aptean

Auto Case Creation in **Aptean Respond**

Automate Complaint Intake Without Compromising Compliance

Complaints teams across the UK – from financial services and insurance to local government and councils – face increasing volumes, tighter response timelines, and heightened regulatory expectations.

Manual complaint intake creates unnecessary administration, inconsistency, and risk at the very start of the complaints journey.

Auto Case Creation in Aptean Respond processes emails using AI to identify complaints and automatically create complaint cases from valid incoming emails — reducing manual repetitive tasks, improving data quality, and supporting compliant complaint handling.

The Challenge Facing Complaints Teams

Complaint volumes continue to rise across regulated industries	Manual case creation from emails is time-consuming and repetitive	Manual data entry increases the risk of error and inconsistency	Intake issues can impact downstream complaint handling and auditability

Complaints teams need automation that improves efficiency without removing control or oversight.

Introducing Auto Case Creation

Auto Case Creation is a capability within Aptean Respond, powered by **Aptean Intelligence in AppCentral**, that automatically creates Respond cases from valid incoming complaint emails received in a shared Exchange mailbox.

The solution intelligently identifies new complaints, extracts relevant information from incoming emails, and creates new Respond cases accordingly. This removes the need for manual case setup while ensuring complaints teams maintain control and oversight.

AppCentral

AppCentral is Aptean's connected workspace, designed to simplify how teams work.

It brings together the applications, data, and processes you rely on into a single, consistent experience, making information easier to find, and workflows easier to manage.

By automating business processes end-to-end and presenting information in a way that supports how your teams actually work, AppCentral helps reduce everyday friction and improve productivity across your organisation.

Aptean Intelligence

Aptean Intelligence is built directly into AppCentral, adding an AI-powered layer that helps teams get more value from their data without needing technical expertise.

Our vertical-specific AI supports the automation of routine tasks, surfaces relevant information, and presents insights in clear, plain language — helping your teams to anticipate what's next, act faster and make more informed decisions.

How Auto Case Creation Works

1. Complaint emails are received in a shared Exchange mailbox
2. AI-powered intelligent processing identifies new complaints
3. Relevant complaint information is extracted from the email content
4. A new Respond case is automatically created using the extracted data
5. The case is ready for the complaints team to review and progress

Existing mailbox folders can be used to organise AI-processed emails, ensuring the solution fits naturally into established workflows.

Key Benefits for Complaints Teams

Improved Efficiency

Reduces repetitive manual tasks associated with complaint intake, freeing teams to focus on investigation and resolution.

Higher Data Quality

Automated extraction using AI reduces manual errors and oversight, supporting more consistent and reliable complaint records.

Faster Case Creation

Respond cases are created as soon as valid complaints are identified, supporting timely complaint handling.

Designed for Regulated Environments

Built to support compliant complaint handling processes in UK financial services, insurance, and other regulated sectors.

Built with Compliance, Control, and Robustness in Mind

Auto Case Creation is designed for regulated environments where transparency and oversight are essential.

Clear audit support: AI-extracted data is clearly marked as such, with logs of AI-driven actions and user overrides

Human control: You control how complaints are recognised and which data is extracted

Configurable: Rules and data extraction can be tailored to your organisation

Resilient by design: Built to support reliable, continuous operation within enterprise-grade environments

This ensures automation enhances, rather than replaces, compliant complaint handling.

Fits Seamlessly into Your Existing Process

Auto Case Creation enhances the start of the complaints journey without changing how complaints are investigated, managed, or resolved.

By using existing email inboxes and folder structures, teams can adopt AI-powered automation with minimal disruption and change management.

Take the Next Step

Whether you are exploring Aptean Respond or already using it, Auto Case Creation can help reduce manual administration at the start of the complaints journey while supporting consistent, compliant processes.

To see Auto Case Creation in action, speak to your Aptean Respond Account Manager or **book a demo**.