

5.8 Email

Bright Pattern Documentation

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Email Tutorials

Section *Email* presents tutorials about the email configuration required for appropriate filtering and routing.

Tutorials

- [Configuring High-Importance Email Routing](#)

Configuring High-Importance Email Routing

If your contact center uses email, it is possible to have the system place incoming, high-priority emails at the top of the Agent Desktop application's [Team Queue](#) and the [Personal Queue](#).

This can be accomplished by configuring *queueing priority* settings, which are located in the Contact Center Administrator application, section [Scenario Entries > Email > Services tab](#).

Note: In order for this feature to work, the [Case details](#) filter **must** be set to [SLA Age %](#). The *SLA Age %* filter takes *queueing priority* into account, that is, incoming emails are first sorted by priority and then by the remaining *SLA Age %* within that priority.

Understanding Importance

Microsoft email services and a number of other email messenger applications can set and indicate the importance of a message to a recipient. In order to do this, a numeric value ranging from 1 (high) to 5 (low) is sent as an [X-Priority header](#) in the email.

When Bright Pattern Contact Center (BPCC) software receives emails with this header, it places them in order of importance in the *Team Queue* and the *Personal Queue*. BPCC uses numeric values configured in the *Email > Services tab*, which range from 5 (high) to 1 (low), to determine the queue order.

When you are defining queueing priority in the Contact Center Administrator application, **use BPCC importance only!** The following table will help you convert X-Priority numeric importance to Bright Pattern numeric importance.

Importance Conversion Table

Importance	X-Priority Header	BPCC
High	1	5
	2	5
Medium	3	3
Low	4	1
	5	1

Configuration

Default

By default, BPCC applies low importance (i.e., 1) to all incoming emails. When the configured importance is the same for every *Queueing priority* setting, emails will appear in the Team queue in the order that they were received (i.e., X-Priority header importance will be ignored).

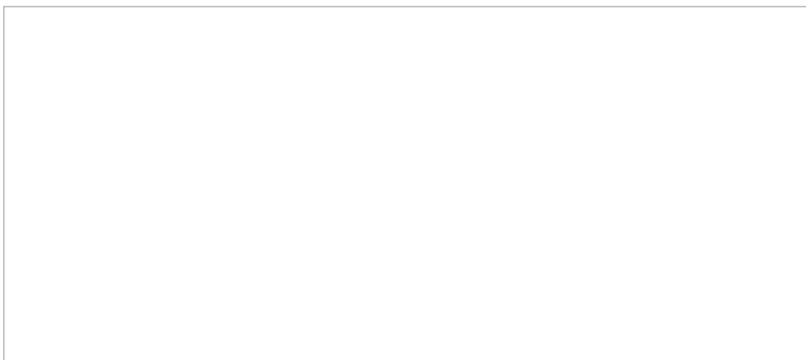


The default system configuration

High-Importance and Low-Importance Emails

If you wish to prioritize emails marked with high importance, and deprioritize emails with marked with low importance, do the following:

- Change the *Default* column for *first email* and *subsequent email* to **3 (i.e., normal)**.
- Change the *3 (normal)* column for *first email* and *subsequent email* to **3 (i.e., normal)**.
- Change the *1 (high)* column for *first email* and *subsequent email* to **5 (i.e., BPCC high)**.
- Change the *5 (low)* column for *first email* and *subsequent email* to **1 (i.e., BPCC low)**.



Prioritize high-importance email and deprioritize low-importance emails

With this configuration, all incoming emails (i.e., first and subsequent emails) sent to your contact center's email service with high importance will appear at the top of a queue. Emails sent with normal importance will be displayed after the high-importance emails. Emails sent with low importance will appear at the bottom of the queue.

As a reminder, in order for this feature to work, the [Case details](#) filter **must** be set to [SLA Age %](#).



High-importance emails displayed at the top of the *Team Queue*

Higher Importance for Subsequent Emails

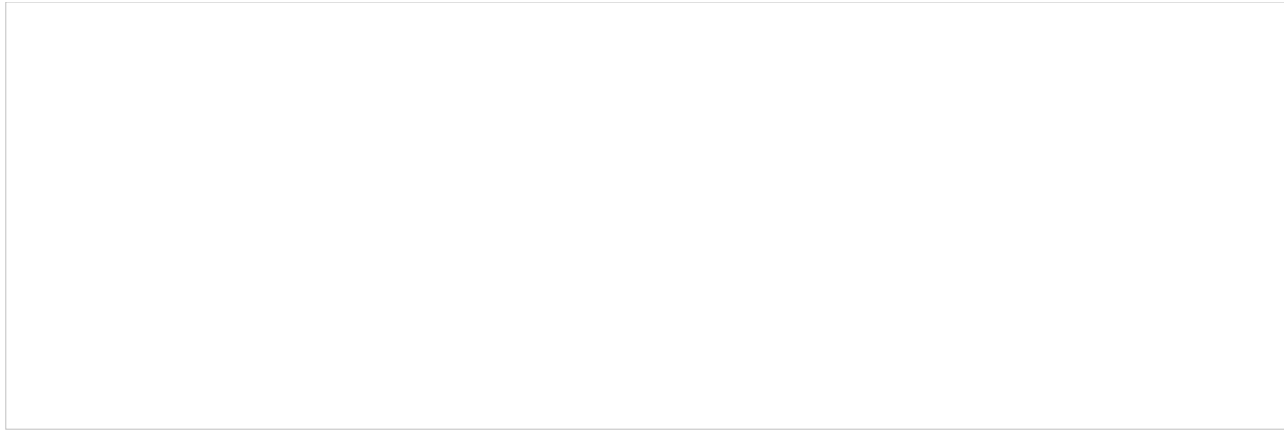
If your contact center wishes to give high-importance to subsequent emails but not first emails, do the following:

- Change all columns in the *first email* row to **3 (i.e., normal)**
- Change all columns in the *subsequent email* row to **5 (i.e., BPC high)**.



Prioritize subsequent (i.e., follow-up) emails

Because we set priority to normal (i.e., 3) for all first incoming emails, the Agent Desktop *Team Queue* will display all first emails in the order of [SLA Age %](#); this includes emails marked with high importance.



Emails displayed by *SLA Age %*

After an agent has replied to a first email, if the customer chooses to send a follow-up message (i.e. a subsequent email), emails with replies will always sit at the top of either the *Team Queue* or the *Personal Queue*. You may verify this information by checking the email's timestamp.



Subsequent emails assigned to a higher priority than first emails display at the top of the queue

