

# AERO™

## ADAPTIVE EMAIL RESPONSE OPTIMIZATION

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- ☑ *Respond to customer service inquiries immediately, automatically, intelligently.*
- ☑ *Provide consistent and reliable answers, 24 hours a day, 7 days a week.*
- ☑ *Improve customer satisfaction and customer service agent productivity.*



**Ingeniasoft AERO™** – “Email response management the way it should be – fast, reliable, and affordable – allowing you to handle high volumes efficiently while building an intelligent knowledge base for your company.”

The revolution in communications created by the Internet presents tremendous opportunities for improving customer service. While customer-friendly, real-time support is ideal for building and enhancing customer relationships, it does not come without its challenges.

Enabling customers to communicate with your company through the Web, email, and other real-time channels can place a huge burden on your ability to respond. Building a trusting relationship with your customers depends on timely, accurate responses and providing anything less can deter repeat business and reflect on the reputation your company works so hard to earn.

### **Provide Better Answers, Automatically**

Ingeniasoft AERO helps provide better answers, faster, to customer inquiries by utilizing a fully automated response process. AERO scans incoming email content, classifies it, and automatically generates an appropriate email response. It then intelligently routes the message to a customer service agent for review, based upon workload, agent skills or other criteria identified. The agent can reply with an AERO-generated suggested response, or compose an appropriate reply using the built-in knowledge base.

Aided by a combination of process automation and advanced technology, AERO allows you to track every customer inquiry to a satisfactory resolution.

### **Faster, More Personalized Response**

The automation of email processing with AERO results in much faster responses. By enabling your customer service agents to quickly and reliably satisfy customer inquiries, they are better prepared to provide the personalized level of response your customers have come to expect. Faster, more personal responses means improved customer satisfaction.

**Powered by *Adaptiva™* - Ingeniasoft's Adaptive Intelligence Engine**

VERSION 2.1

AERO



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## Reduce Email Response Workload

A large percentage of email inquiries consist of routine questions that are easily answered by an AERO automatic response. This immediately reduces the customer service agent workload and lets you deploy your agents to handle more demanding inquiries. Also, as the AERO knowledge base automatically builds over time, more and more types of inquiries can be handled by an automated response, thereby reducing the workload even further. This adaptive learning capability insures that AERO will allow your customer service agents to become even more productive over time.

## Maximize Your Effectiveness

Ingeniasoft AERO guarantees to increase the effectiveness of your customer service staff by distributing incoming emails based on workload, skill level or other criteria appropriate to the individual agent. This intelligent routing insures that the message is handled by the person best prepared to resolve it. This facilitates a fast and efficient response and delivers higher customer satisfaction. In addition, AERO monitors and tracks each response by agent and allows for live monitoring by supervisors.

## Adaptiva™ Cutting-Edge Automation

Ingeniasoft AERO utilizes a form of adaptive intelligence called Adaptiva™. This advanced, cutting edge technology provides a dynamic, self-sustaining knowledge base which provides the foundation for AERO's advanced features such as intelligent routing and the intelligent selection of past responses. Adaptiva™ technology 'understands' the customer inquiries based upon previous inquiry/responses and 'learns' how to direct new inquiries to the most appropriate responder.

## Quick Implementation – See Immediate Results

Out of the box, AERO provides impressive email management automation capabilities. Unlike traditional knowledge base solutions, AERO learns as it goes, making it quick to implement and a solution that keeps getting better over time. It has been built from the ground up as a Web-native application to allow for rapid integration into almost any environment.

## System Requirements

Ingeniasoft AERO has been designed to work with any enterprise-level email system, including Microsoft Exchange v5.0, v5.5, v2000, Lotus Domino, Lotus Notes, and Novell GroupWise. AERO requires Microsoft Windows 2000 Server and Microsoft SQL Server v7.0 or SQL 2000 as its operating platform.

## Ingeniasoft AERO System Features

- \* Automatically replies to routine inquiries reducing workload for customer service agents
- \* Adaptiva™ technology analyzes message content and suggests responses for the customer service agent reply which provides for a more consistent, reliable, and faster response.
- \* Intelligent routing 'learns' patterns of response from customer service agents guarantying improved performance over time.
- \* Complete real-time supervisory review allows for monitoring and managing the response processes.
- \* 100% Web-native agent desktop provides maximum flexibility and ease of deployment

**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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Ingeniasoft, Inc.  
Corporate Headquarters  
17422 Pullman Street  
Irvine, CA 92614  
949-225-0663

For additional information about Ingeniasoft, Inc., its products or services, please contact our corporate headquarters, or visit our Web site at [www.ingeniasoft.com](http://www.ingeniasoft.com)