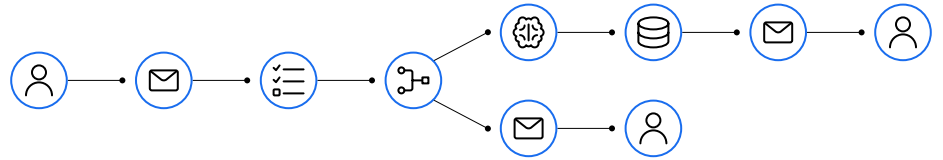# Case Study
Logistics

The Problem

The courier, parcel, and express mail division of a large logistics company was looking for a partner to help improve its customer experience around price quote requests. We used a two-step AI model — including intent detection AI for scanning emails — to help improve efficiency at every step.

The logistics company handled price quotes manually for years, and queries came in on all channels. A customer might call in: "How much does it cost to ship a 10-gram package from Paris to New York?" Then, as requests shifted to fax, email and other communications, the company was swamped. The structure and information level in price quote requests varied widely, so employees spent a lot of time and effort parsing them. This resulted in long wait cycles for customers, sometimes so long that the requests went unanswered. The customer experience was negative, and potential business opportunities missed.

80%

workload reduction

A two-step AI model automated responses to 60% of incoming inquiries. This led to an 80% workload reduction, seconds in response time, and overall higher customer satisfaction.

The Solution

Automation Hero helped the company apply intelligent document processing (IDP) technology to the unstructured content in emailed price requests. The first example of this: a customer quote request that could be automatically answered with the correct pricing for shipping a variety of packages (number and weight) from different origins on a particular date.

Our experts leveraged the power of artificial intelligence in our Hero Platform to tackle this particular scenario. The first AI model analyzed incoming emails to discover the intent within them. What was the email's main topic? The platform automatically sorted and selected emails that were identified as price quote requests.

Powerful analytical and routing tools

The logistics company chose Automation Hero over competitors because our Hero Platform solution lets them incorporate powerful automations for analyzing and routing emails.

After selecting requests, the second model analyzed the unstructured text of each email to determine a few things: the quantity and weight of packages the user wanted to ship, along with the origin, destination and requested date of shipment.

With this information extracted, Automation Hero looked up the price in another system and then composed and sent a reply email to the customer to inform them about the availability and cost of their planned shipment. The entire labor-intensive and error-prone process was replaced by an automated intelligent data recognition workflow that involved no manual intervention. The result? Automation Hero's model automated responses to 60% of incoming inquiries. This led to an 80% workload reduction, mere seconds in response time, and overall higher customer satisfaction.

About Automation Hero

Automation Hero goes beyond traditional RPA by natively integrating AI to form an enterprise-ready intelligent process automation platform. By intelligently automating repetitive and time-consuming tasks, Automation Hero improves information worker productivity and drives more successful, optimized business outcomes. Its powerful backend focuses on three key areas: eliminating repetitive and time-consuming tasks, automating common requests and augmenting employee decision making.

The platform offers both unattended and attended automations. Automation Hero empowers organizations to modernize legacy systems without adding heavy IT resources through seamless integration.