

Helping SMEs save time, cut admin and work smarter with AI.

Customer Service Management Automation

Turn incoming customer emails into a structured, automated customer service process

The Problem (Manual):

Customer service enquiries arriving by email often require manual reading, categorising and forwarding to the correct department. This can lead to:

- Time spent manually processing routine enquiries
- Enquiries being missed or delayed
- Limited visibility of enquiry volumes and types
- Emails being sent to the wrong team
- Inconsistent categorisation
- Difficulty tracking enquiries from receipt through to resolution

The Solution (Automation):



Outlook



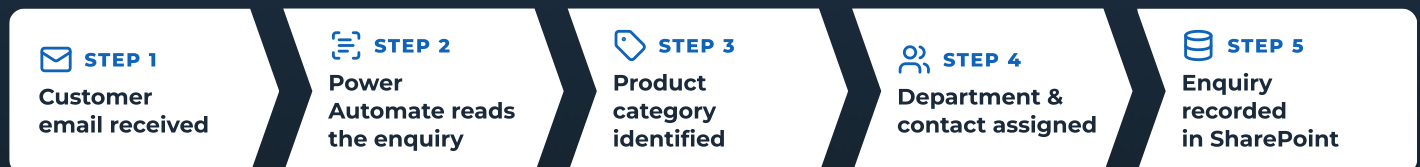
Power Automate



SharePoint

A Microsoft 365 customer service automation that automatically processes incoming customer emails. Using Outlook, Power Automate and SharePoint, the solution takes each enquiry through the steps below.

For example, enquiries can automatically be routed to Print Support, Logistics Team or Customer Service, creating a consistent process for every incoming request.



Key Benefits:

- ✓ **Saves Time**
Reduces the manual administration involved in reading, categorising, recording and routing enquiries.
- ✓ **Reduces Human Error**
Creates a consistent process rather than relying on someone to manually decide where each enquiry should go.
- ✓ **Faster Routing**
Enquiries can be directed to the appropriate department as part of the automated process.
- ✓ **Better Visibility**
Creates a central SharePoint record of customer enquiries rather than relying solely on individual emails.
- ✓ **Better Management Information**
Structured data such as product category and department provides a foundation for reporting on the types of enquiries being received.
- ✓ **Scalable Process**
Provides a repeatable process that can support increasing enquiry volumes without adding the same level of manual administration.

Get in Touch: