rSTAR TECHNOLOGIES

AI Email Assistant Slashes Response Time by 50%

CASE STUDY

Overview

Faced with rising customer expectations and increasing operational costs, a Fortune 250 energy and utility company sought to modernize its email response system within the call center. With only a handful of agents manually replying to thousands of inquiries from the company's website, response times averaged 5 to 10 minutes per email due to static templates and fragmented systems. To tackle this, rSTAR deployed an AI-powered Email Assist solution that learned from six months of historical data, integrated with Oracle Service Cloud, and used internal APIs to auto-populate personalized replies. This streamlined workflow enabled agents to quickly review and send responses, cutting handling time in half and significantly improving customer engagement.

CHALLENGE & SOLUTION

The Challenge

High Email Volume with Limited Resources

- A small team was responsible for manually answering a high volume of email inquiries.

Manual, Time-Consuming Responses

- Agents manually entered responses into email templates, which took up to 30 minutes per response.

Fragmented Systems and Inefficient Workflows

- Agents had to use multiple systems to find necessary information, slowing responce time.

The Solution

AI-Powered Email Triage

- AI solution automatically categorizes and drafts responses based on historical data.

AI-Powered Email Triage

- AI generates personalized responses which agents review and send, cutting response times in half.

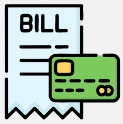
Seamless System Integration

- Solution integrated with Oracle Service Cloud, enabling automatic ticket creation and data retrieval.

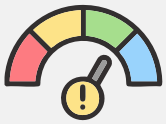
Technologies

Microsoft Azure

Oracle Service Cloud



Billing Systems Integration



Meter Management



Knowledge Bases Integration

RESULTS



50% Reduction in Email Response Time

The AI-driven solution reduced the average time to respond to customer emails from 5 minutes to just 2.5 minutes. By generating structured, pre-filled responses, agents were able to focus on reviewing and sending replies rather than composing them from scratch.



2,100 AI-Generated Responses Within Two Months of Release

In the first two months after it was deployed, the system produced over 2,100 responses for the most frequently asked customer questions. These include inquiries about billing, account balances, and seasonal usage, demonstrating the AI's ability to handle high-volume, repetitive tasks efficiently.



High Customer Service Agent Satisfaction

Agents now spend far less time crafting replies and no longer have to sift through lengthy templates. With the streamlined workflow, agents can quickly review and send clear, structured responses—making their jobs easier and more rewarding while improving overall efficiency.



Improved Customer Engagement Through Concise Messaging

The AI reformatted lengthy, static templates into clear, structured messages that are easier for customers to read and understand. This not only improved the customer experience but also reduced the likelihood of follow-up questions due to confusion or overlooked information.

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