

Delivering **Next-Gen Customer Service** with **Generative & Agentic AI** for a Fortune 500 Manufacturer

Industry: **Manufacturing** | Geography: **United States**
Employees: **70000+** | Type: **Public**

Client **Overview**

A leading U.S.-based **Fortune 500 manufacturing company**, known for its diverse portfolio and operational excellence, faced challenges in managing customer service within a complex, high-SKU environment. Their existing systems struggled with quick, accurate information retrieval and efficient inquiry resolution, leading to delays and increased costs. They needed a **Generative & Agentic AI driven Customer Service Copilot** solution to enhance efficiency and improve customer experience.

Business Challenge

The client's business goals for the project were threefold:

- **Improve Operational Efficiency:** Streamline the customer service process to reduce average call time to under 20 seconds, allowing agents to serve more customers with fewer resources.
- **Enhance Customer Experience (CX):** Minimize wait time and deliver faster, more accurate responses to improve customer satisfaction and loyalty.
- **Optimize Workforce Scalability:** Reduce dependency on a large human workforce by leveraging AI to handle complex inquiries, enabling cost savings and scalability to meet growing demand.

Pain Points Identified

MOURI Tech conducted in-depth discussions to understand customer service challenges and business objectives. Key pain points included:

- Frequent agent hold times while searching databases, leading to customer frustration.
- Operational inefficiencies due to scattered knowledge resources.
- Lack of a real-time, AI-powered system to equip agents with instant, accurate responses.



Tech Stack

Azure Cloud Services | Azure Container Services
Azure AI Studio | Elastic Search | Function Apps | Logic App

Business **Solutions**

The implementation of the Customer Services CX Agent was executed through a structured, phased approach to ensure a smooth transition and immediate impact on operations:

- **System Integration & Data Prep:** Connected with Zendesk, Five9, and Azure for seamless support. Indexed knowledge resources for RAG retrieval and linked SAP Fulfilment and Riversand Salsify for real-time data updates.
- **Pilot Testing & Feedback:** Tested with select agents using Zendesk queries and AI-driven responses. Refined AI accuracy based on feedback to enhance SKU-specific retrieval and troubleshooting.
- **Agent Training & Onboarding:** Trained agents on AI interactions, query framing, and retrieving parts and service information.
- **Full Deployment & Monitoring:** Rolled out in phases with on-site support to minimize disruption. Implemented LLM observability to monitor performance, accuracy, and customer satisfaction.
- **Post-Implementation Support:** Provided continuous updates for new SKUs, articles, and recalls, with dedicated technical support for system optimization.

The **Impact**

- **Improve Customer Service:** Enhances customer experience by providing precise information, enabling shorter call times, and accelerating onboarding for new service agents.
- **Support Service Agents with Better Tools:** Empowers representatives with instant access to detailed product specifications, competitive pricing, and tailored recommendations through AI, cloud technology, and real-time data integration.
- **Increase Customer Satisfaction:** Boosts customer satisfaction by significantly improving pre-sales support and responsiveness.
- **Make Pre-Sales Faster and Easier:** Streamlines pre-sales inquiries, increases conversion rates, reduces response times, and supports scalable growth, helping the client deliver superior customer experiences.

Harnessing Gen **AI for Scalable** and **Intelligent Customer Service**

MOURI Tech's AI-driven Customer Services CX Agent successfully transformed the client's customer service operations, delivering substantial efficiency gains, cost savings, and enhanced customer experiences. By leveraging Generative AI and RAG, the solution set a new industry standard for customer service excellence, paving the way for future AI-driven innovations in the field.

MOURI TECH®

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