Case Study:

East Midlands Railway improves their email processing time by over 5 hours per day with ABBYY Flexicapture with Advanced Classification from Engeneum.

This email classification solution is handling over 65,000 incoming emails per year; improving customer response times, increasing productivity and saving costs.

Challenge

East Midlands Railway (EMR) had a change in reporting processes which required incoming complaint emails to be reviewed and the cause of complaint to be recorded and reported at the time the complaint was received instead of at the time of response, which could be up to 20 days later.

History:
EMR's incoming emails were being sent to an internal inbox where a case would be manually created in the CRM and answered in a 'date received' order when the team, at the time of the response, would manually process and prioritise the case. Due to a change in reporting requirements EMR needed to report on which mails were complaints and the root cause at the point of receipt. As the complaints were only classified when being responded to, the information was not correct in 'real time' and the data would need to be back dated each month. The process of manually creating cases within the CRM system was slow and extremely resource heavy.

Solution

The implementation of ABBYY Flexicapture with advanced classification has automated the email process by capturing key data from the emails content and document attachments. The solution classifies emails without any manual input and data is routed to the EMR CRM system automatically. The product is easily adaptable and changes can be made in-house.

"I was looking for a more automated approach to reduce our manual resource time and fulfil our reporting needs. The Engeneum team understood our requirements and we worked together to get the results we were looking for. We are now well below our 20 day KPI response time and have been impressed with the flexibility and ease of integration to our CRM system."

Nara Burne, Customer Experience Systems Manager East Midlands Railway

The implementation has saved EMR at least 5 manual hours per day and approx 65,000 emails per year are being processed and their customer response times are well below their 20 day working day KPI.

E M R
EAST MIDLANDS RAILWAY

Name
East Midlands Railway

Headquarters
1 Prospect Place, Millennium Way, Pride Park, Derby, DE24 8HG,

Industry
Transport

About EMR
Provider of train services in the East Midlands and parts of Yorkshire, chiefly in Lincolnshire, South Yorkshire, Nottinghamshire, Leicestershire, Derbyshire and Northamptonshire.

Website
www.eastmidlandsrailway.co.uk

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Digital Asset Management Solutions

KEY BENEFITS FOR EMR

- Reduced customer response times

- Increased productivity

- Significant cost savings

- Easy integration with their CRM for query resolution

- Flexibility to make changes in-house

- Easily adaptable to meet their specific requirements

- User friendly interface easily adopted by the EMR customer services team

ABOUT ENGENEUM DOCUMENT CONVERSION

- Automate data capture from emails, attachments, electronic documents & paper
- Build checking and validation rules into process
- Customisable workflows for business processes for example, quality checking & invoice approvals
- Connect to a wide range of CRM, Finance, ERP & custom database systems
- High speed deployment with 'teach' facility
- Output can be customised using scripting
- Data export formats: XLS/XLSX, DBF, CSV, TXT, XML
- Image export formats: TIFF, JPEG, PDF, PDF/A
- Over 200 recognition of languages supported

HOW IT WORKS

INPUT   CLASSIFICATION   RECOGNITION   DATA EXTRACTION   VERIFICATION   EXPORT

MONITORING

With Engeneum document conversion solutions you can automate the capture of data from documents using AI based OCR and ICR technologies. Scan from paper forms, load from files or save from e-mail attachments. Capture data to avoid incorrect keystrokes, errors and duplicates. Verify your content against known variables, link and output to Engeneum's other solutions or external systems.

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