

Virtual Webinar

# Why *Email Automation* Should Be Your First Move in AI-Powered CX



**Rik McCrossan**

*Head of Customer Experience*  
Orange Business



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*Co-Founder & CGO*  
Enterprise Bot



**Roberto Mastrangelo**

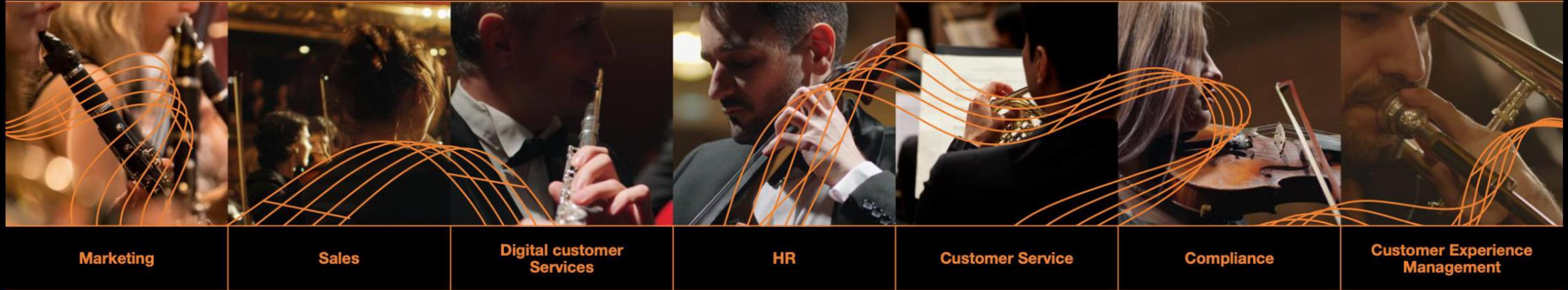
*Solutions Consultant*  
Enterprise Bot



**Business**

# Your agentic experience orchestra

## The musicians ...



## ... and their instruments



## ... and their musical styles



# Top the AI experience economy charts



# Business

## You need a conductor for your experience orchestra



Living CEX every day | Partner with leaders in multiple domains | Expertise across domains | Service provider in our DNA

## 3 problems to solve

**95%**

of Generative AI pilots at  
companies are failing to scale

(MIT July 2025)

**#1**

Challenge for companies  
causing the gap between  
customer expectations and  
ability to deliver on AI  
expectations is siloed data

(GlobalData 2025)

**1600**

Conversational AI vendors in  
the market

(Servion April 2026)

Email is not declining: customer preference for email support increased 12% YoY

# Anna Schneider

HEAD OF CONTACT CENTER OPERATIONS



## MEET Anna



Zurich, Switzerland



Enterprise insurance  
Solutions AG



10+ year's experience



Teams across  
Switzerland and Europe

## HER GOALS

- Deliver fast, seamless customer experiences (high CSAT)
- Improve efficiency (higher FCR, lower handling time)
- Reduce costs through AI and automation
- Empower agents with better tools and insights

## THE CHALLENGE

*Our inbox keeps growing...  
but every email still needs  
manual work.*



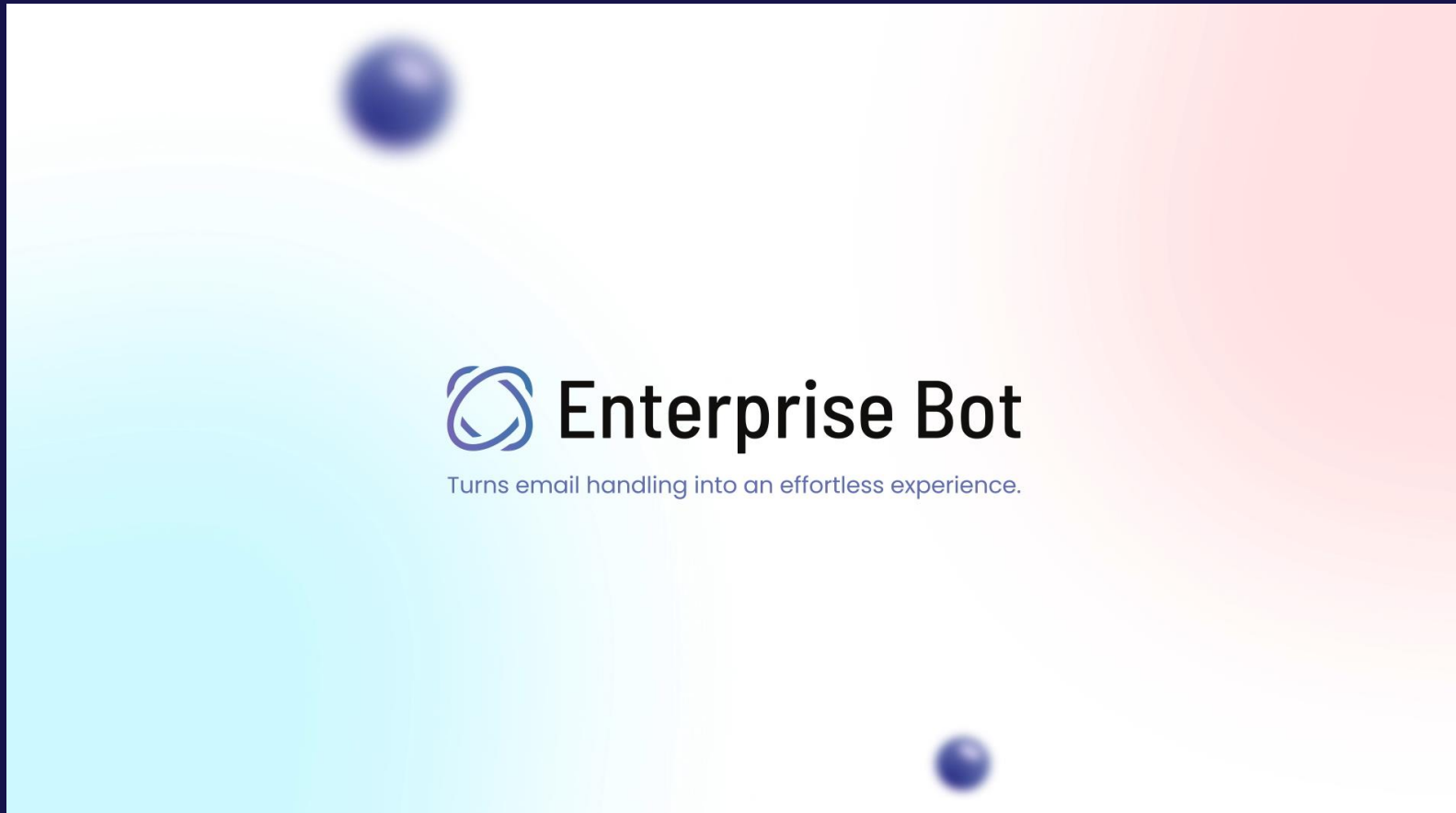
- High volumes of customer emails across multiple queues
- Important information is often buried in long threads and attachments
- Requests need to be classified, routed, and prioritized manually
- Response drafting is repetitive and time-consuming

**Anna needs a way to handle email at scale, without losing quality, control, or documentation.**

Introducing

# Email Response Automation

Enterprise-ready email automation for high-volume customer operations



• LIVE

# Live Demo

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Autonomous email triage & resolution — watch it work in real time.



# How EB Processes Emails

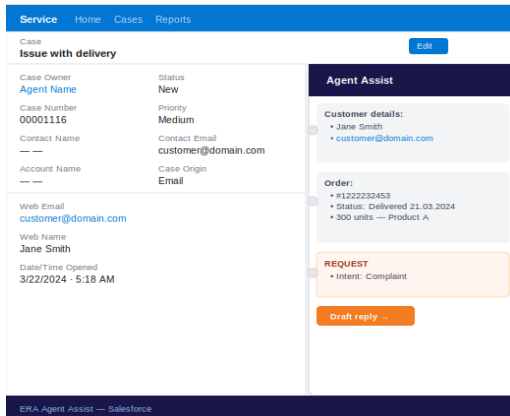
Full email coverage with automation when possible and human review when needed.



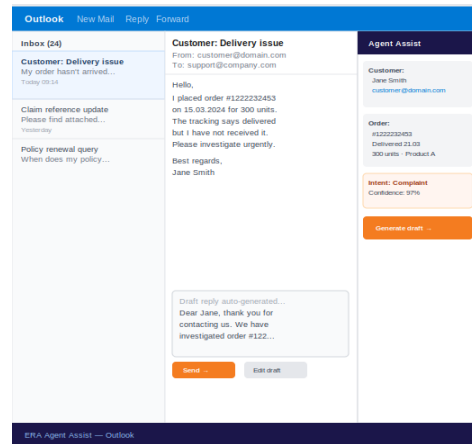
Every email is covered — resolved autonomously where possible, human-supervised where it matters.

The same 360° customer view available directly inside Salesforce, Outlook and Genesys — no tab switching, no context loss.

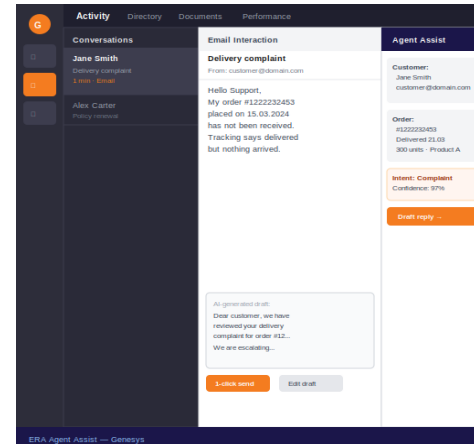
# ERA Agent Assist — Embedded in your workspace



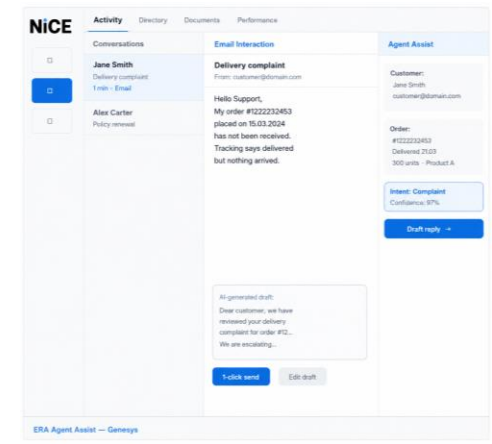
CRM · Case management



Email · Native add-in



Contact centre · Architect flow



Contact centre embedding

## Agnostic by design

Works with Salesforce, Genesys, Outlook, or any browser-based workspace.

## 360° view in one panel

Customer profile, order data, intent and AI draft — without switching tabs.

## Agent stays in control

Review, edit, and send. ERA drafts; humans decide.

# Multi-Lingual Email Ticketing Support

## BEFORE

- ✗ Manual ticket triage
- ✗ Duplicate ticket spam
- ✗ Single-language support



## AFTER

- ✓ Multi-lingual AI ticketing
- ✓ Auto-deduplication
- ✓ Intent-based routing



**Frank Iller**

Head Customer Support

*"Enterprise Bot is not a technology provider but a solution provider."*

**94%**

AI accuracy on  
intent and entity

**300%**

Volume increase  
in 24 months

**16.6%**

Duplicate tickets  
auto-avoided

Integrations



APID (Proprietary Exchange Stock Feed)



# Turning Email Operations into Measurable CX Impact

**BEFORE**

- ✗ Manual call handling
- ✗ Incorrect call routing
- ✗ High L1 email volume



**AFTER**

- ✓ GenAI voice bot 'Leonie'
- ✓ AI-driven call routing
- ✓ Email triage and automation

**40%**  
Reduction in L1 Support for Email

**400%**  
increase in request volume since 2019

**97%**  
Accuracy of AI Voice Bot Responses

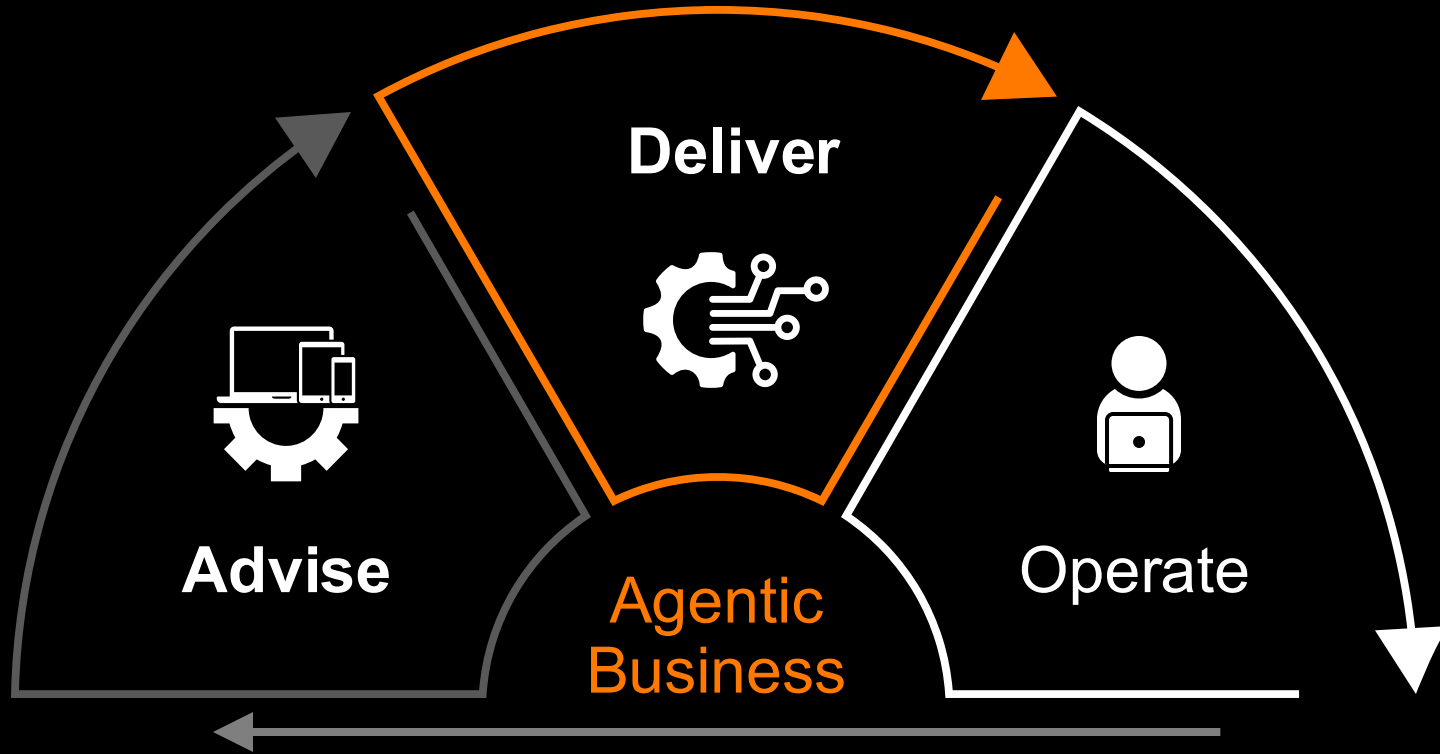


**Luis Bosshard**

Director Customer Care

*ERA has fundamentally changed how we handle emails saving us enormous time & improving CX"*

# Orange Juice is good for you



Conversation Design  
Technology Advisory  
Trust Advisory

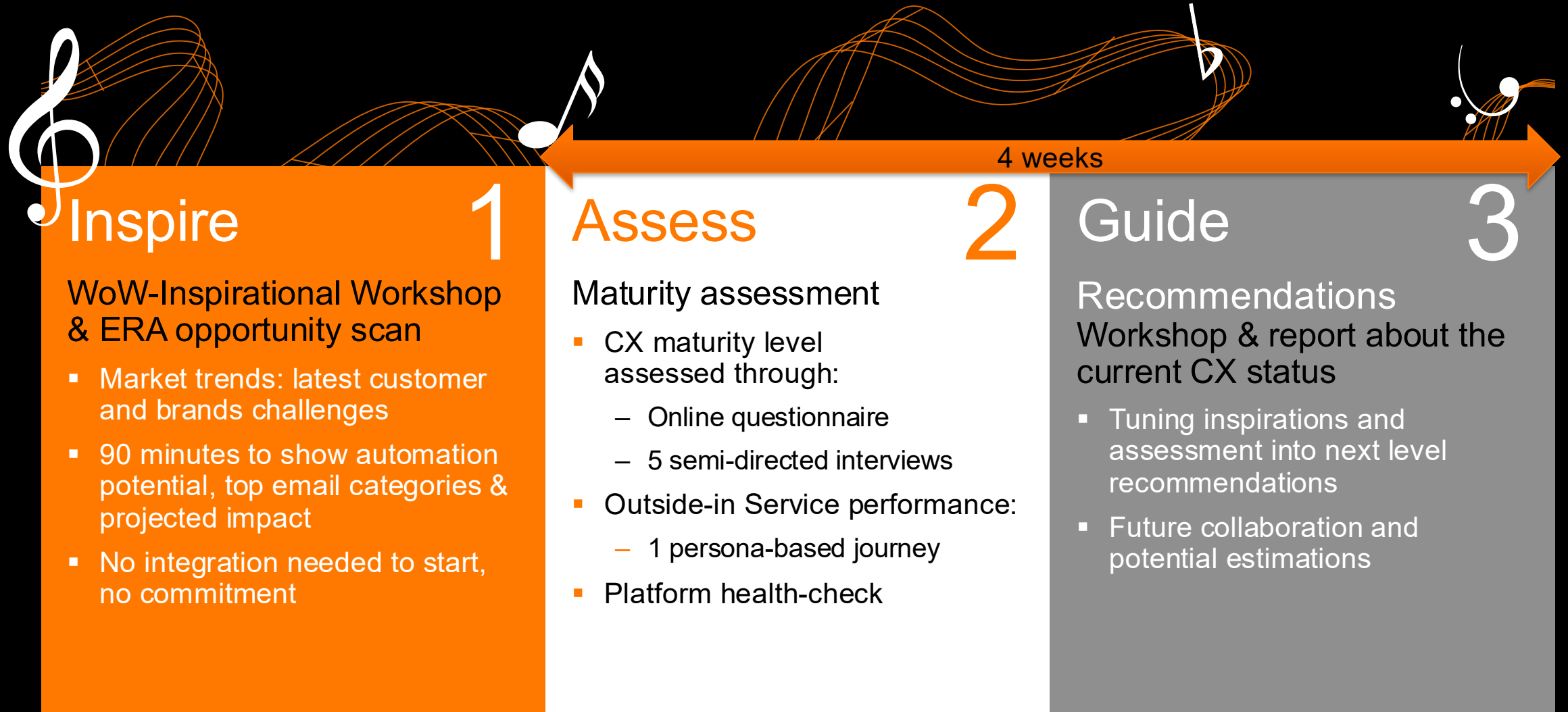
NLU Development  
Prompt Engineering  
Data Engineering &  
Integration

Fin | ML | Trust Ops  
Knowledge Management  
Security & Compliance  
Performance Management  
Adoption Engineering

AI Training



# Ready to light the fire of AI at scale?



# Human Centered AI Experience

AI  
Business  
Value

“The companies that will thrive in the AI renaissance will be those that lean into what AI **can't** do.”

“AI is changing the concept of what a **human can do.**”

Zack Kass, OpenAI former head of GTM





Business

 Enterprise Bot

# Q&A and closing

Audience questions and next steps