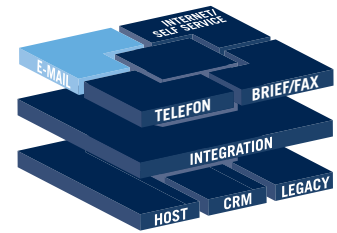




**MEDIATRIX
ERMS**

How To Efficiently Process And Archive Customer E-mail...

Intelligent Enterprise Response Management via e-mail, postal mail, fax and text messaging is at the center of Mediatrix' family of products. It allows your organization's central customer service to classify incoming e-mail messages, interpret their content, route them within the organization and generate specific suggestions for responding. The application uses an in the industry unparalleled combination of self-learning AI (artificial intelligence) methods, which independently – without administrative intervention – develop maximum efficiency.



Digital communication channels via e-mail and the Web are becoming increasingly more important. Implementing a response management system offers enormous potential for improving the efficiency of your customer service and reaching a high degree of automation.

Phone is still the preferred way for customers and prospects to get in touch with your organization. However, e-mail and the Web as digital communication channels are tremendously gaining in importance. In the United States today, a third of service contacts are already taking place over the Internet via e-mail (25 %) and chat (8 %). And because the purchasing power of the Internet generation continues to grow, it is expected that in only five to eight years, e-mail and the Web will have replaced the phone as leading communication channel.

Still, more than 90 % of organizations in the service industry rely on the traditional in-house solutions Microsoft Exchange and Lotus Notes for responding to their customers' electronic mail – thereby tremendously sacrificing efficiency and transparency in the processing of mail. Quality

standards can't be met. Customers' e-mail inquiries remain unanswered for days. Measurable indicators such as processing time, wait period and service level are lacking entirely.

Leading service organizations like ArenaTV, Bosch, Conrad Electronic, DDS Dresdner Direktservice, HUK-Coburg and the mail-order company Klingel rely on Mediatrix ERMS to achieve high service levels in processing customer mail and to utilize the opportunities of digital media. As the in the technical area market-leading E-mail Response Management System, Mediatrix is capable of classifying medium to high volume of e-mail and paper mail, interpreting contents independent of language and tolerant of spelling errors and ensuring prioritized, skill-based routing within the organization. How does Mediatrix do it? By utilizing an in the industry unparalleled combination

AN OVERVIEW OF THE FUNCTIONS

1. Easy integration as licensed software or managed service
2. Rapid operation by learning from showcase events
3. Customer-spanning operation with individual workflows
4. Fluxionary user concept with extensive authorisation options
5. Full and part automated process methods
6. Integrated outbound campaigns and follow-up functions
7. Transparent real-time monitoring and escalation workflows
8. 60 exportable standard reports for service control
9. Unlimited integrable script-based Business Rule Engine
10. Link to Mediatrix SELF SERVICE is possible (expansion option)



Mediatrix ERMS – E-Mail Response Management

of semantic text analysis and classification based on common terminology. Since 1996, this method has evolved from multiple research projects ITyX conducted in collaboration with the University of Koblenz and the Fraunhofer Institut and has continuously been improved.

Thus, Mediatrix ERMS is capable of learning the classification and response behavior of a human representative and can analyze content with a success rate of up to 97 %. In independent studies comparing Mediatrix ERMS to other products, Mediatrix proved to be easy and intuitively to operate. Plus, it can quickly be integrated in ongoing contact center operations and reach top processing volume per operating hour.

Integrating Mediatrix is conceivably easy. You can run the platform-independent software in-house or as managed service – optionally, in a high availability system architecture. Based on known categories of business transactions, the system can be set up and configured with sample

e-mails within just a few hours. You can define a separate routing and escalation process for each business transaction. E-mail routing is based on an ergonomically optimized Web-capable Java client. Processing priorities and skills can be determined upfront and are continuously adaptable. Therefore, the system reaches maximum efficiency within just a few days.

Mediatrix ERMS can independently generate a knowledge base of transactions, based on the learned components of responses in the context of the original inquiry. Thanks to this ability, the solution offers a base for internal or external knowledge management (self-service) while requiring little administration.

Discover the many possibilities to maximize the efficiency of your digital customer communication. Request a trial installation of Mediatrix ERMS today. Upon request, we are glad to put you in touch with one of ITyX' many satisfied clients. We guarantee progress.

BENEFITS FOR YOUR SERVICE ORGANIZATION

1. Decrease AHT (average handling time) by up to 55 %
2. Significantly shorter response times
3. Transparency of service quality and customer trends
4. Automation of reoccurring inquiry processes
5. Gain knowledge about customers' questions and service responses
6. Apply new knowledge in admin-free knowledge databases

