



Bramble Hub

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Bramble Hub - mycomplaints.ai

Service Definition

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mycomplaints.ai: Service Description

Overview

Mycomplaints.ai is an AI powered SaaS Complaints Management Solution. AI-generated output is presented clearly, with context, requiring human review and validation in order for complaint resolution to progress from one stage to the next. The solution enhances the analysis, investigation, root cause identification, remediation and response processes, improving the timeliness, accuracy and efficiency of an organisation's complaint handling activities.

The solution is deployed as two apps in MS-Teams. Licensing of the MS-Teams platform independently of Mycomplaints Ltd is a pre-requisite for deployment of the mycomplaints.ai MS-Teams apps.

The mycomplaints.ai apps in MS-Teams are:

- Case Handler – The solution that delivers the core functionality to import or input complaint details and manage complaints to a resolution.
- Insights – An optional tool that supports root cause analysis and allows organisations to learn from the complaints that they have received and to identify corrective actions.

Responsible use of AI in complaint management

Our platform is designed around a **Human-in-the-Loop** model. This means every AI-generated output is presented clearly, with context, and must be reviewed and validated before it moves the process forward.

We break down each complaint into **smaller, manageable steps**, allowing handlers to:

- Understand how each decision was made
- See the sources, evidence, or calculations used
- Adjust or override any AI suggestions as needed

No AI-generated step is ever approved automatically. Our **Human-in-the-Loop AI** ensures transparency, accountability, and control at all times.

Sector-tuned intelligence



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Our **generative AI** is fine-tuned to the needs of specific industries and use-cases, drawing from:

- The full complaint text
- Supporting documents and attachments
- Meeting transcripts
- Similar past complaints
- Ticket history from CRM systems
- Sector-specific regulatory guidance
- Customer-specific internal knowledge bases

This rich context ensures that our **AI understands each case in depth**, improving the relevance and quality of its recommendations.

AI-powered complaint handling with human validation

Our AI support spans the full lifecycle of a complaint, always with clear outputs and justifications that humans can verify before proceeding.

Key AI-assisted capabilities include:

- **Complaint breakdown:** Summarising the complaint, identifying key issues, requested outcomes, and supporting evidence
- **Document analysis:** Reviewing and summarising supporting materials in context
- **Ticket and history review:** Analysing CRM and line-of-business interactions leading up to the complaint
- **Meeting transcript review:** Extracting relevant context from conversations
- **Vulnerability and impact assessment:** Flagging priority cases and sensitive customer needs
- **Investigative actions:** Suggesting steps to gather more information
- **Issue classification:** Categorising problems by customer journey stage and type



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- **Root cause analysis:** Proposing likely root causes for each issue, supported by an integrated **5 Whys tool** that enables complaint handlers to explore and expand on root causes collaboratively
- **Outcome suggestions:** Recommending resolutions and possible next steps
- **Redress calculation:** Suggesting redress amounts and methods, with justification
- **Corrective action proposals:** Recommending preventative measures
- **Reporting preparation:** Pre-filling regulatory or internal reporting fields
- **Response drafting:** Drafting high-quality, customisable response letters. Our AI editor allows you to prompt for additional case related content whilst editing.

Accuracy and transparency

Every AI-supported decision point within mycomplaints.ai is logged and stored in our integrated data warehouse, providing a foundation of absolute transparency.

This enables:

- **Comprehensive audit trails:** Demonstrating regulatory compliance and internal governance with ease.
- **Visible reasoning:** Each AI recommendation is accompanied by an explainable "thought trail" - a structured reasoning record that shows exactly why a suggestion was made.
- **Grounded intelligence:** By integrating with your CRM and line-of-business systems, our AI uses only verified, real-world data, ensuring outputs are accurate and contextually relevant.

By design, our AI is **transparent, editable, and explainable**. We empower complaint teams to work faster and more effectively, ensuring that expert human judgment remains central to every decision.



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Learning and root cause analysis

Our platform goes beyond individual resolutions to help you understand the "why" behind your complaints. Our AI automatically collates rich data from complaint details and the investigation process, as well as from already resolved issues received from partners or contact agents through our API or email.

Key details like root causes and corrective actions are automatically encoded while handling the case, ensuring your data warehouse maps a complete picture of every interaction. This includes:

- **Customer journeys**
- **Touchpoints**
- **Problem types**
- **Product categories**
- **Consumer outcomes**
- **Vulnerability indicators**
- **Regulatory classifications**
- **Remedial actions taken**
- **Redress paid**

This granular data is collated in our data warehouse, where our optional **Insights app in Microsoft Teams** identifies emerging trends and provides detailed AI analysis. This allows your team to understand common root causes and tackle systemic issues effectively.

To maintain security and compliance, our analysis tools respect **access rights**, ensuring that insights are tailored to specific products, departments, or brands as required by your internal governance.



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Benefits

Mycomplaints.ai accelerates the process of collating relevant assets that pertain to a complaint, analysing their contents and summarising the salient points. The system can recommend an appropriate course of action to achieve an equitable resolution to the complaint. It does this whilst at every stage asking the complaint handlers to use their knowledge and expertise to validate the interpretation of the information that has been assessed and the conclusions that have been derived from it, allowing them to focus on adding value to the resolution process. The outcomes: faster complaints resolution, compliance with deadlines and SLAs and improved customer service.

Implementation

Implementation is a light-touch activity; the system is largely pre-configured and ready-to-go. Subject to some minimal localisation (e.g. definition of organisation-specific team structures) the system can be operational in a matter of days.

More information

Please visit our website (www.mycomplaints.ai) contact us at: procurements@mycomplaints.ai