

Case Study: Automate Odoo Helpdesk email processing using Text Analytics

Odoo Helpdesk helps businesses in managing customer support tickets – including creating, assigning, and handling and resolving the tickets. Some tickets in helpdesk are generated using unstructured text emails received from clients. These tickets require someone to read through the entire text of the email in order to identify specific products and services mentioned in the text before assigning the tickets to relevant help teams for further processing.

Even though it is unavoidable to read through each email at some point, it would be helpful to automatically generate the list of products and services mentioned in each of the ticketed email along with the sentiment of the email so that the email tickets can be automatically categorized and assigned to appropriate teams with right priority for further processing. Named Entity Recognition (NER) and Extraction (NEE) process of Natural Language Processing (NLP) technologies can be used to identify the names of products and services referred to in emails.

We implemented the NLP solution for extracting the names of products and services and for sentiment analysis on AWS cloud using their machine learning (ML) platform, and then integrated the NLP solution with Odoo Helpdesk using REST APIs. We enhanced the Helpdesk user interface to display the names of products and services and the sentiment (positive or negative).

Below is an architecture diagram showing: 1) the flow of data from Odoo ERP to AWS Machine Learning/NLP environment, and 2) the NLP services REST API for processing Odoo Helpdesk email text.

