Improving the Customer Service Experience with **Intelligent Case Routing**

CBRE

- World's largest commercial real estate services and investment firm
- 450+ offices globally
- Receives millions of customers service calls every year
- Wanted to automate customer service to meet demand, yet maintain customer satisfaction
- Using Google Cloud-based intelligent case routing solution powered by SpringML

"SpringML helped us develop a machine learning model to automate service requests. This system can handle millions of cases per year and has the potential to enhance the employee experience, accelerate request response times, and improve customer satisfaction. Based on the initial success we've seen we are looking to expand this model to other service request systems and a broader set of clients in the near future."

Stuart Appley, Managing Director, Global Workplace Solutions, CBRE

Whether its on the phone or online chat, customers expect their questions about products, order status and service issues answered quickly. As customer service departments struggle to keep up with the flow of inbound customer inquiries, how do enterprises improve the service experience so they can scale to meet demand without impacting customer satisfaction?

SpringML developed an intelligent case routing solution that automates the categorization of customer requests and directs them to appropriate pre-determined answers or personnel for quick resolution. CBRE Group Inc. implemented the SpringML solution on Google Cloud to capture data from each customer service query. Through machine learning, the more queries the system receives, the system's ability to provide the correct information improves exponentially, allowing CBRE to easily accommodate an increasing volume of customer calls or online chats without the need to hire more service agents.

In CBRE's intelligent case routing solution new customer services cases are:

1. Fed into the REST API for real-time or batch analysis
2. Processed to retain only generalizable and machine-readable information
3. Evaluated by API to either have a response provided automatically or routed to a customer service agent for further assistance.

For more information about SpringML's intelligent case routing solution, contact us at info@springml.com.

SpringML