



Automating email responses for an energy sector client

ENERGY · CUSTOMER SERVICE

RESULT

40%

Faster email response time, plus measurable gains in consistency and customer satisfaction.

THE CHALLENGE

Agents handling high volumes of customer emails faced slow response times, inconsistent tone and variable quality — impacting average handle time and customer satisfaction.

HOW AI WAS USED

- Deployed Email Reply — an AI-driven assistant built on Einstein Automation — to empower agents with fast, high-quality responses.
- Tuned the system for tone, consistency and accuracy across customer communications.
- Scaled to support around 12,000 emails per month inside the agent workflow.

WHAT IT PRODUCED

An AI-drafted reply embedded in the agent workflow, reviewed and sent by the human.

REUSABLE PATTERN

AI drafts the reply; the agent reviews and sends. Speed up handle time without giving up tone or quality.

AI TOOLS & COMPONENTS

Einstein Automation

AI email drafting

Agent workflow integration

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See how this pattern could apply inside your business.

START THE CONVERSATION