CASE STUDY

Email Customer Service

RETAIL

Automated customer service email processing for a technology services company

WHY IT MATTERS

- 30,000+ emails processed per month
- Automated intent classification & routing
- ERP-integrated SR creation and lookup
- Attachments extracted and indexed by AI
- Auto-reply with SR number or status update

30K+	95%+	<2 min	5+
Emails/Month	**Auto-Resolution**	**Response Time**	**Intent Classes**
processed automatically	without human intervention	from email receipt to reply	classified per email

AI AGENT WORKFLOW

Powered by Avintra

1 EMAIL COLLECTION

Automated Mailbox Connection

- Connects to customer service inbox via API
- Polls continuously for new inbound emails
- Supports multiple mailboxes and aliases

2 EXTRACTION

Content & Attachment Extraction

- Parses email body for key information
- Extracts data from PDF and Excel attachments
- Identifies customer, product and issue details

3 CLASSIFICATION

AI Intent Classification

- Classifies intent: new SR, status query, escalation
- Detects urgency level and SLA priority
- Routes to appropriate handling workflow

4 ERP INTEGRATION

ERP SR Creation & Lookup

- Creates new service request in ERP if new issue
- Queries ERP for status of existing SR
- Links email thread to SR record automatically

5 EXCEPTION HANDLING

Human Escalation & Review

- Complex or ambiguous emails flagged for agent
- Escalation queue with full email context
- Agent responses logged back to ERP SR

6 AUTO-REPLY

Automated Customer Response

- Sends SR ticket number confirmation to customer
- Provides real-time status updates on request
- Maintains conversation thread in ERP SR log

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