

Einstein Case Categorization

Case Study from Luxury Company

The goal of this feature is to utilize Einstein Case Categorization to accurately categorize cases, specifically those originating from email, and route them to the most appropriate agent. Unfortunately, the 80% success rate was limited by the quality of data and the complexity of the case categories. As a result, the initiative has been temporarily paused while the categories are reviewed and improved.

Business Impacts

**Highest
Customer
Satisfaction Score**

**Lower Handling
Time**

**+6
Avg years of
Salesforce
Experience**

How Certwo Helped?

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