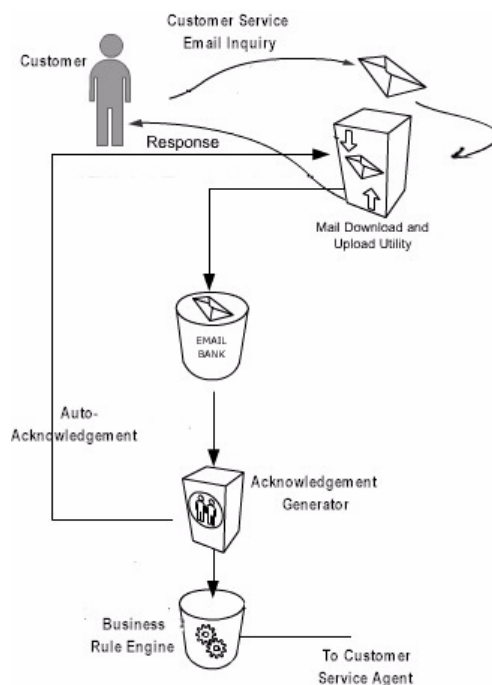


AERO™

ADAPTIVE EMAIL RESPONSE OPTIMIZATION

Basic Workflow

Organizations needing to quickly and efficiently respond to incoming email requests can greatly benefit from the process automation provided by AERO™. Whether email requests are for support, information, or clarification, the ability to monitor and manage the entire automated process is a key to increasing customer satisfaction while reducing support costs. The diagram below depicts the first portion of AERO's basic workflow.



Messaging System Independent

Initially, as a message is received into an organization's email system, a duplicate copy is forwarded to AERO's email databank. This enterprise-ready architecture allows AERO to easily integrate with any standard email system.

Auto-Acknowledgement

Within AERO's email databank the message is stored and immediately acknowledged by way of an automatic email reply to the sender. The acknowledgement contains an auto-generated case number to be referred to for easy customer follow up.

Business Rules Engine

The message then passes through the AERO Business Rules Engine™. Message routing rules can be established to automatically forward messages to a specified customer service agent, based upon the email's subject, content, or sender information.

Adaptive Intelligence

With AERO, business rules are easy to implement, but are often not necessary. AERO's *Adaptiva™* technology can automatically and dynamically route incoming messages, reducing the need for static rules that require continual maintenance and attention.

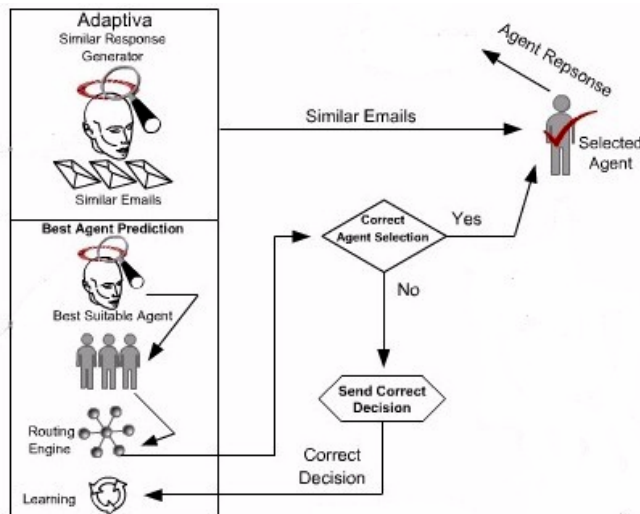
Adaptiva™ - Ingeniasoft's Adaptive Intelligence Engine

This advanced, cutting edge technology features a dynamic, self-sustaining knowledgebase which provides the foundation for AERO's advanced features such as intelligent routing and intelligent selection of past responses. Adaptiva 'understands' the customer inquiries based upon previous inquiry/response history and 'learns' how to direct new inquiries to the most appropriate responder.



AERO™ - ADAPTIVE EMAIL RESPONSE MANAGEMENT

Basic Workflow (continued)



Dynamic Message Routing

All email inquiries pass through the Adaptiva engine for intelligent discovery of the message content. By comparing the content of an incoming email to the skill set and availability of a specific agent, AERO routes the email to the agent currently logged on who is best equipped to handle it, all without the need to develop and maintain static rules. This makes management of the system much easier, as it eliminates the need to implement rules to cover the normal business conditions of absenteeism, vacations, or agent turnover.

Suggested Agent Response

Within AERO's knowledgebase a complete history of every email inquiry and response is created. This collective knowledge is used to further automate the agent response process by providing customer service agents with 'suggested responses' to their current email inquiry.

Within the Adaptiva engine, the similar response generator compares the content of the current email to those in the knowledgebase already asked and answered. Previous email responses matching the current email content are then displayed for the agent for use in composing a reply. These suggested responses are ranked for the agent in terms of their likelihood of providing the appropriate answer to the current inquiry. Agents can copy all or any portion of the suggested response into the actual response to be sent to the inquirer.

As an agent sends out the reply, a copy is kept within the knowledgebase to be utilized by the Adaptiva engine for future email inquiries. This 'learning' process allows AERO to grow progressively smarter about the topics the agents are likely to encounter via the email inquiries. This also provides an excellent method of 'knowledge transfer' to agents new to the job, by prompting them with the answers previously provided to questions similar to the one they are currently working on.

Customer Response Templates

Every agent has convenient access both personal and company-wide templates for instantly providing standardized content within an email reply. Templates can be created quickly and easily in advance, or on the fly. They can be as simple as a single word or line of text, or as complex as multiple pages of content together with multiple attached files any type containing documents, programs, or graphics for example.

About INGENIASOFT: Ingeniasoft, Inc. is a software firm that focuses on enterprise-level, web-enabled, workflow automation solutions to solve client business problems. We enable our clients to automate their business processes by deploying our software applications or through custom developed solutions.



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