

Customer Enquiry Management

A digital assistant for the Customer Service inbox

Esker Customer Enquiry Management is a digital assistant for the shared inbox that enables B2B Customer Service departments to track and answer all customer requests quickly and accurately. Using Gen AI-powered enquiry classification, routing and answering capabilities, the solution empowers CSRs in their day-to-day activities while facilitating more timely and meaningful customer interactions.

Why automate with Esker?



Answer requests faster
with Esker Synergy AI automation that automatically proposes verified template-based or ChatGPT-generated answers.



Empower your team
and ensure Customer Service spends more time on added-value tasks focused on improving customer satisfaction.



Analyse your enquiries
by type, date or customer from a centralised platform, while tracking response times and easily identifying areas of improvement.



Improve customer experience
and preserve a solid business reputation by ensuring all customer enquiries are answered quickly and appropriately.

How it works

Businesses can manage their customer enquiries and streamline all essential phases of their process through one collaborative interface powered by AI.

1. Enquiry reception

All customer requests sent by email to Customer Service are directly received by Esker's solution and visible on the user-friendly interface

2. Enquiry classification

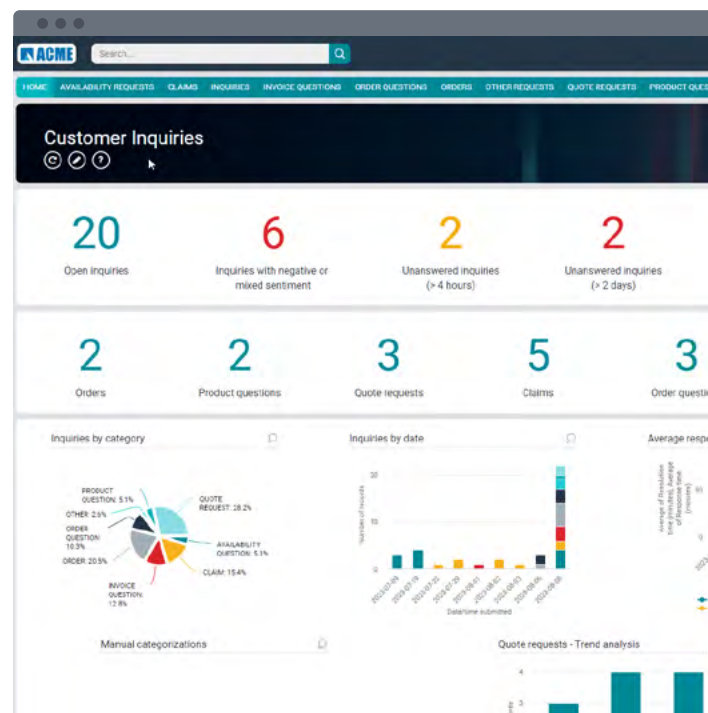
Esker's AI classifies emails in different categories (product question, pricing request, availability request, order, status request, claim, etc.) and performs sentiment analysis to identify enquiries with negative feelings.

3. Enquiry research

Key information is automatically extracted from email, and data necessary to formulate an answer is either retrieved automatically from internal systems and knowledge bases or by collaborating with coworkers and third-party partners.

4. Enquiry response

AI assistant proposes quick and helpful responses to CSRs, who can then answer customers in a single click.



Solution features

Esker's 40 years of field experience and dedication to product development is the key to our Customer Enquiry Management solution's continued innovation. Here are some of the features that stand out the most:

AI-driven classification

Embedded in the solution, Esker Synergy AI uses Natural Language Processing (NLP) algorithms to analyse the content of the incoming emails, automatically classify them into categories (product question, pricing request, availability request, order, status request, claim, etc.) and identify requests with negative sentiments that need to be addressed in priority.

Dashboards & analytics

Esker's solution is equipped with intelligent dashboards displaying real-time KPIs that allow users to visualise to-do lists organised by category and priority, track compliance with response time SLAs, evaluate Customer Service performance levels and identify trends.

Automated answers

With the help of AI-assisted replies, CSRs can answer customers in a single click. The AI analyses the email, extracts key information and queries different systems and knowledge bases to retrieve relevant information and then generate an accurate answer for the CSRs to use (this corresponds to Retrieval Augmented Generation (RAG) AI technology). Human supervision ensures customers still interact with other humans as the proposed replies are reviewed, and edited if needed, by the CSR before being sent out.

Collaboration & communication

Thanks to a communication platform featuring chat tools and tracked email conversations, CSRs can easily collaborate in real time with coworkers and third-party partners (carriers, distributors, etc.) to gather all necessary information to provide a relevant answer to any customer request.

System integration

Esker's solution integrates with ERPs, CRMs, transport management, warehousing and product information systems thanks to its Connectivity Suite that provides multiple integration options using pre-built connectors, APIs or managed file exchanges. The system integration capabilities allow CSRs to quickly and accurately answer any product, quote, availability or delivery status request.

Want to automate additional Customer Service tasks?

Managing enquiries is just one part of Customer Service: CSRs also manage the flow of incoming customer orders that need to be entered into the ERP system, as well as investigate and resolve customer claims. Esker Order Management uses AI and RPA technologies to automate the most repetitive, low-value tasks of order entry on the same secure, cloud-based platform. Esker Claims & Deductions helps resolve customer disputes quicker and keep short payments under control with AI data capture and electronic workflow capabilities.