

POSTLOGISTICS

The new era of processing customer emails

Challenge	Solution	Benefits
<p>Manual processing of 50,000 inbound emails yearly, and collection of case-relevant materials</p> 	<p>AI-enabled platform</p>	<p>30% reduction of average handling time per email and maintenance of rule sets for email sorting is no longer required</p>

Processing inbound customer emails at PostLogistics’ Customer Service Customs Clearance has always relied heavily on manual processes. Swiss Post Solutions (SPS) was tasked with designing a new solution to sort emails, collect relevant case information and set the cornerstone for understanding the customer intent based on Artificial Intelligence. The goals were to create a leaner and more effective workflow for the customer care agents and increase customer satisfaction.

Processing a wide variety of customer inquiries

The Customer Service Customs Clearance is responsible for all inquiries concerning the customs process of the import and export of parcels in Switzerland. Each year, it receives over 50,000 emails from customers inquiring about the status of their shipment and why the parcel is being held back by the customs department, or querying the VAT rates charged for the contents of the package. PostLogistics’ agents have to respond to these queries.

Previously, the process was time consuming. All emails entered the centralized group inbox and agents manually flagged emails they started to work on to avoid duplicate case handling. Relevant case information was accessible over different back office systems and manually searching for the corresponding customer information was timely. Finally, the agent would have to write a response and every agent used their own templates, which were stored in the signature function of Outlook or in a separate document.

From manual processing to AI-enabled customer agents

SPS’s solution used a combination of process expertise and technology

in the form of Artificial Intelligence (AI). The first step was for SPS and PostLogistics to analyze and document the existing business processes. Based on this analysis, the SPS process experts developed a solution concept of the AI-improved process. In order to understand the customer inquiries, a list of business cases was created and used to train the AI models. The state-of-the-art AI solution understands the incoming customer email, detects the language and classifies it based on the AI model. Afterwards, the emails are automatically routed to the correct team for processing.

At the same time, the data extraction component of the solution identifies all tracking numbers of shipments, which are usually provided in the incoming emails. It uses this identifier to search the back-end systems for any additional, case-relevant information on the shipment. When the customer agent opens the email assigned to them, all of the supporting information they need to complete the case is displayed on-screen. Finally, a response template is automatically generated based on the category provided by the AI. The agent checks it and then adds in any extra information required before sending it to the customer.



The new SPS solution supports me during my daily tasks, and I am more productive. Having all relevant case information at a glance adds a lot of value to us.

– Melina Sangiovanni (Customer Service Agent, Customer Service Customs Clearance, PostLogistics)



SPS's Intelligent Automation solution for PostLogistics

-  **1** Language of email is recognized
-  **2** AI module 'reads' the email in the relevant language
-  **3** The intent of the email is understood, and it is then classified based on pre-set business cases
-  **4** The solution retrieves tracking numbers from the email and searches for additional, relevant customer information
-  **5** The email is automatically routed to the correct customer team, based on language and category
-  **6** Additional customer information relating to the case is displayed on the agent's additional second screen when they open the email
-  **7** An email response template is automatically generated

”

Thanks to the quick case analysis provided by the SPS solution, we are able to focus more on providing accurate responses to the clients. Furthermore, the extensive reporting tool allows me to track the progress of our team.

– Christoph Bitter (Head of Customer Service, Customer Service Customs Clearance, PostLogistics)

“

Faster processing, satisfied customers

After implementing the SPS solution, PostLogistics was able to reduce its average handling time (AHT) of an email by 30%, resulting in a faster, more efficient service for customers. The system has also allowed PostLogistics to audit other areas of its process, such as first contact resolution rate, which tracks how often a query is resolved with a single contact, as well as the performance of the team. The feedback from this data has allowed PostLogistics to continue to make improvements and the AHT is expected to be further reduced. In addition, the data that was collected during the operation will be used to start automating business processes with the use of RPA.

Expanding throughout Swiss Post

Although there are many pilot projects around the world that utilize AI-based text classification, there are relatively few proven, implemented solutions that are running at large scale and showing viable results. The success of the PostLogistics project has resulted in the identification of further opportunities throughout Swiss Post. For example, the Contact Center of Swiss Post, which manages all postal services within Switzerland, receives approximately 400,000 inbound emails a year. Intelligent Automation can offer great potential for improved efficiency and processing across this network.

”

With the solution from Swiss Post Solutions, we were able to take an important step towards process automation. We are currently considering expanding the solution to other teams and areas of application.

– Demetrius Rinderknecht (Head of Customer & Sales Services, Customer Service Customs Clearance, PostLogistics)

“

About PostLogistics

PostLogistics is a subsidiary of Swiss Post. It offers logistics solutions for national and cross-border parcel delivery, as well as courier, express and same-day services. It takes care of transport and warehousing logistics, and provides private customers with services that make it easy to receive parcels.



Find out more



[WEBSITE](#)

INTELLIGENT AUTOMATION

Fast lane to boost customer experience