

East Midlands Railway Improves Email Processing Time By Over Five Hours Per Day with ABBYY and Engeneum


EMR

EAST MIDLANDS RAILWAY

“I was looking for a more automated approach to reduce our manual resource time and fulfil our reporting needs. We are now well below our 20-day KPI response time and have been impressed with the flexibility and ease of integration to our CRM system.”

↳ **Nara Burne,**
 Customer Experience
 Systems Manager
 East Midlands Railway

Leveraging ABBYY and Engeneum’s email classification solution, East Midlands Railway is able to handle over 65,000 incoming emails per year while improving customer response times, increasing productivity, and generating cost savings.

Challenge

- East Midlands Railway (EMR) changed its reporting processes so that staff had to review incoming complaint emails, record, and report the cause of the complaint at the time the complaint was received, instead of at the time of response—which could be up to 20 days later.
- They were looking for a solution that was easy to integrate with their CRM for query resolution, offered the flexibility to make changes in-house, and could adapt to meet their specific requirements.

Solution

- Implementing ABBYY’s intelligent automation platform with advanced classification has automated the email process by capturing key data from text on emails and document attachments.
- The solution classifies emails without any manual input. Data is then automatically routed to EMR’s CRM system.
- The intelligent solution is easily adaptable and offers flexibility so that changes are made in-house.

Value



By leveraging ABBYY’s intelligent automation platform, EMR reduced customer response times, increased productivity, and achieved significant cost savings.



The implementation has saved EMR at least five manual hours per day. Approximately 65,000 emails per year are now processed automatically, and customer response times are well below the KPI of 20 working days.