

## How To Respond Automatically To Customer Inquiries Online...

Mediatrix Solutions are based on methods that dynamically generate admin-free knowledge. This knowledge is drawn from questions customers submit in e-mails or web request forms and their corresponding response components. Thus, through Mediatrix Self Service, current and prospective customers can search for and find specific information in product descriptions or e-mail response components. Mediatrix helps you to automate replies to reoccurring questions, thereby significantly reducing your e-mail volume.

Today, 80 % of all initial contacts between prospects and organizations take place over the digital media Internet and e-mail. Whether you are in the market for a new car, buy a TV or need to renew your homeowner's insurance: You conduct your initial research online. And on the Web, vendors provide FAQ systems, which are high-maintenance yet rarely helpful.

As a result of bad service design and inadequate product descriptions, three out of four first-time visitors consequently switch to another service channel. They approach the vendor unchecked and with specific expectations by phone, e-mail or in person – or switch to a competitor. The service process begins at square one.

With Mediatrix SELF SERVICE, you have the right answers and information accessible online 24/7. When prospective customers enter a search request, they are offered specific response

suggestions or references based on intelligent search methods. If an issue can't be resolved completely, visitors have the option to enter their question free-form in the "Contact" area. When they submit the Web form, right away inquirers are suggested relevant content components stemming from the self-learning processing of e-mail (Mediatrix RESPONSE). In practical application, 12 – 25 % of inquiries are brought to conclusion this way, without any e-mails ever being exchanged.

Mediatrix SELF SERVICE is based on ITyX' latest AI (artificial intelligence) methods in terms of data classification and information mining. Part of it is the PTME (Power Text Mining Engine), which ITyX has been developing since 1998 in cooperation with the University of Koblenz. The self-learning processes are being combined by ITyX module CONTEX.

### **MEDIATRIX SELF SERVICE – OVERVIEW**

1. Easy integration as licensed software or managed service
2. Easy, self-learning initial input of documents and information (indexing)
3. Integrated "Support & Contact" front-end on your website, in your corporate design
4. Integrated, adaptive ITyX knowledge database
5. Auto-suggest features offering relevant response components
6. No administrative intervention – self-optimizing search functions
7. Option to incorporate Mediatrix RESPONSE for auto-responding
8. Up to 25 % of inquiries come to conclusion right away



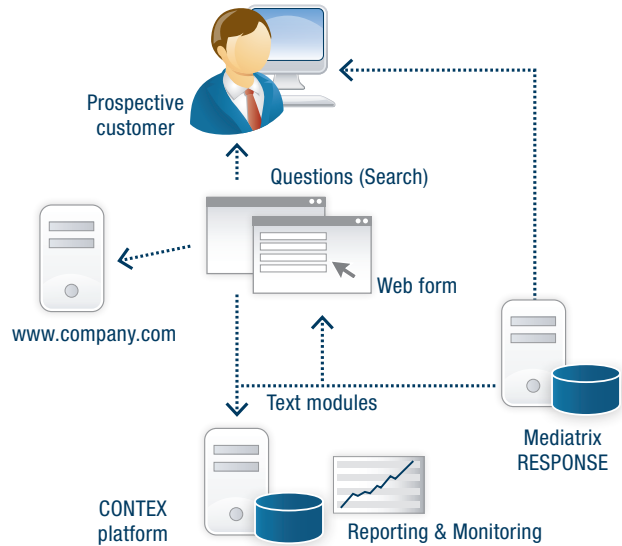
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# Mediatrix SELF SERVICE

When it comes to processing unstructured text content, CONTEX very well represents the most powerful classification engine on the market. It is at the core of the Mediatrix modules RESPONSE (e-mail response), MAILROOM (digital mailroom) and SELF SERVICE.

Mediatrix SELF SERVICE optimizes itself. Administrative intervention into the knowledge base is not necessary. The solution learns by application, optimizing its knowledge by continuously factoring in how users rate the information (“positive and negative examples.”)

In combination with Mediatrix WEB SCOUT, your service organization can respond to reoccurring inquiries automatically and already establish initial contact with prospective customers online. That’s how Mediatrix helps you to seize the opportunities of the digital contact media Internet and e-mail sustainably: decreasing service costs, improving response quality and forging new, targeted business relationships online. Focus on the essential.

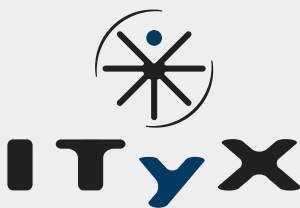


Leading service organizations like Air Berlin, Bosch, Conrad Electronic, Commerz Direktservice, HUK Coburg, IKEA and Samsung rely on ITyX solutions to optimize the processing of email with a combination of Mediatrix modules, circumventing e-mail by using self-service and generating active customer contact online.

Contact us today. We will be glad to introduce you to the ITyX Solutions strategy and present a customized proposal, showing how you can manage and optimize your digital customer service.

## BENEFITS FOR YOUR SERVICE ORGANIZATION

1. Inquiries decrease by up to 25 % because Mediatrix SELF SERVICE brings cases to conclusion
2. Decreasing service costs due to decreasing number of e-mail inquiries
3. ITyX knowledge database doesn't require administrative maintenance
4. Optimization of knowledge base is achieved “by application”
5. Reporting helps to close general communication gaps



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