

## eService KANA Response - Classify



### Increases Email Service Efficiency with Automatic Message Classification

#### KANA Classify Top 5 Features

- ☑ Automatic text categorization suggests the most appropriate response.
- ☑ Topic category confidence levels and flexible rules automate next best action for each email.
- ☑ Real-time self-learning continuously improves categorization and answer recommendations.
- ☑ Bulk training teaches KANA Classify about already categorized emails in KANA Response.
- ☑ A single administrator desktop for KANA Response and KANA Classify simplifies

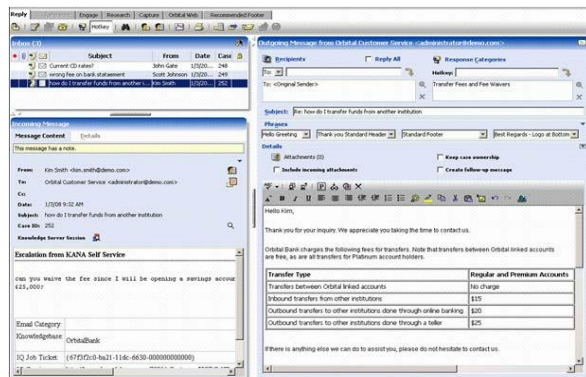
With a long track record of streamlining email management, KANA Response is considered by analysts and customers alike the premier solution for intelligent email management.

KANA Classify is a recommended module for KANA Response that increases the efficiency, accuracy, and consistency of email service by automatically categorizing message content and recommending the best possible answer to agents. With KANA Classify, service center can significantly increase agent productivity, meet SLAs with faster answers, reduce email volume requiring agent intervention, and lower costs.

Rather than just search for keywords, KANA Classify combines sophisticated natural language processing with unique concept modeling to automatically understand the intent of each email or web form, categorize it, and suggest the appropriate response.

KANA Classify's text categorization and real-time learning create a robust and accurate automated solution that manages hard-to-classify content such as messages that are noisy, ambiguous, or contain multiple questions. After analyzing incoming message content, KANA Classify selects the most-likely topic categories with a "confidence level" assigned to each, such as 96% confidence that the message is an order status inquiry, 82% confidence it is a complaint, and 32% that it is an account balance request.

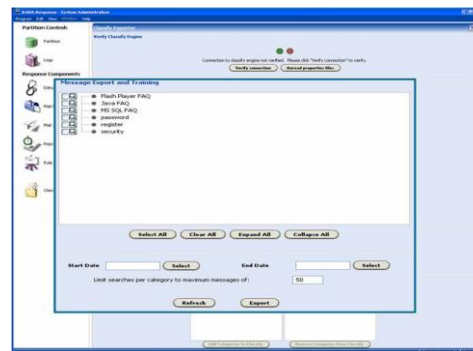
User-defined rules in KANA Response use these confidence levels for the next best action. For example, KANA Response can be instructed to auto-respond to all emails with a greater than 80% confidence level, or route likely complaint emails with more than a 50% level to a specialized agent.



*KANA Classify automatically categorizes content and recommends the best possible answer to your agents.*

Unlike typically complex classification techniques, KANA Classify is designed for simplicity and ease of use. With KANA Classify, you can:

- Improve agent productivity and consistency using automated text categorization to suggest the best possible response based on message content.
- Auto-respond to greater volumes of email with replies that include embedded links to KANA IQ knowledgebase articles.
- Continuously improve message analysis and response accuracy with real-time learning and automated feedback that eliminate manual rules re-configuration.
- Reduce administrative overhead with a single administration interface for KANA Response and KANA Classify.



*Bulk training teaches KANA Classify about already-categorized messages in KANA Response to help improve classification.*

## Meet SLAs and Improve First-Time Closure Rates with KANA Classify

- Automatic association between content wording and categories simplifies rules management by reducing the number of rules needed to interpret messages.
- Confidence percentages applied to category rankings further reduce the need to manually create rules.
- Sophisticated text analysis improves accuracy by accounting for spelling errors, abbreviations, spam, and even the tone of an email during categorization.
- Alternative reply suggestions from KANA Response can be presented to agents along with KANA Classify's recommendations.
- Real-time self-learning feeds corrections to KANA Classify as agents answer emails. All agent actions – whether selecting a KANA Classify suggestion, removing or adding categories, choosing an alternative suggestion, or navigating through the category tree to find a different answer – are returned to KANA Classify and immediately applied to future inquiries.
- Message feedback and bulk training quickly teaches KANA Classify about already categorized emails in KANA Response. Messages categorized in KANA Response can be used by KANA Classify to continuously improve classification.
- KANA Response rules can be configured for auto-reply when the confidence level is above a user-defined threshold.
- Email auto-replies with embedded KANA IQ links can eliminate any agent intervention as inquiries are automatically removed from the queue when customers find answers in the knowledgebase.
- Configuration files make it simple to configure the communication between KANA Classify and KANA Response.
- Easily configured workflow creates an efficient process for automatically categorizing, routing, and replying to incoming messages.
- Powerful analysis and reporting tools help to optimize email operations including comparison of classified and non-classified messages, accuracy estimates for KANA Classify, percentage of re-categorization by agents, and the percent of customers writing back after receiving replies.
- Category synchronization shows which categories KANA Classify has and has not been trained on, as well as which deleted KANA Response categories need to be removed from KANA Classify.
- A single system administration interface for both KANA Classify and KANA Response reduces administration time and effort.

- ☑ Automated agent acts like the best agent in your organization
- ☑ Quantifiable ROI with significant cost savings from auto-replies
- ☑ Lower administrative overhead for writing, analyzing, and tuning complex rules.
- ☑ Accurate classification of emails for better reporting analysis
- ☑ Easy-to-train classification engine
- ☑ Quality control with feedback used only from expert or SME agents
- ☑ System learns and gets smarter as agents use it