E-mail continues to be one of the top 3 channels of choice of customers across B2B or B2C. For matters complex e-mails, procedural and demanding trail for follow on purposes e-mail continues to be the bedrock of customer service.

Emails received by enterprises that go thru the security net can be grouped into three broad categories. Ones that require no action and no response, ones that require just a response but no follow up action and lastly the third group that leads to creation or tagging onto an ongoing case, prioritization and processing. Sainapse® IMD addresses all the three needs of an enterprise holistically.

Sainapse IMD categorizes, creates case (when needed), prioritizes, acknowledges/responds to sender, routes case to appropriate desk and even recommends next best action – all within seconds and with no coding for rules.
Which systems in enterprise tech landscape does Sainapse IMD need to connect with?

Sainapse® IMD needs to connect with incoming mailservers. If there are multiple mail systems currently in use, Sainapse can connect with them all and there is no need to rationalize them for the purpose of Sainapse IMD implementation.
Which automation technology or platform does Sainapse® IMD use?

Sainapse IMD is not an automation platform. Therefore it does NOT use any third party automation software and nor is it based on its own automation platform.

Sainapse IMD learns the ‘way of working’ in enterprise mail support desks from existing past data. During its training cycles, Sainapse IMD creates its neural model much in the same way new joiners go thru’ existing data and rulebooks to learn the ropes when they join a new company.

Just one learning cycle is enough for Sainapse IMD to operate with 70% accuracy. That means 7 out of 10 times it would do exactly what human agents would have done in similar situation. With increasing usage and training cycles this accuracy crosses 90% in 90 days – making it impossible for human agents to match up – especially if we consider its 3 second processing time.
How long does it take to define response rules in Sainapse IMD?

Sainapse IMD is an AI product - based on modern machine learning and does not use any process automation platform. Therefore its implementation requires training from existing or past data and does not need defining response or processing rules. These ‘rules’ as well as most ‘exceptions’ are learnt automatically by Sainapse IMD every time it gets trained.

Given the simplicity of its approach Sainapse IMD is ready to go live in days after all necessary north and side integrations and appropriate access rights are provided.

Please refer to Question 3 as well.
Without defining rules how does Sainapse decide what’s needed?

Sainapse IMD uses patent filed algorithms that use Bayesian computational methods to “learn” information directly from existing enterprise data without relying on predetermined rules and equations. Sainapse IMD algorithms improve their accuracy performance as data volume available for learning increases with usage.

Refer Questions 3 & 4 as well.
What about mails with attachments? Can Sainapse handle that as well?

Sainapse IMD is able to read most enterprise data types – namely doc, docx, ppt, pptx, xls, xlsx, jpg, png and pdf. Mails with such file type attachments are therefore a breeze. Unlike most other tools Sainapse IMD is designed to make sense of the entire communication – i.e. mail subject, mail description and all attachments. Response and resolution with Sainapse IMD is always based on comprehensive understanding of what the sender conveyed.
In our context, mails often come with images. How will Sainapse handle that?

This is rather common when customers and users share their screenshots, product name tags, or engineering drawings. Sainapse IMD uses its patented 'bounden box' technology to read texts within an image. This text is then added to the rest of the email for Sainapse IMD to 'understand' the context and take next step action much in the same way a human agent would have done.
How many mailboxes can Sainapse support?

There is no upper limit associated with number of mailboxes.

It is common among enterprises to use different mailboxes to segregate product groups, regions or even target customers. With Sainapse IMD enterprises can consider rationalizing them as Sainapse does not need this ‘coded’ artificial separation and is able to process mails meant for different sets of actions accordingly – much the same way a high performing agent would.
How does Sainapse deal with ‘no action’ mails?

There are two parts to the problem of ‘no action’ emails. First is to recognize which mail is ‘no action’ and then to follow the SoP for such mails. Sainapse learns about the ‘no action’ mails from existing past data and is able to recognize them immediately after its first training cycle. Also refer Q3, Q4, Q5.

As for following SoP for such mails, Sainapse implementation team would define prescribed steps using inbuilt workflow definition framework. Nothing needs to therefore change from the way ‘no action’ mails are handled today.

Sainapse IMD releases significant capacity that was going into reading through these mails and deciding in favour of ‘no action’.
Different departments follow different norms to decide ‘no action’. How will Sainapse manage that?

As explained in Q3, Q4, Q5 and Q8 – Sainapse IMD is able to understand the nuances of processing that exist in different departments for different or even same product group and take appropriate actions. Sainapse IMD PoC done for free establishes the same in under 2 weeks.
Is Sainapse AI able to construct an appropriate response to the mail as well? Or that needs to be done by agents?

Sainapse IMD reads & understand incoming emails, categorizes, creates case (when needed), prioritizes, acknowledges/responds to sender, routes case to appropriate desk and even recommends next best action – all within seconds and with no coding for rules.

For enterprises using standard responses or templates meant for certain categories of issues or emails, Sainapse can seamlessly identify them based on its unique Intent Extraction algorithm and propose the same templates for agent actions.

Where responses need to be crafted based on problem solving, Sainapse IMD recommends from past responses in similar situations (based again on its Intent Extraction technology) so that agents lose no time in searching.

Based on Sainapse recommendations – from across templates and past responses agents can now copy/edit and formulate appropriate responses much faster than ever before.
How does Sainapse manage spam or phishing?

Enterprise firewalls, cyber security softwares and mail servers identify malwares, spams, phishing attempts and routinely block them from going inside. Sainapse IMD picks up only those emails that cross these enterprise barriers and are queued in designated mailboxes. Therefore Sainapse IMD does not play any role in blocking or managing spams or phishing.
There are other tools that claim similar capabilities. How is Sainapse different?

Sainapse IMD distinguishes itself from most other machine learning or automation platform based mail desk management solutions in 5 distinct ways.
- IntentExtraction technology that Sainapse IMD uses to comprehend sender’s intent beats most known industry accuracy bars. Sainapse IMD therefore matches the best human agent within 90 days of going live.
- Sainapse IMD is the only commercially available tool that can process mails in any language and operate even in mixed language contexts.
- Sainapse IMD is able to read thru’ and process unlimited number of attachments across any enterprise data type.
- Sainapse IMD requires NO CODE NO RULE to go live. Enterprises get fastest impact from Sainapse IMD.
- Lastly, Sainapse IMD does not demand any change to existing tech landscape and requires no data pre-work. Its literally plug & play.
Mail is just one of the many channels we have for our customers. Can Sainapse IMD help with the other channels too?

Sainapse IMD focuses on transforming support mail desk operations and is a pre-configured package of the larger Sainapse product.

Sainapse is designed for dropping problem resolution time by 80% and cost of support ops by 50% across channels. When required channel specific capabilities of Sainapse can be easily activated so that enterprises can offer seamless cross channel customer support experience.
How does Sainapse comply with security and privacy needs?

Sainapse is always installed within enterprise ringfence – be it private cloud or on-prem. Since Sainapse uses custom built patent filed proprietary technology Sainapse does not make any calls to any system outside of approved integrations.

In addition, Sainapse is native designed to identify names, addresses and other PII (personally identifiable information) elements and black them out. Enterprises are therefore always sure that agents do not get to see names and PII of older cases and resolutions even if they are somehow included in the mail body.
How long does it take for Sainapse IMD to go live?

Sainapse IMD implementation does not take more than 4-6 weeks. As most data adaptors are already pre-built and available, implementation time is largely spent on modelling downstream processes and working with customer team for planning and executing smooth transition.
Agents are already toggling between Omnichannel, CRM and other search software screens. We do not want them to now add Sainapse to this list.

For most popular CRM and Omnichannel applications Sainapse IMD is implemented as ‘intelligence inside’ thereby not requiring agents to toggle to Sainapse screens at all.

In case of older CRM systems without APIs agents may not have much option but to toggle to Sainapse screen. With Sainapse IMD freeing up agents from upstream ticket creation & classification agents will surely have capacity to check Sainapse especially in complex cases.
How much does Sainapse IMD cost?

Sainapse IMD pricing is based on messages handled. Unlike most other tools in its cohort, Sainapse IMD does not have rental fees. Implementation of Sainapse IMD returns benefit worth multiple times its license cost even within the very first year of its operation.