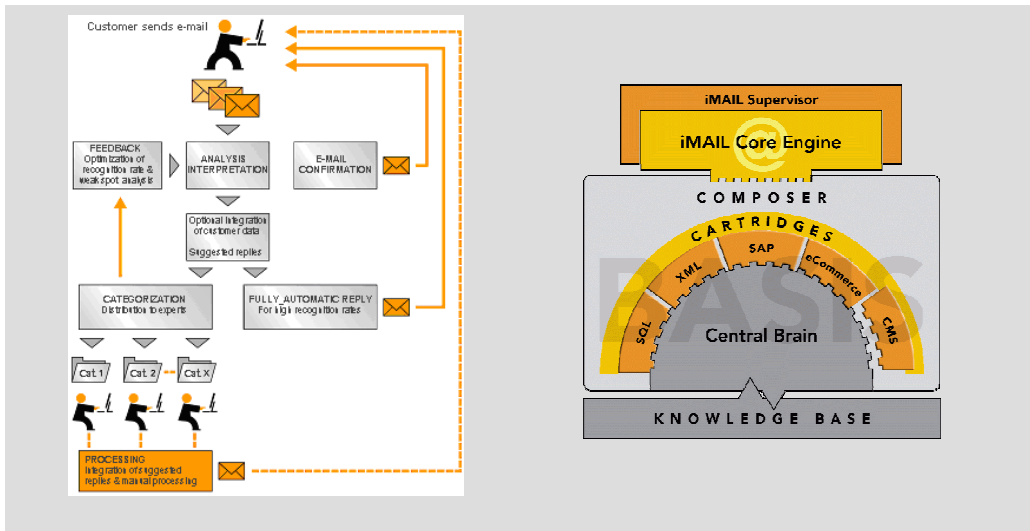


Features & Benefits



Technology and operation

Multi-platform	Windows 2000/ 2003 (32/64 bit), Linux Redhat Enterprise Edition as of Version 9, Suse Version 10.2, Debian Etch, Solaris as of Version 2.8; others upon request. 64-bit support (Windows, Linux).	✓
Database system	Standard DBMS are supported for the operation of all required databases: Oracle, MS SQL, DB2, others on request.	✓
System architecture	<ul style="list-style-type: none"> • Java 1.5 • Tomcat 5.x • Supports Windows Vista (Composer) 	✓
Cartridges	Flexible integration and access to external data sources via open architecture and novomind Cartridges (web services, XML, SQL, JDBC, SAP, CRM systems).	✓
Performance and scaling	Load balancing enables optimum scalability and high-performance e-mail analysis, even when dealing with high incoming e-mail traffic (> 100,000 e-mails/month).	✓
Adding customer data	E-mail enhancement through the addition of customer data extracted from a CRM system.	✓

Features & Benefits

Monitoring function	Monitoring of operations using individual watchdogs with an alarm function (e.g. dispatch of an e-mail or text message).	<input checked="" type="checkbox"/>
E-mail accounts	<ul style="list-style-type: none"> • Retrieval of incoming e-mails from any number of e-mail accounts. • POP3S and IMAPS support enabling e-mails to be collected from the incoming account • SMTP server configurable for each incoming account • Supports Unicode format for incoming and outgoing e-mail. • Supports FILE Protocol for incoming accounts: E-mails can be read in directly from directories. • In the event of a fault during DB archiving it is possible to write in the file archive by way of fallback. • All incoming accounts can be globally deactivated or activated with the activation switch for all incoming accounts; with "Individual" the account-specific setting is the deciding factor. 	<input checked="" type="checkbox"/>
Search	<ul style="list-style-type: none"> • New search criterion to enable users to search for "alternative response addresses " • Selection of multiple categories possible • Option of modifying the reference ID (storage of customer numbers, order number, etc.) 	<input checked="" type="checkbox"/>
Full-text search	Search in all elements, including original e-mail contents and follow-ups	<input checked="" type="checkbox"/>
User interface	Maintenance of the knowledge base (rules, templates, etc.) is by way of a user-friendly maintenance tool - the novomind Composer.	<input checked="" type="checkbox"/>
Category manager	Wizard for maintenance/care of the categories in Composer.	<input checked="" type="checkbox"/>

Features & Benefits

User interface	<ul style="list-style-type: none"> • Optimization of the Composer user interface (layout) • Empty category folders can be displayed or hidden as required • Page-based navigation for category folders and the agent inbox • Display of inline attachments in HTML-format customer e-mails, with download option • Rapid e-mail display using process ID search function in the inbox and category folders • Color of memo symbol varies according to the e-mail status (blue/yellow/gray) 	☑
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Suggested and automatic responses

Suggested responses or automatic replies	<ul style="list-style-type: none"> • Depending on the recognition probability and the assigned category, a decision is made whether to send a fully-automatic reply or forward the e-mail and a suggested response to an agent for further processing • Creation and maintenance of suggested responses, confirmations of receipt and automatic responses in the Supervisor • Suggested response for new category adopted following re-categorization • HTML templates used for confirmations of receipt and e-mail responses • Javascript used in the response templates 	☑
Mail merge function	Depending on the category, a suggested response and additional customer data may be selected (modeled on the MS Word mail merge function).	☑
Personalized forms of address	Personalized forms of address are generated for the response e-mail, taking into account the tone of the original e-mail and the gender of the original sender.	☑

Supervisor features

Monitoring	<ul style="list-style-type: none"> • E-mail processing overviews • Resource planning via weekly statistics • Service level reports 	☑
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Features & Benefits

History and search	Search options for older e-mails according to sender, ticket ID, customer ID, reference numbers, free-text subject line search, etc.	✓
Ticket ID	Automatic detection and inclusion of customer data through allocation of ticket IDs.	✓
Meta-categories	Implementation of meta-categories based on the available categories, including combinations to enable optimum e-mail distribution.	✓
Client capability	Retrieval from any number of e-mail accounts.	✓
Real-time reports	The novomind iMail™ Supervisor enables all reports to be generated and viewed in real time.	✓
Allocation of access rights	Administration of access rights for monitoring, reports and configuration.	✓
Web-based reports	All reports and reporting functionality are web-based.	✓
Export reports	All evaluations may be displayed additionally in CVS format, enabling further processing to be carried out easily using Excel.	✓
Data warehouse	All necessary data is saved in an SQL database. The data can be exported easily and reused in a data warehouse.	✓
Customized reports	Flexible JSP technology reporting module enabling individual reports to be created easily and rapidly.	✓
Training	Browser-based training and test procedures for classification, including storage of suggested responses	✓

Features & Benefits

E-mail workflow

Spam handling	Optimization of the external Spam filter via automatic handling of Spam e-mails; a final Spam category check is run on suspect e-mails that have not been categorized as Spam. This enables even e-mails which contain no text body to be processed automatically.	☑
Virus handling	E-mails that have been tagged by an external virus scanner can be filtered out automatically. Optionally, an automatic e-mail virus warning can be generated and sent to the customer.	☑
Automatic deletion	E-mails from specific categories can be deleted automatically, e.g. Spam and virus e-mails.	☑
Archiving	The original e-mail, edited e-mail and response e-mail are archived by novomind iMail™. External archiving systems may be linked up and utilized.	☑
Attachments	Compatible with all types of attachment. Suggested responses containing any type of attachment (e.g. PDFs) can be sent.	☑

E-mail analysis and categorization

E-mail categorization	<ul style="list-style-type: none"> • Classification used an intelligent statistical and/or rule-based full-text analysis using AI methodology, distribution into freely-definable categories and skill-based e-mail routing to service agents. High flexibility by using novomind iMail™ AIM (Artificial Intelligence Method). • Configurable analysis of text attachments for category determination 	☑
Semantic recognition	<p>Exceptionally high recognition rate right after implementation, due to</p> <ul style="list-style-type: none"> • Recognition of semantic structures • Syntactical analysis • Contextualization of semantic structures 	☑

Features & Benefits

Comprehensive synonym directory	The comprehensive synonym directory ensures a high recognition rate.	☑
Multi-language categorization	Multi-lingual e-mail recognition and categorization.	☑
Language recognition	Automatic language recognition, including English, German, Spanish, French, Italian, Swedish and Turkish, and language-dependent management during e-mail processing.	☑
Multi-topic e-mails	Recognition of different topics within a single e-mail (multi-topic e-mails) and combination of relevant suggested responses.	☑
Multi-stage analysis	The e-mail analysis can be split up into any number of stages (identification of language, tonality, topic, etc.) all of which can be combined.	☑
Personalization	Fully-automatic recognition and extraction of the e-mail sender's name, gender-dependent title allocation (Mr/Ms) and integration of personalized form of address in the suggested response.	☑
Tonality identification	Differentiation between neutral, positive and negative formulations with relevant escalation options (prioritization).	☑
Trigger texts (alarms)	Freely-definable text elements which are assigned a different priority and trigger special processes.	☑
Encrypted e-mails (PGP)	Support and automatic decryption of encrypted e-mails which comply with RFC 1847 or contain the key directly within the e-mail plain text.	☑
Contact forms	Automatically-generated e-mails, e.g. from contact forms, are processed and prepared individually for a reply (e.g. deletion of passwords, inclusion of additional customer data).	☑

Features & Benefits

Knowledgebase development and optimization

Multi-channel knowledgebase	<p>Unique technology for creating a central, multi-channel knowledgebase for a variety of communication media (e-mail, internet, text messaging, etc.). Corporate knowledge is bundled centrally and time is saved during the creation and optimization processes.</p>	☑
Prepared Knowledge Packs	<p>Instant archiving of knowledge modules without requiring reinstallation, rapid customization, can be activated at any time.</p> <p>Prepared knowledge Packs are provided, including:</p> <ul style="list-style-type: none"> • Changes of address • Orders • Account details and payment methods • Subscription cancellations • Order cancellations • Delivery inquiries • Correspondence from new customers • Claims • Complaints • Login • Job applications 	☑
Optimization of category recognition	<p>Improved recognition rate by evaluating processed e-mails in the reporting module and optimizing the knowledgebase. Incorrectly categorized e-mails are re-categorized manually by the agent and used to improve the categorization process.</p>	☑
Concurrent knowledge design	<p>Quicker and more efficient knowledgebase creation and development via concurrent collaboration of knowledge designers who focus on specific knowledge areas according to their field of expertise.</p>	☑
Business rules	<p>Individual business rules to prioritize available categories (complaints, claims, etc. are assigned a higher priority than requests for documentation, for example), automatic deletion of spam e-mails, etc.</p>	☑