Coforge

Solving the curse of the shared mailbox

Streamlining customer service, enabling teams to resolve cases up to 95% faster while delivering exceptional, personalized service.

In partnership with **JAiD**

Proven and trusted by

Increases speed of ticket resolution by	Eliminates mundane tasks reducing staff attrition by	Increases productivity by over
95%	**50**%	**50**%
Clear.Bank®	CALASTONE	Legal & General

IQEQ   ULTIMUS FUND SOLUTIONS   Clear Street   Jefferies

Experience Vs. Efficiency
The Balancing Act

Customer service typically is the centralized hub for managing all incoming inquiries and requests from multiple communication channels.

It creates complexity and inefficiency, becoming a headache for customer service teams who struggle with overloaded shared mailboxes. This is the curse of the shared mailbox.

Shared mailboxes are pervasive and provide support teams with a shared access to a centralized source of all customer messages, alerts, and inquiries coming in from multiple communication channels. These shared mailboxes also rely on team members accessing incoming messages and acting on them. The end-to-end lifecycle from receiving an initial inquiry to final resolution and then updating systems of record therefore, typically includes multiple manual and mundane tasks.

Recent HubSpot research cites that

90%

of customers rate an **"immediate"** response as **essential or very important** when they have a customer service question.
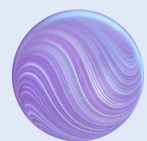
The challenge with manual processes

Manual processes are fraught with errors and are subject to risk of an inquiry for not being answered accurately, timely, or getting lost entirely amongst the clutter.

This process is highly inefficient and time consuming.

It heavily impacts the overall quality of customer experience and also results in demotivated employees. The primary obstacle to automating such processes is the lack of structure & variation in the communication and the requirement of systems to interpret and act.

The more complicated the request, the less structured the communication becomes. It creates a problem in automating the processes and delivering the correct answer to your client as quickly as possible. Many solutions have been tried and tested to solve this issue and they simply don't work and often backfire. This creates additional frustration for both customers and employees and frequently increasing costs.
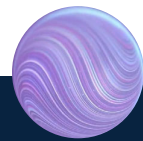
Common approaches that don't work

Imposing data entry standards

OR

Forcing clients to log requests via mandated portals

OR

Recruiting large teams for manual processing of ticket and case requests

40%
of people cited **"multiple options for communicating"** as the most important feature of a company's customer service department.*

*Business Wire

Coforge solves this problem, working with Jaid.

Empowering customer service teams to focus on what matters most – nurturing client relationships

Introducing Jaid, an AI-powered platform that automatically reads, interprets, and organizes client communications, from all engagement channels, and sends the request to the right place for action and resolution.

The Solution

Proprietary AI

AI interprets and transforms communications into structured data required for efficient routing and processing
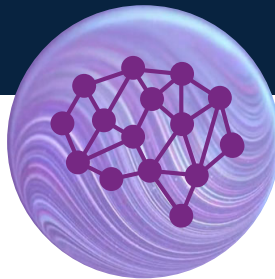
Automated Workflow

Speeds information processing and provides added control reducing the risk of errors, enabling teams to focus on what matters most

Business Insights

Real-time insights enabling leaders to accurately identify product, service, or people issues for swift and sustained improvement

From Chaos   **To Clarity**

Head of Global Operations

CAL/STONE

"The Jaid system helps give me dramatically better insights into the workings of our operational service desk. I get a full picture of what kinds of queries we are receiving and how long they are taking to resolve. This helps me to understand the changing nature and to ensure we are meeting client SLAs."

We deliver strategic business benefits and measurable value, beyond improved customer experience

Efficiency and Control Volumes doubled without additional resources

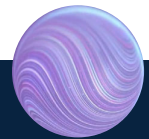**Customer Experience** Speed of issue resolution increased by 95%.

Transparency Full end-to-end audit trail

Employee Engagement Job satisfaction levels increase by up to 25%

About Jaid

A Modern Solution With Speed To Value

Jaid's modern, cloud-native AI as a service is easily scalable to handle increasing large volumes of client inquiries and requests.

Quick to install and easy to configure

Implementation between 1 and 3 months

All AI models are fully monitored and maintained by Jaid

Future-proof solution for business growth

Seamless integration into your current technology stack and existing workflows with out of the box integrations to a wide range of CRM and case and ticket management solutions

Office 365   Exchange   Microsoft Dynamics 365   Microsoft Teams

HubSpot   slack   twilio   SYMPHONY

salesforce   JIRA   XCEPTOR   sapphire frictionless digital   SYNDIO

About Coforge Business Process Solutions

Coforge is a global digital services and solutions provider, that enables its clients to transform at the intersect of domain expertise and emerging technologies to achieve real-world business impact. Coforge leads with its product engineering approach and leverages Cloud, Data, Integration and Automation technologies to transform client businesses into intelligent, high growth enterprises.

Coforge Business Process Solutions (Coforge BPS) offers services as well as digital platform solutions to its clients in multiple industries, including the financial services industry. Coforge BPS customers include 5 of the Top 25 U.S. Banks, Top 10 Lenders, Top 10 Insurance intermediaries and Fortune 500 Companies.

Our optimal blend of people, process, and digital solutions across the business value chain has helped drive tangible outcomes for our clients, their customers

- Banking & Financial Services
- Mortgage, Title Insurance & Property Tax
- Insurance
- Travel, Transport & Hospitality

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