

# Pega Email Bot

Intelligent email automation made easy

## A Pega Datasheet

---

Even in the age of digital transformation, email remains a highly used and trusted communication channel. The nature of email hasn't changed – it's still unstructured and attachment-heavy. However, customers and partners increasingly expect rapid, personalized responses and delightful service with little to no effort. In order to deliver on customer and operational expectations, service departments need a sustainable strategy for continuously reading, interpreting, routing, acting on, and responding to large influxes of emails – one that frees up their employees to focus on more urgent tasks.

Pega Email Bot™ provides a complete email automation strategy that accelerates response time, gets real work done, and frees up employees to focus on what matters most – the customer.

Email Bot uses AI and intelligent automation to make email work for you. Your Pega Email Bot:

- **Understands email**  
Capture the intent, sentiment, and critical entities of an email and its attachments with natural language processing (NLP).
- **Gets real work done**  
Do more than send canned responses. Your bot can drive end-to-end outcomes, automatically creating and triaging work to the right person or system, relieving your team of redundant and time-consuming tasks.
- **Focuses on the customer, not the channel**  
Stay connected to the customer journey. Information, logic, and responses will be contextual and personalized so your customers will never be lost.
- **Is always learning**  
Capture every conversation. Data can be fed back into Pega's machine learning algorithms to improve AI accuracy and better predict next best actions.

### Challenge

Today it is more important than ever to provide a seamless experience with rapid, personalized responses across all channels. Without the right strategy and technology, processing incoming emails can be sluggish, costly, and disconnected.

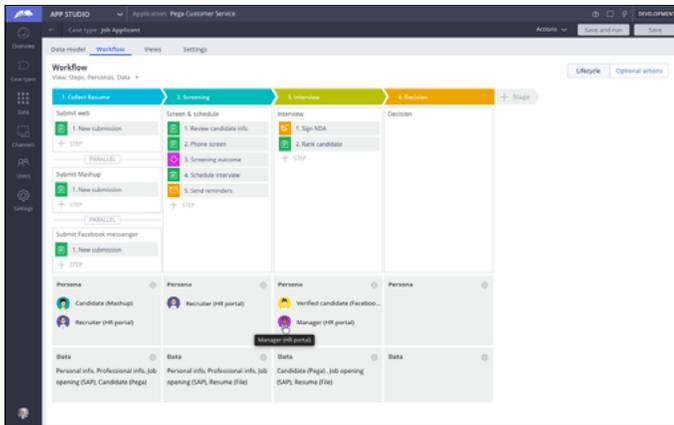
### Solution

Pega Email Bot uses AI and intelligent automation to provide a complete email automation strategy, accelerating response time, getting work done, and freeing up employees to focus on customer engagement.

## Go beyond canned auto-responses

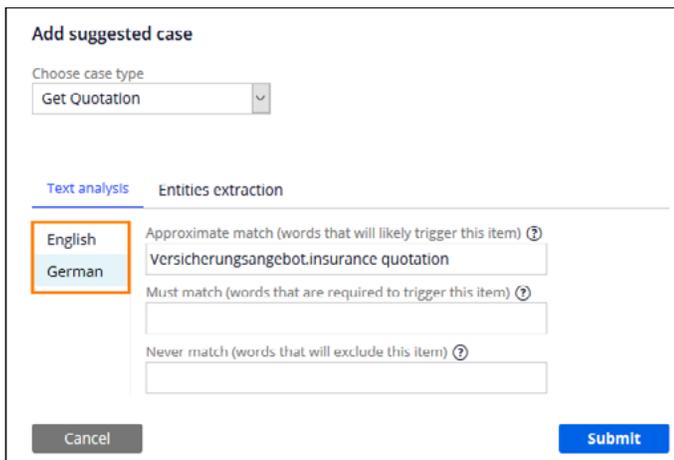
Pega Email Bot is the only complete email automation strategy that seamlessly connects email operations to the rest of your business. Other solutions will leave you stitching parts together – driving up costly implementation costs and limiting your future agility.

With Pega Email Bot, business users and developers alike are empowered to easily build, collaborate, and deliver intelligent automation fast using Pega's market-leading, model-driven application development environment.



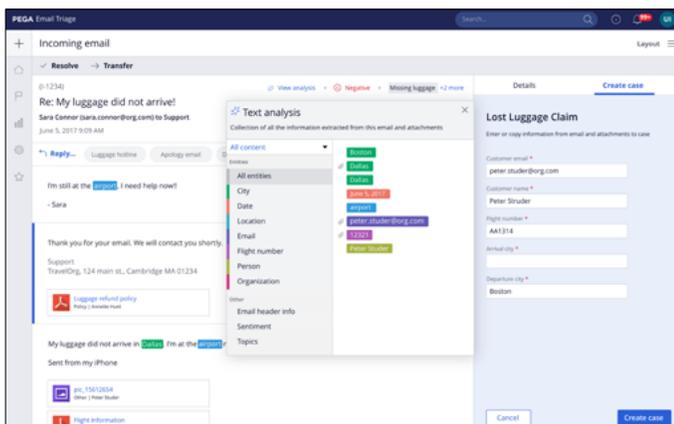
### Get started fast

- Deliver and iterate quickly using Pega's market-leading low-code application development environment.
- Construct, train, and edit NLP models with a few clicks.
- Connect to existing microjourneys, or rapidly develop and deploy processes to expedite email processing.



### Process sentiment, intent, and information across languages

- Extract the intent of users with out-of-the box NLP and text analytic capabilities.
- Process and extract critical information from attached documents and pictures.
- Take advantage of existing models and training data to expedite deployment.
- Utilize a single model across multiple languages and email formats.
- Integrate with other NLP and text services via an open architecture.



### Get work done

- Connect to all your customer data sources so you can deliver rapid outcomes and personalized responses.
- Plug into pre-existing business flows and extend them to email.
- Trigger multiple business processes from a single email.
- Enable easy human intervention in the out-of-the-box email manager portal.