# SYNTHESYS™
EMAIL HANDLING

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Noetica's Synthesys™ product set provides a streamlined way of handling incoming email, managing responses and entire email threads. The solution manages multiple mailboxes and email addresses simultaneously and has the ability to efficiently blend this with both inbound and outbound voice activity. It relies on Noetica's integral, flexible CRM function in order to link emails and email threads to particular customers and types of activity.

The email handling function utilises the concepts of a "campaign" & "list" in the Campaign Manager user interface, which would normally be associated with outbound activity. Typically, a campaign would be associated with all incoming email traffic for a particular sphere of activity or CX (Customer eXperience) service, whilst each list would correspond to a particular type of customer contact (service, sales, support, etc.).

Each email activity sphere requires its own Noetica "workspace" and dedicated CRM entity that would store all emails (received and sent) which would normally become a child of the customer entity related to the particular CX service. In this way, each customer will have a number of email "child" records within the email CRM entity.

Noetica systems that have the Email Handling functionality enabled will display a special tab titled "Email" within the screen relating to individual lists within Campaign Manager. This allows the user to create email "jobs" which link particular incoming email addresses (or mailboxes) with the list.
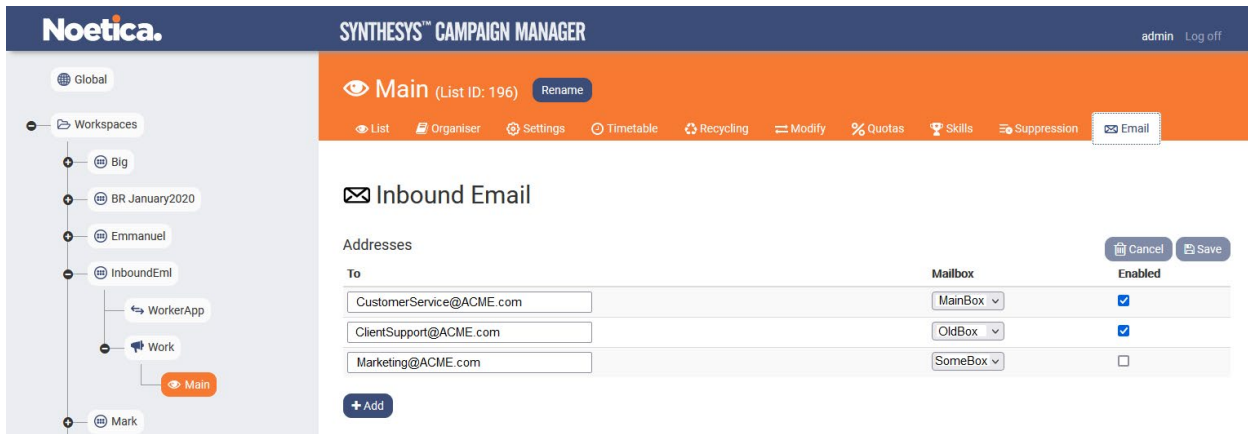
When emails land in the designated mailboxes or email addresses, a real time service processes the email, creating a new record in the email CRM entity which includes the sender, subject, body and any possible attachments. If the sender's email address is found in the parent CRM entity, the new email is assigned to the correct customer, otherwise a new customer record is created.

At the same time, the service inserts a record into the appropriate list according to the email "jobs" described above. Each list is assigned to a team of agents. These agents will be delivered one email at the time from the list in the form of a scripted app, the first page of which will contain the email with its content and links to any attachments as well as a history of previous emails exchanged with the particular customer.

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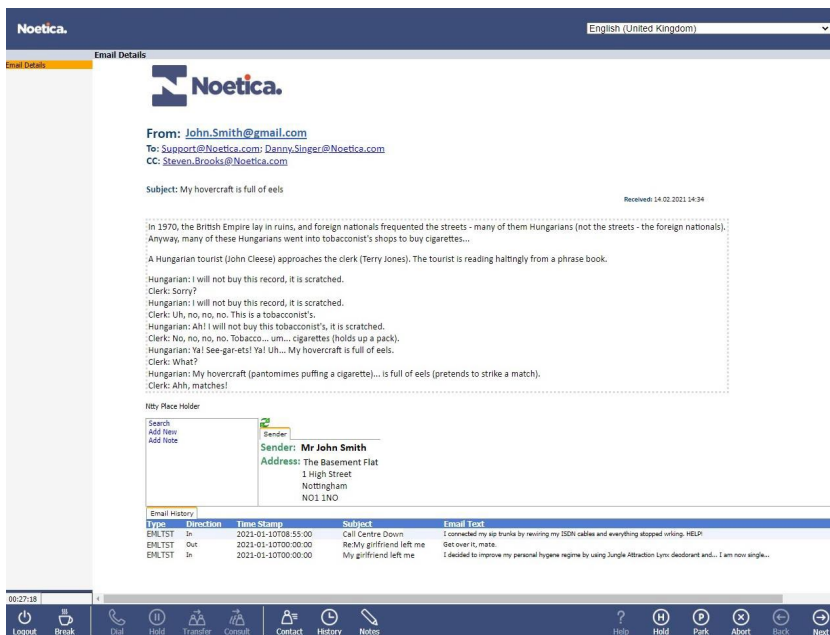
The agent will then handle the email according to the Synthesys™ scripted app. The scripted app has the capacity to automatically compose a reply and allow the agent to edit such a reply or indeed forward the email before sending it instantly without any further agent intervention. The reply will also be linked to the customer CRM record. The agent is then ready for the next email or call. The system also provides detailed reports on email activity, email or blended agent performance and other KPIs.

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