



## Case Study

# NLP-driven Bot Accelerates Email Automation, Enhances CX for **Global Asset Management Services Provider**

Leading Asset Management Services company in the UK, EU, and Australia.



## Challenges

- ✓ The client's customer service through the Email channel was constrained by manual procedures and legacy systems.
- ✓ Delays in resolving customer service requests for stock trading – with 300+ email accounts triggering 600+ ad-hoc task types for fulfilment.
- ✓ Compliance issues due to lack of SLAs and alerts for follow-up actions.
- ✓ Massive front-office team focusing only on triaging inbound emails, sending canned responses and coordinating with back-office team for fulfilment.



## LTI Solution

- ✓ LTI partnered with the client to understand the “As-Is” pressure points and defined the digital transformation for the customer service via Email channel.
- ✓ LTI implemented an email Bot that uses Natural Language Processing (NLP) text analysis to quickly understand the email topic, context and to automatically map vital information.
- ✓ Email Bot maintains customer context across channels to provide a consistent experience.
- ✓ The Bot is also capable of self-learning based on analytics to improve accuracy and to keep up with rapid changes to business.
- ✓ The Bot is integrated with Pega dynamic case management system, which orchestrates workflows, data, and humans to deliver outcomes.



## Benefits

Bot implementation positively impacted the customer service and reduced overall response time by eliminating manual tasks:

**75%** reduction in task handling time

**100%** end-to-end visibility across 20+ back-office team

**70%** improvement in compliance

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