MOURI TECH®



Enhanced Customer Support with **GenAI-Powered Digital Assistant**

Client **Overview**

One of our long-standing clients in the manufacturing sector has been partnering with us for the past 10 years. Known for their high-quality tools, equipment, and innovative solutions, this client operates in a fast-paced industry where efficiency and productivity are paramount. They are dedicated to delivering superior products and services to a diverse range of customers, from professional tradespeople to DIY enthusiasts. With a commitment to innovation and excellence, they continuously seek to enhance their operations and customer experience to maintain their market-leading position.

Problem Statement

Our client faces significant challenges in improving customer experience and maintaining high operational standards. Efficiency and productivity are top priorities in their industry. However, the client struggles with quick access to data, streamlined workflows, and ease of navigating business-critical data for informed decision-making.

Additionally, enhancing customer experience during support calls remains problematic, which is crucial for meeting customer expectations and improving satisfaction. These challenges are impacting the client's ability to maintain high operational standards and customer satisfaction, hindering their efforts to deliver exceptional service and support to their customers. Addressing these issues is essential for the client to uphold their reputation for excellence and continue to thrive in the competitive manufacturing industry.

Solution

Leveraging our extensive institutional knowledge from years of partnership with the client, we implemented a sophisticated solution utilizing **GenAI and large language models (LLMs)**. To address common challenges associated with LLMs, such as discrepancies and transparency, we employed a custom-designed advanced **Retrieval-Augmented Generation (RAG)** architecture.

This solution effectively tackles the client's critical challenges in data management and customer support by providing precise context analysis of user queries and drawing relevant data from diverse sources, including Azure Blob, SharePoint, and Postgres. Key features of our solution included:

1. **Advanced Data Retrieval and Integration:**
   - Implemented a RAG architecture to enhance data retrieval, ensuring accurate and relevant responses by integrating data from multiple sources such as Azure Blob, SharePoint, and Postgres.
   - Enabled seamless data access and integration, addressing issues related to data silos and fragmented information.
2. **Personalized Real-Time Responses:**
   - Utilized GenAI and LLMs to analyze user queries in real-time, providing personalized responses tailored to specific user needs.
   - Ensured that customer support interactions were efficient and contextually accurate, improving overall customer satisfaction.
3. **Continuous Monitoring and Feedback:**
   - Established continuous monitoring and feedback mechanisms to regularly assess and improve the system's accuracy and performance.
   - Adapted the solution based on real-world usage and feedback, ensuring that it remained relevant and effective over time.
4. **Enhanced Operational Efficiency:**
   - Streamlined data access and management processes, allowing the client to quickly access business-critical data and make informed decisions.
   - Reduced manual effort and time spent on data retrieval, significantly enhancing operational efficiency.
5. **Improved Customer Experience:**
   - Enhanced the customer experience during support interactions by providing quick, accurate, and personalized responses.
   - Addressed customer queries more effectively, leading to higher satisfaction and loyalty.

Business Outcomes

- **Streamlined Knowledge Retrieval:** The assistant streamlines the process of retrieving knowledge, saving significant time and effort.
- **Increased Productivity and Efficiency:** Quick access to information leads to improved productivity and efficiency, allowing employees to focus on higher-value tasks.
- **Reduced Training Time:** Customer service agents no longer need extensive training, as contextual information is easily accessible via GenAI and LLMs.
- **Improved Customer Experience:** The enhanced data access and analysis lead to better customer service and satisfaction, significantly improving the overall customer experience.

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