



Multi-channel Input & Response Management

The Next Generation of Enterprise Input Management



Intelligent Input & Response Management

Future-proof solutions for a profitable dialog with your customers

- › Highly efficient, real-time customer communication across all channels (e-mail, letter, fax, Web, phone)
- › All communication processes are partially or fully automated
- › All text-based information is processed centrally
- › Relevant knowledge is available to employees, partners and customers – based on access level, exactly at the right time.

As leading provider of auto-adaptive software, ITyX provides:

- ✓ Custom solutions for all incoming channels
- ✓ High-level expertise in processing unstructured information contained in your communication
- ✓ Latest technologies relying on artificial intelligence, and
- ✓ A unique, open platform for centralized control of all input and response management processes.



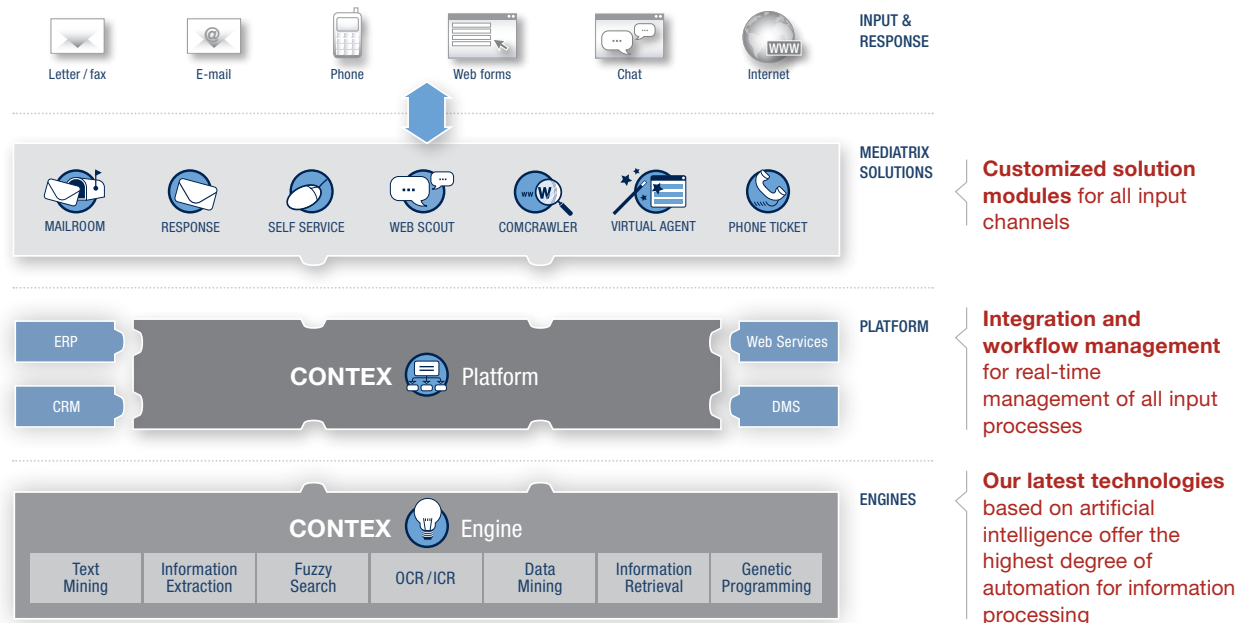
Auto-adaptive Software Solutions: The Key to Efficient Customer Communication

ITyX's intelligent software technologies work on the principles of artificial intelligence (AI). They adapt to the behaviour of human agents in processing documents and information. The result is admin-free intelligence that can be used to efficiently automate recurring customer dialogs. The solution continually improves itself while running, allowing you to realize ROIs within 12 months.

We closely collaborate with German universities and research institutions. Furthermore, ITyX regularly participates in numerous benchmark studies. Those aspects are the scientific foundation for ITyX's leading-edge input and response management solutions.

Modular, Flexible and Future-proof

At the core of ITyX's modules is CONTEX, an integration and workflow management platform for automated processing of information. Scientific methods are merged with customized solution modules and your company's existing system infrastructure.



” Surely one of the most complete communication platforms for organizations that is available on the market today.

“
Guido Schmitz, Pentadoc AG

The Latest Generation of Input & Response Management

- › Automated processing of all text-based information across all channels (e.g. e-mail, letter, fax, Internet, Twitter, XML, SMS)
- › Modular structure offers flexible combination options
- › Highest-possible degree of automation for processing unstructured information
- › Best-of-breed approach, meaning you get the most powerful software solution for each individual area of application
- › Open system platform with the highest integration capacity for existing customer systems (e.g. ERP, DMS)
- › Cross-channel, cross-platform process management via easy graphic workflow interface.

Mediatrix MAILROOM

Digital Mailroom: Intelligent Processing of Incoming Mail



Regardless of document type or structure, letters, faxes, e-mails and archived documents are analyzed strictly on text content and categorized for further processing. The modular technology behind MAILROOM assures that you can optimize any existing mail processing system.

Benefits for your organization:

- › Lead and processing times for written customer documents decrease by up to 75%
- › Automated processing through data extraction and background processing
- › Processing of all document types (freeform text, forms, billing) in one system solution
- › Classification quality is effectively optimized without administrative intervention
- › Optimal operation control thanks to graphic workflow management and monitoring tools.

Up to **95%**
of incoming mail is
classified and
routed correctly

” Mediatrix’s option to trigger individual archiving tasks or rule-based processes at defined events during processing while accessing our HOST environment is absolutely convincing.

Wolfgang Bayer, HUK-Coburg

Over **50%**
of data capture
processes are
fully automated

Mediatrix VIRTUAL AGENT

Automatic Data Capture: Fast and Secure



Mediatrix VIRTUAL AGENT automatically captures, validates and transfers data into existing ERP/ HOST environments. VIRTUAL AGENTS’ virtual interface simulates your organization’s individual capture and verification process and automatically executes the necessary steps.

Benefits for your organization:

- › No licensing fees, therefore no ongoing investment budget required
- › Quick integration, no system adjustments required (remote controlled)
- › Multiple applications can be operated simultaneously
- › Short-term peaks in workload are offset
- › Team members are freed up for customer service and creative tasks.

Mediatrix RESPONSE

E-Mail Response Management: Automation with Highest Service Quality



Our response management solution allows you to fully or partially automate your e-mail handling. As a result of a unique combination of auto-adaptive methods, you can achieve structured, consistent and documented processing for a large volume of e-mail inquiries.

Benefits for your organization:

- › Transparency and consistency of service quality
- › Skill-based routing of inquiries
- › Cross-channel customer histories
- › Automation of reoccurring inquiry processes
- › Knowledge gathered from customer inquiries and service responses (including for Web self-service.)

**Average Handling Time
(AHT) decreases
by up to
55%**

Up to **25%**
fewer e-mail and phone
inquiries

” We integrated Mediatrix RESPONSE very quickly and easily. We have since developed our own business rules, which have allowed us to be operationally independent and flexible.

—
Sonja Gard, Pluscard GmbH

Mediatrix SELF SERVICE

Web Self Service: FAQ Software for Highly Efficient Customer Service



Mediatrix SELF SERVICE offers your customers, partners and employees the capability to query information about products, the company, service features and more.

Benefits for your organization:

- › ITyX knowledge database that does not require administrative maintenance
- › Automated contact processing
- › Significant decrease in the number of e-mail inquiries, resulting in decreased service costs
- › Knowledge base self-improves; the more it is used, the more it learns.

Mediatrix COMCRAWLER

Social Media Monitoring & Interaction: Analysis and Evaluation of Consumer Opinion on the Web



Mediatrix COMCRAWLER searches the Internet for content relevant to your company, follows discussions about products and brands, and analyzes, archives and rates contents and moods.

Benefits for your organization:

- › Your brand's image and your positioning on the Web are clearly conveyed on the dashboard
- › Increased efficiency for your contact center: proactive customer communication prevents phone calls and e-mails
- › Optimized market monitoring, product innovations and service features
- › Effective early warning system: timely recognition of issues with your brand or corporate communication
- › Effective benchmarking: comparing customer opinions ensures competitiveness.

**Have your finger
on the pulse:**
Collect feedback from Web
communities & seek dialog

24%
more first-time contacts
brought to conclusion

” SCOUT has become an indispensable part of our customer service. No adjustments to our website were necessary at all. We quickly achieved results thanks to an easy integration.

Manuel Breuer, DEVK Versicherungen

Mediatrix WEB SCOUT

Proactive Online Consultation: Digital Customer Service with a Personal Touch



In one-on-one consultation via chat, video or callback, prospective online customers get information about products that require more explanation. Agents and customers can complete forms together or simultaneously browse websites (co-browsing).

Benefits for your organization:

- › Agents are used more effectively in times of lighter workload
- › Significant improvement of your conversion rate
- › Removal of obstacles in the product purchase process
- › Creation of positive service experiences
- › Improvement of customer loyalty.

Top Brands Rely on ITyX

In times of interchangeable products and services, customer service becomes a decisive competitive factor and differentiator. Utilize the potential and knowledge that lies in unstructured information as the following brands are already doing:



Financial Services

DEVK Versicherungen
Commerz Direktservice GmbH
ERV Europäische Reiseversicherung
HUK-COBURG
Sparda Bank Hamburg
UniCredit Direct Services



E-Business / Retail

Conrad Electronic
Versandhaus Klingel
IKEA



Contact Center / Outsourcers

Bosch
PLUSCARD
rbc Solutions AG



Technology

Infineon



Telecom

simyo



Travel

Air Berlin



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