

TAME CONTENT. HARVEST INSIGHT. ACHIEVE INTELLIGENCE

THE KODAK INFO INSIGHT PLATFORM.

Turn your valuable business data into insight.

Automate your business processes and enhance your customer interactions at the same time.

It is rare that a new capability is introduced that allows organizations to achieve both **cost improvements** and **performance improvements** at the same time. This is one of those times: **Solve your most challenging information work flow hurdles** using a revolutionary new solutions platform available from Kodak Alaris.

Whether you need to **improve customer experience** or to **automate your business processes**, our solution based on cutting edge artificial intelligence (AI) technologies helps improve customer satisfaction and reduce costs at the same time. **Kodak Info Insight Platform** allows you to get ahead of competition and scales as your needs evolve.

This technology helps many international brands in markets like consumer electronics, automotive and business process management to solve their key information management challenges.

REDUCE COST
UP TO **40%**

HANDLE CUSTOMER
INQUIRIES UP TO
90% FASTER

**95% OF INCOMING
MAIL IS AUTOMATICALLY
CLASSIFIED AND ROUTED
CORRECTLY**

Key customer benefits:

- i** Have your business benefit from a single platform that has the ability to analyze, understand, process and respond to any input regardless of source, format and structure.
- i** Automate your business processes end-to-end by extracting relevant information and augment with content from independent databases and systems.
- i** Customer interactions are dynamic, not static. Benefit from the platform's self learning ability that leverages the input classification decisions made by your expert agents
- i** Handle very dynamic business processes without being forced to rely on complex rule sets that are hard to maintain and may even result in failing projects.
- i** Delight customers with faster, more comprehensive and consistent responses no matter how complex their inquiry may be.
- i** Finally, while most existing solutions either automate business processes or optimize customer service workflows, the **Kodak** Info Insight Platform achieves unparalleled value by connecting both.
- i** Gain time to pursue new business opportunities rather than spending time on routine tasks.



Kodak Info Insight Platform

Example of applications that benefit from Kodak Info Insight Platform:

- i** Complex, difficult to automate, high volume applications like **claims processing**
- i** Workflows involving processes working with many different information systems like **invoice processing**
- i** Customer communication workflows like **digital mailroom**
- i** Customer service center needs like **customer response handling, self service, interactive chat** and **knowledge management**

Integration Platform Editions	For automated input classification, data extraction and process automation of documents regardless of source and structure. Integrated work flow designer. Modular platform, can be integrated into e.g., CRM, ACD, DMS, and ERP systems, provides reporting and archiving, real-time system management and automatic workload distribution
Mailroom Solution	Analyzes any type of documents (e.g. invoices, letters and forms), automatically feeds relevant contents into predefined business processes and enables managing response automation to any type of input
Response Solution	Analyzes incoming written correspondence / inquiries (e.g. email, text messages, Twitter, Facebook), suggests possible answers and intelligently routes them to available service agents
Self Service Solution	Analyzes and learns questions and automatically suggests answers (FAQ)
Knowledge Solution	Captures and indexes each relevant piece of business information from documents, file systems, dialogs and portals
Web Scout Solution	Monitors the behavior of website visitors, analyzes their relative value and actively connects them to available reps via video chat, co-browsing, form-sharing and page push
Examples of Optional Modules	
Virtual Agent	Automatically captures, validates and transfers data to ERP/HOST environments, mimicking all steps a human operator would perform
Phone Ticket	Leads internal and external agents down the shortest path to a solution to phone inquiries using a dynamic conversation guide

REDUCE TIME

ENHANCE QUALITY

MAXIMIZE RESOURCES



About Kodak Alaris' Document Imaging Division

Kodak Alaris' Document Imaging solutions enable customers to capture and consolidate data from digital and paper sources, understand and extract valuable insight from the contents, and deliver the right information to the right people at the right time. Our offerings include award-winning scanners, capture and information management software, an expanding range of professional services and industry-leading service and support. With customers ranging from small offices to global operations, Kodak Alaris delivers superior systems and solutions to automate business processes, enhance customer interactions and enable better business decisions.

To learn more:

Visit: www.kodakalaris.com/go/infoinsight

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