfaces customized to suit their specific needs. Service agents utilize an individual interface to access exactly the information required to carry out their current task.



Contact Center Agents

[novomind iMail™ Agent]

- Browser-based solution enables efficient, ergonomic and high-performance contact center e-mail processing.

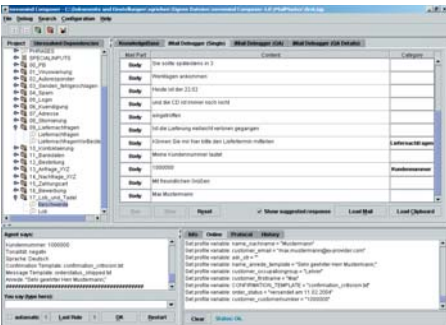
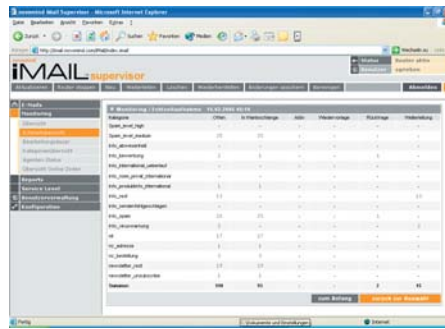
[novomind iMail™ Outlook Agent]

- Customized toolbar and individual sub-folder for user-friendly and transparent extension of existing Microsoft Outlook e-mail infrastructure.
- Agent retains full access to familiar user features.

Team leaders and contact center supervisors

[novomind iMail™ Supervisors]

- Maintenance and monitoring of the complete e-mail response management process, including comprehensive reporting functionality.
- Intervention option for automatic process.



System administrators [novomind Composer]

- Definition and administration of topics, categories, business rules or e-mail response templates.
- Connections to available systems, e.g. CRM solutions, via cartridges which can be administrated from the Composer interface.

novomind iMail™ boosts e-mail processing.

Natural language processing for text recognition

novomind iMail™ initiates e-mail processing by “reading” the incoming e-mail. Like a human agent, the system analyzes and “understands” full sentences in the e-mail text. novomind uses natural language processing methods to enable text recognition.

The advantage: unlike other e-mail response management systems which rely on textual analysis based on simple artificial intelligence capable of identifying individual keywords only, novomind iMail™ offers a high-precision analysis. The analysis is faster, more efficient and provides the basis for higher-quality and faster e-mail responses.

Fully-automatic responses for standard queries

The system is capable of generating fully-automatic responses for standard customer queries such as product delivery inquiries. To do this, novomind iMail™ accesses the novomind Self Service Suite™ central knowledgebase. Using the results from the e-mail analysis, the EMRS searches for a suitable response to the query, which can be sent automatically to the customer as required. **Fully-automatic processing** enables rapid responses while the centralized knowledgebase guarantees consistently high quality across the communication channels (web, e-mail, fax/letter, text messages).

Suggestions for individual e-mail responses

Analyzed e-mails can also be answered manually by a customer service agent. **novomind iMail™** supports the agents by providing automatic suggested responses. The system compiles and delivers suitable responses to customer queries from the central knowledgebase. The agent can choose whether to accept or customize the suggested response; alternatively, he or she may decide to reject the suggested response in favor of compiling an individual response manually. Suggested responses combine lower service agent e-mail processing times with optimal response quality. The result: customer service agents can answer more queries in less time, reducing pressure and optimizing personnel distribution in the contact center.



