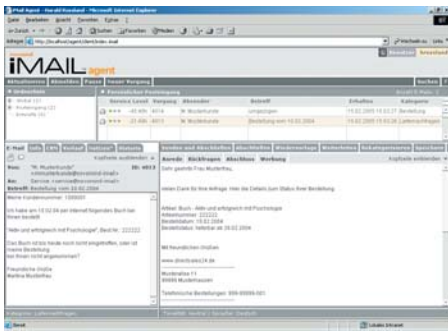


# novomind iMail™ – the intelligent electronic mail room

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.

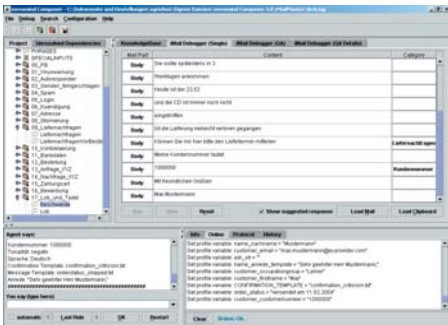
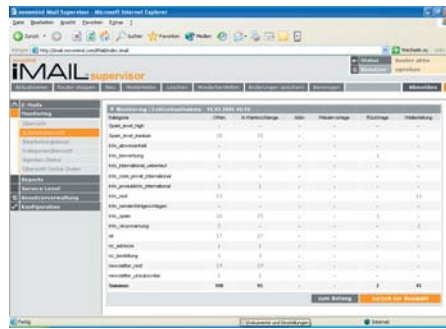
[novomind iMail™ Outlook Agent]

- 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.



## The twin iMail™ system components:

- The **novomind iMail™ Core Engine** analyzes the content of electronic customer queries, using a series of defined rules to filter them into pre-defined categories. For example, the system is capable of differentiating automatically between technical problems, invoice-related requests or customer complaints - and recognizes the e-mail tonality and language.
- The **novomind iMail™ Routing Engine** is capable of distributing e-mails after analysis. For example, technical questions can be forwarded to the technical helpdesk, invoice-related queries are passed directly onto the accounts department and customer complaints are distributed to the relevant customer service agents.

### novomind iMail™ features

#### • The novomind iMail™ Core Engine

##### E-mail analysis and categorization

- Multi-stage analysis to categorize e-mails (semantic analysis, identification of language and tonality)
- Recognition of multi-topic e-mails
- Contact forms and individually-formulated e-mails
- Comprehensive synonym directories
- Encrypted e-mails supported [PGP, etc.]
- Identification of alarm-status content

##### Knowledgebase development and optimization

- Multi-channel knowledgebase
- Editing tool for optimization of categorization process
- Business rules editor, template editor
- Concurrent knowledge design
- Prepared knowledge packs
- Quality assurance

##### Suggested responses and automatic responses

- Suggested e-mail responses and full-automatic answers
- Personalized greeting
- Serial letter function

##### E-mail workflow

- Spam and virus handling
- Automatic delete and archive functions
- All attachments supported

##### Features supervisor

- Ticket ID generation and handling
- Definition of meta-categories
- Real-time monitoring
- Real-time reporting & customized reports
- Web-based reporting and export
- Comprehensive history and search functions
- Client capability and assignation of individual user rights
- Data warehouse system support

##### Technology and operations

- Multi-platform compatibility (Windows, Solaris, HP-UX, Linux)
- SQL database support (Oracle, maxDB, MSSQL)
- Unlimited number of e-mail accounts (POP3, IMAP)
- Cartridges for CRM, ERP and other systems (SAP, Siebel, etc)
- Web services support
- High performance and full scalability
- Operation monitoring functions (e.g. Tivoli)

#### • The novomind iMail™ Routing Engine

##### Technology and interfaces

- Microsoft Exchange support/multi-server support
- Hybrid client technology [Web and MS Outlook client]
- Cartridges for ACD and CTI systems

##### E-mail workflow

- Self-contained workflow – process administration [Ticket IDs]
- Skill-based routing
- Automatic e-mail allocation [Push]
- Manual request for categorized e-mails [Pull]
- Duplicate recognition
- Internal & external forwards, Forward & Track
- Postpone

##### E-mail processing – novomind iMail™ Agent

- Web-browser technology
- Multi-language interface [English, German, Swedish]
- Central address book
- Agent status
- Memo function
- E-mail postponements
- Multi-stage communication
- Text modules/completion codes
- Spellcheck
- All attachment types supported

##### E-mail processing – novomind iMail™ Outlook Agent

- Compatible with Microsoft Outlook, increased productivity
- Multi-language interface [English, German, Swedish]
- Central address book
- Memo function, postponements
- Multi-stage communication
- Text modules
- Completion codes
- Spellcheck
- All attachment types supported

##### Other features – novomind iMail™ Supervisor

- Central administration for text modules
- Central administration for intermediate replies
- Activity and performance assessments [Agent]
- Access/user rights administration and allocation
- Escalation & forwards
- Queue overviews
- Real-time reports for open processes
- Completion code reports

