

Listening
Post

LP RITA - Realtime Interpretive Text Analytics for email

Handling inbound customer
email just got easier.





LP RITA Feature Summary

Because the public loves email there's a high probability that your customers would like to use internet-based email to interact with you.

The trouble is, when you publish an email address like `contact@mycorp.com`, handling the volume of emails which arrive there can be daunting. Simply opening, reading and understanding what to do with each email can grow into a time-consuming and expensive task - but it's a task that needs to be done, quickly and well, if you are to offer this communication channel to your customers.

That's why you need to incorporate LP RITA (Real-time Interpretive Text Analytics) into your email handling processes. LP RITA is an on-demand solution for intercepting, categorising and routing in-bound email based on content. LP RITA opens and reads unstructured emails, understanding what each is about using artificial intelligence pattern recognition techniques. LP RITA then sends each email to the right person or workflow pathway, removing the delay and cost of devoting staff to that task.

With LP RITA's innovative on-demand, online delivery methodology, this functionality is available at a price-performance point accessible to organisations of all sizes. No longer is it necessary to have a huge IT department with budgets to match, or buy expensive, proprietary bolt-on modules for your CRM system to achieve this transformation in customer email interaction.

For a few cents per processed email you can add LP RITA to your existing email management solution today, for accurate, rapid, real-time routing of in-bound emails based on content. LP RITA enables your organisation to save expert staff time, lower email handling costs and provide improved email responsiveness and consistency.

UNPRECEDENTED ACCURACY

Trainable, second-generation pattern recognition technology gives LP RITA the edge needed for accurate decision-making.

TRAINED FOR YOUR ENVIRONMENT

Examples teach LP RITA how to begin. The system then adapts as it goes, learning from mistakes. Accuracy gets better and better the longer it works for you.

NEXT BEST THING TO A HUMAN (& LESS COSTLY, TOO)

If your organisation uses expert and expensive human resources to open and manually direct in-bound emails, LP RITA can fit right in, quickly, with no fuss. LP RITA is quick to learn what's expected, and then just gets on with it.

ON-DEMAND

There is no hardware or software to buy and nothing proprietary to install. LP RITA works anywhere.



WHILST EMAIL IS THE FASTEST-GROWING CHANNEL FOR CUSTOMER SERVICE.... COMPANIES ARE NOT INVESTING IN THE APPROPRIATE TECHNOLOGIES (TO MANAGE IT WELL), STILL RELYING ON OUTLOOK OR OTHER HOME-GROWN APPLICATIONS.

Z. MCGEARY, JUPITER RESEARCH 2006.

THE BENEFITS OF LP RITA

LP RITA never sleeps and never gets sick. It automatically adapts to the always-evolving language of your business and works for only a fraction of the cost you are devoting now to this task. Enjoy best-of-breed functionality at a fraction of the cost and headache.

- Drive down the costs of manual email triaging and routing.
- Sort emails into groups by content to build focussed email work queues.
- Monitor customer emotion levels in email content.
- Find and route critical customer emails before you read them!
- Improve email response times.
- Improve consistency in handling email.
- Specific training for your enterprise results in higher accuracy - around 95%.
- Adaptive learning from mistakes keeps the system 'tuned-in' to your evolving business language.
- Non-proprietary, hassle-free implementation fits with existing workflow systems.

LP Rita Feature Summary

ASP ON-DEMAND MODEL

No infrastructure is needed to hire LP RITA. There are no licences to buy. Just switch it on!

NON-PROPRIETARY

Often business process add-ons require that you must own 'X' before you can use 'Y'. LP RITA doesn't give you that headache. It will work with anything. If you receive Internet email today, LP RITA will fit right in, no matter what system you're using, and that includes any document management and workflow solutions you may be using.

TRAINABLE

LP RITA learns by example. Give the system some examples in various categories to look at, and it's away.

ADAPTIVE LEARNING

LP RITA is good at reading and understanding unstructured text, but doesn't always get it right. However, the system learns quickly and when an error is pointed out, that mistake is not made again.

ACCURATE

A well-trained LP RITA gets it right 95% of the time. Try getting that level of accuracy from keyword-based systems! We are patenting how LP RITA does it, but here's a hint - it's the result of recognising patterns from the whole text, not just reacting to words here and there.

RAPID IMPLEMENTATION

LP RITA can be trained in a few minutes once its given categorised material to learn from. For optimum performance, our implementation consultant will work with you to select the best classification categories and sub-categories which fit the way your organisation works. That takes only two or three days.

EMOTIONAL TENOR DETECTION

In sensitively reacting to customer emails, it's not just the topic that matters. It's the tone and tenor - anger, urgency and so on - that may need to modify your approach. LP RITA can detect most authors' moods and react and route differently, to help you pick up "high temperature" matters, sooner.

AUTO RESPONSE

As well as sending the email to the right place in your organisation (or meta-tagging it and inserting into your workflow) LP RITA can optionally respond to the sender with some well-chosen words or with a relevant selected attachment or form.

LOW COST

LP RITA is low maintenance and it does all this for a few cents per email.

Handling unsolicited, in-bound customer email just got easier.

LP RITA is a trainable, intelligent service engine which intercepts, reads and understands customer emails, then forwards them to the right place in your organisation.

To find out more about LP RITA, contact the the Listening Post team:

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