

Business Case Dispatch

Where can this business scenario be applied?

- **Consultancy firms on the Internet.**
- **Departments that deal with incidents (ticketing) and requests.**
- **Any department with a large-scale intake of messages to be redirected.**

What's the situation?

Each month, a consulting firm receives 10,000 queries on the Internet that require attention. At Action Level 1 (L1), two people take 3 minutes to read each query and address the message to the most suitable team at Action Level 2 (L2), depending on the subject. The labour rate for each person at Level 1 is €0.60/min.

The labour rate per month at Level 1 is €18,000.

At the second Action Level (L2), 30 teams receive and respond to the queries. Each query is resolved in 10 minutes at a labour rate of €1.20/min.

The labour rate per month at Level 2 is €120,000.
The total labour cost is €138,000.

What if Atomian is placed at Level 1 (L1) of the query process?

In this scenario, Atomian can automate 50% of queries (automatic dispatch), analyse the content and send each of the messages to the most suitable action team, working with a record of cases.

For the remaining 50% of queries, Atomian can identify action teams (dispatch to be reviewed). Although personal intervention is still required, the action time reduces from 3 minutes to 1 minute.

Labour expenses at level 1 are now €3,000.
Costs have fallen by €15,000

And what if Atomian is placed at both Level 1 (L1) and Level 2 (L2)?

The same metrics can be applied from Level 1.

At Level 2, Atomian can respond automatically to 20% of queries, with a learning process based on previous actions and without the need for personal intervention from Level 2. The remaining 80% of queries are addressed as before.

Labour costs at levels 1 and 2 are now €99,000.
We have reduced monthly costs by €39,000.



What additional benefits can be gained with Atomian?

Atomian increases the number of queries that can be addressed in a month, with the same number of people.

At Level 1, the company can answer 15,000 queries, equivalent to a 50% increase, with 2 people in the department as before. At Level 2, the 30 action teams can respond to 4,000 more queries each month. The company can manage 40% more queries with the same employees.

Customer service is significantly improved due to a faster response rate and the capacity to answer more queries.

Other Benefits



40% more queries

14,000 queries answered each month.



More effective customer service

Faster query response rate.



€0 training cost

Atomian does not require training. We all know how to ask for information.



New people

Atomian supports new installations.



More efficiency

Fewer mistakes in assignment to teams.



Other tools

Other software applications are not required.