ADVANTAGE AZURE

AZ Data & AI

Artificial Intelligence
All Customer Experiences
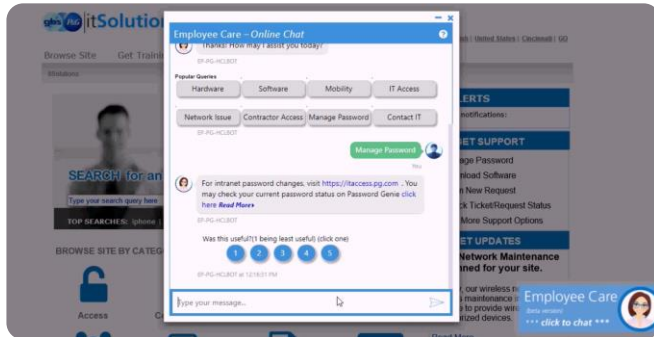
HCL Digital & Analytics
by HCL Technologies

Customer Profile

Global Retail and Consumer Goods Corporation, founded in 1837 and headquartered at Cincinnati USA, with around US$ 85 billion of revenue having 100+ brands under its umbrella operating across 6 continents supported by 92K+ workforce across the geographies.

Key Challenges

- Numerous Help Desks for various purposes and departments leading to confusion and low adoption
- Phone calls often leading to Long Waiting Time and also Longer Resolution Time
- Various Departments like HR, IT, Admin, Facilities and Finance hosted their respective BOT solutions on different technology platforms like Microsoft, IBM, PypeStream etc., hence users needed to access those systems separately and through different methodology
- No Cross-boundary integration with different native applications often to produce a diverse dataset and manual correlation required to get consolidated information
- Proactive intelligent and automated communication from system was an ask as contingency measure for various regular issues
- Dependency on Technical Team even for simple changes resulted slow updates, poor training and eventually a lower accuracy level

Solution Provided

- Single Point Access to all Departments through a centralized BOT connecting all child brains in a multi brain ecosystem uniquely offered by HCL's ADAz Intelligent Assistant Platform
- Supporting 20K+ employee set with 2000+ use cases across departments
- Power User driven web console to register, configure and provision BOTs / Brains / Orchestrations reducing dependency on technical team in BAU cycle
- Coexistence of Brains from various technologies executing intelligence in parallel
- Integrated with several backend system within customer data centre, third party vendor system or on cloud services using API Gateway model
- Inclusion of Personalization and Contextualization features
- Simplified semi automated Training towards high accuracy
- NFRs like multifactor authentication, caching, multi lingual included

Data & AI

Customer Profile

A global provider of professional information, software solutions, and services for clinicians, nurses, accountants, lawyers, and tax, finance, audit, risk, compliance and regulatory sectors. The company is headquartered in Alphen aan den Rijn, Netherlands with a revenue of with EUR 3.7 billion revenue.
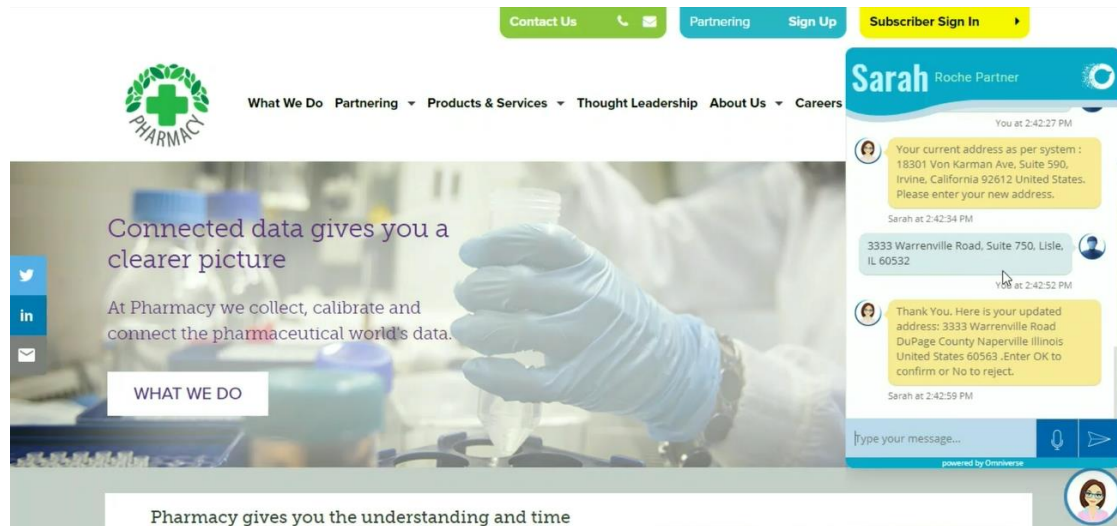
Key Challenges

- Tax Service Desk was flooded with User Calls resulting no bandwidth
- Long waiting hours for Users for simple queries
- Work Pressure resulted inaccuracy in responses
- Huge volume of Use Cases to maintain and refer while responding

Solution Provided

- 47000+ Tax Queries consolidated with answers under a natural language enabled ambience
- A cognitive platform accessible from anytime anywhere over various channels and auto-detectable multilingual capability by users for Tax related queries
- High Scalability to support initial load and addition of 10K+ new queries every year
- High accuracy w.r.t. query responses resulting significant improvement in user satisfaction
- Automation of query resolution energized internal operations and improved service quality

Customer Profile

Customer is a Multinational Healthcare Company that operates worldwide under two divisions – pharmaceuticals and diagnostics. Headquartered at Basel, Switzerland with 94K+ employee base globally recording a market cap of US$ 209Bn+.

Key Challenges

- Business Processes are not integrated resulting a lot of Human Dependency
- Processes are slow and error prone due to huge workload on employees
- Overall Productivity becomes low due to slow processes and reduced workforce motivation
- Relationship with Vendors / Partners deteriorates because of lack of transparency and delayed operations

Solution Provided

- Implemented a Solution having three components RPA, BPM and Conversation UI working hand in hand
- RPA Process initiation based on Natural Language Commands given via conversational interfaces
- Query and Transactions on BPM backend directly from conversational UI based on user's privilege and access level
- Generic FAQ responses and Standard Dashboard display within Intelligent Chat interface itself

Customer Profile

Founded in 1911 by the Australian government and fully privatized in 1996, this Bank is one of the 'big four' Australian banks. Headquarter at Darling Harbor Sydney, it scores a revenue of A$ 26 Billion with around 52000 employees.

Key Challenges

- Increasing Support Calls to Internal Service Desk for Human Resource Department
- Frequent requests for routine Queries / Actions consumes more time leaving low bandwidth for Complex Issues
- Hardly referring to Data Trends / History Data to take Proactive actions towards prevention of any issues
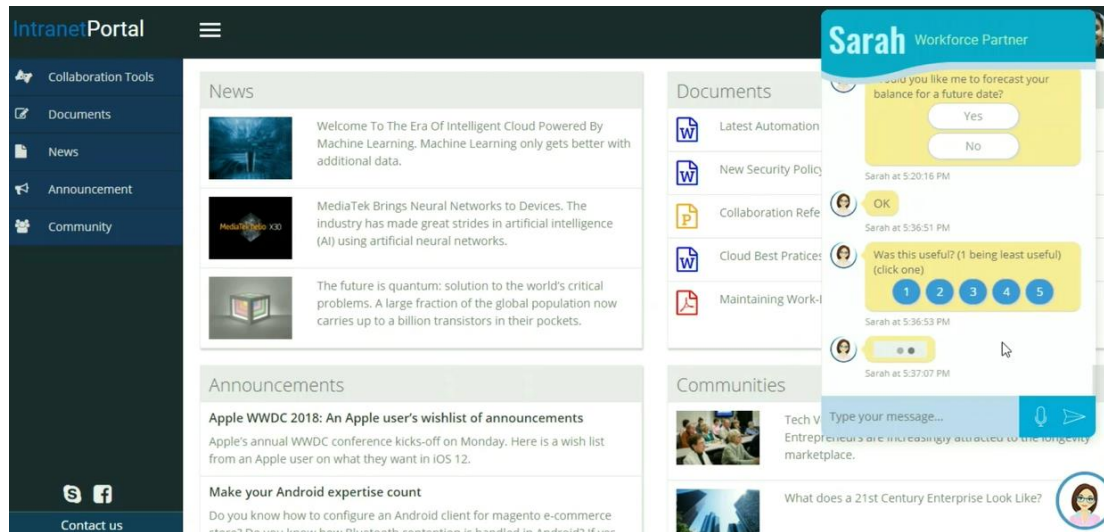
Solution Provided

- Introduced HR Personal Assistant with natural language capability for all L1 Queries and Actions without human intervention
- Seamless transition to / from Live Agents to BOT from same Conversation Window offering a unified experience to employees
- Continuous Monitoring of Transaction Data by BOTs to raise alerts on anomalies as per pre-set rules proactively
- User Feedback based training
- Power User driven Administration and Maintenance Console

AI Experience Details
Retail Banking Customer Assistant *for largest German Bank*

Customer Profile

Bank operates in 58 countries being 15th largest bank in the world by its assets. Headquarter in Frankfurt having revenue of 25+ Billion Euro. Operates in all segments like Private & Commercial Banking, Corporate & Investment Banking and Asset Management.

Key Challenges

- Customers were facing issues in following the right navigation to access personal data and execute required transactions
- A single point entry for all Retail Banking operations without any involvement of Banking Executive

Solution Provided

- Retail Banking BOT catering to both anonymous and authenticated customers
- Available on Retail Banking Website as well as Voice BOT direct access
- Handles query, transactions, recommendation, proactive notifications etc.
- Personalized and Data Classified content, information and data delivery over BOT interface

Customer Profile

America's 3rd largest Pizza chain, founded in 1984 and headquartered in Jeffersontown Kentucky, having 5200+ stores. Numbers show a Revenue of US$ 1.78 billion with 20700+ employees on ground.
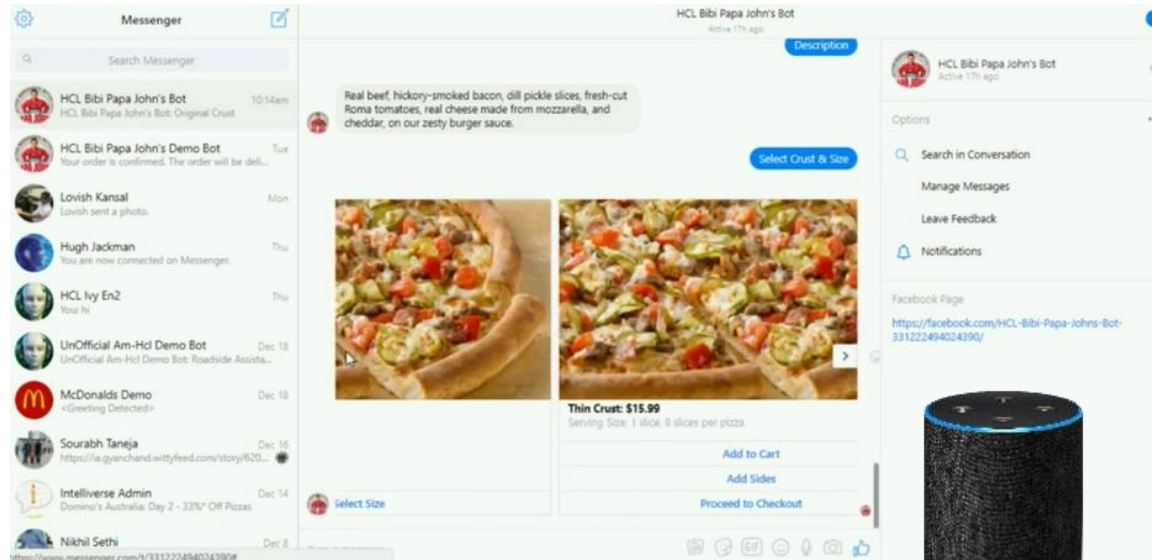
Amazon Echo

Key Challenges

- Customer was experiencing a drop in sales attributed to the fact that competitors being able to provide innovative service and attracting more customers
- Consequently stock price was also falling
- Customer wanted a better Experience delivery to its customers by modernizing their IT to remain competitive
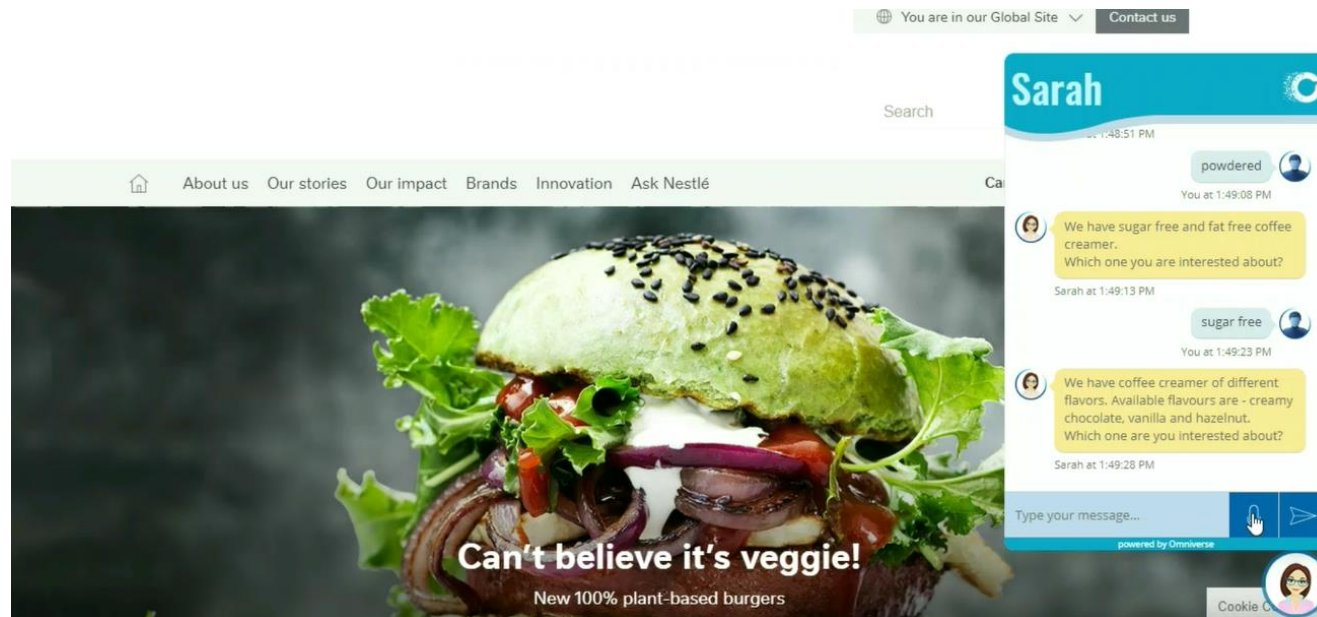
Solution Provided

- Voice BOT based ordering solution driven by ADAz Intelligent Assistant platform deploying a virtual assistant in voice mode over Amazon Alexa
- ADAz Intelligent Assistant based solution was available on various channels like FB Messenger, Telegram, Web based Voice Chat, Twilio etc.
- The voice ordering solution was made secured using a tokenization service

Customer Profile

Customer is a Swiss multinational Food and Beverage Conglomerate headquartered at Vevey, with a revenue of around CHF 90 Mn and global employee base of more than 300 thousands.

Key Challenges

- Reduced Customer Footfall on the Product Portal
- Complex or unclear Search Mechanism
- No direct connect to associated information like ecommerce etc. after search

Solution Provided

- A chat based virtual helper to browse & search Product Catalog
- Availability on Website as well as through voice apps like Google Assistant and Alexa
- Direct Connects to e-commerce channel and links to purchase
- Upsell through Recipe Download related to searched Products

Customer Post-Covid Voice Partner *for Top US based Life Science Institute*

Customer Profile

Customer is a Multinational Healthcare Company that operates worldwide under two divisions – pharmaceuticals and diagnostics. Headquartered at Basel, Switzerland with 94K+ employee base globally recording a market cap of US$ 209Bn+.
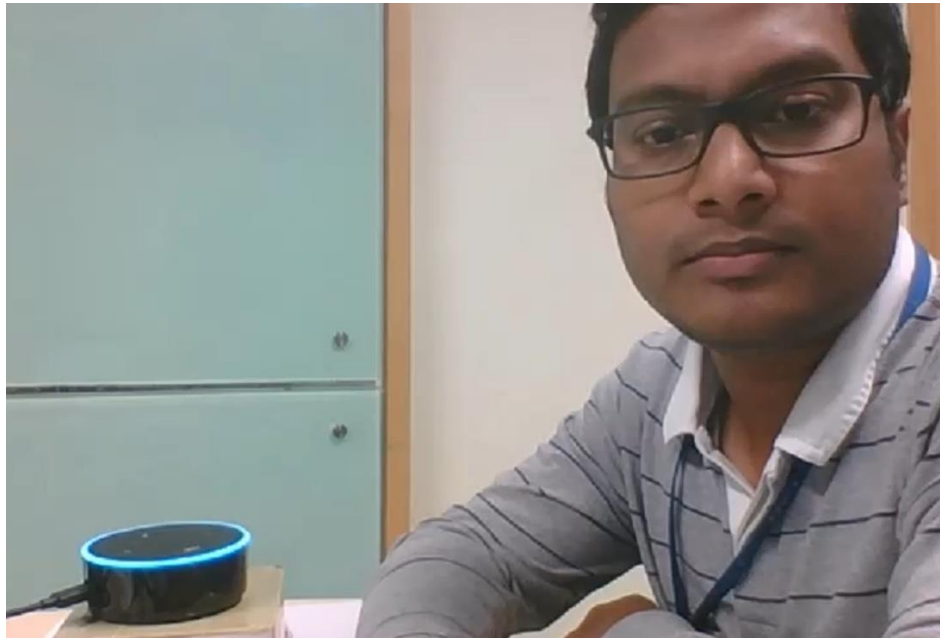
Key Challenges

- Increased Automation in Every Sector of Healthcare Industry to balance the deficit of Manpower in the sector in COVID-19 Pandemic Era
- Human-less Healthcare Actions (Monitoring / Guidance / Communication) with Patients to enable Life Care Provider to support Huge Number of Pandemic Victims
- Leveraging Real-Time Intelligence, to take up Proactive Actions towards reduction in Gaps of Healthcare Decisions
- Use of Voice based Communications across multiple Languages to reach wide variety of Patients

Solution Provided

- Digital Assistant to Recommend the right Healthcare Plan to Patient
- Voice BOT Collects information over Verbal Conversation
  - Individual Demographics [Zip, Age etc.]
  - Medical Conditions [Practitioner Visit Frequency, Existence of Chronic Condition, Planned Surgery in near future, Regular Medicine Information, Expensive Medication Information, Preference for Network Physicians]
  - Financial Parameters [Travel Frequency within USA, Preference between Low Deductible vs Low Premium]
- Collected Information processed through an Intelligent Algorithm to build the Recommendation matching the Individual Profile
- Multiple Healthcare Plan offered as preference with link to the corresponding Brochures
- Optional feature of connect to Online Purchase option is also enabled

Customer Profile

Customer is a 25 years old direct bank in Australia headquartered in Melbourne with AUD 27.3 Bn assets with just around 2000 workforce.
Bank's unique model of branch less operations is a path-breaking model in global banking industry.

Key Challenges

- Bank's Operations very much depending on Call Centre
- Customer Churn was come across in survey but root causes not known
- Call Centre Agents performance, productivity and expertise never measured

Solution Provided

- Recording of Voice Calls between Customers and Call Centre Agents collected for certain duration
- Text Transcript was generated for Voice Recordings excluding noise factors and addressing accent related issues
- Rule based shortlisting done for Analysis Candidates from the generated Transcript
- Key Phrase Extraction was done and Prime Concerns from customers were identified
- Sentiment Analysis was done on Transcripts to identify the reason(s) of the Customer Churn
- Analyzed data was fed into Analytics Engine
- Dashboards and Reports were produced
- Recommendations were done for Corrective Measures

Conversational Enterprise Data Interchange
at Top German Automobile Conglomerate

Customer Profile

Customer is a German multinational Top Automobile Conglomerate headquartered at Stuttgart, Germany, with a revenue of around EUR 173 Bn and global employee base of around 300 thousands.

Key Challenges

- Reduced Customer Footfall on the Product Portal
- Complex or unclear Search Mechanism
- No direct connect to associated information like ecommerce and related location information etc. after search
- No facility for anytime anywhere Product Search

Solution Provided

- NL capable Virtual Partner for EDI driven use cases using HCL's ADAz.IA
- A Tech-agnostic Multi-AI-Brain and Multi-lingual Capable Virtual Partner with Omnichannel (including Mobile Apps & Voice Devices like Google Assistant or Amazon Alexa) access over text and voice with continuously evolving High Accuracy through supervised and unsupervised AI Training
- Secured Access to the data and documents with RBAC visibility filter check
- Easy access to Data over flexible REST / JSON based Integration through API Gateway facing Secured Channel
- Browser based Power User Console for easy Management of AI Knowledge Bases by Business Users themselves
- Functional Coverage includes –
  - ✓ Query / Search Transaction Status
  - ✓ Download EDI Data / Documents as required
  - ✓ Retrieval of Transactions based on keywords / reference (delivery forecast, invoice etc.)
  - ✓ Execution of Transactions to Backend EDI Systems
  - ✓ Retrieval of Artifacts e.g. Invoices, PO in the Chat itself

Customer Profile

Customer is a consumer credit reporting company who collects and aggregates information on over one billion people and businesses including 235 million individual consumers and more than 25 million businesses. Headquarter at Dublin deals with a revenue of US$ 4.7 billion.
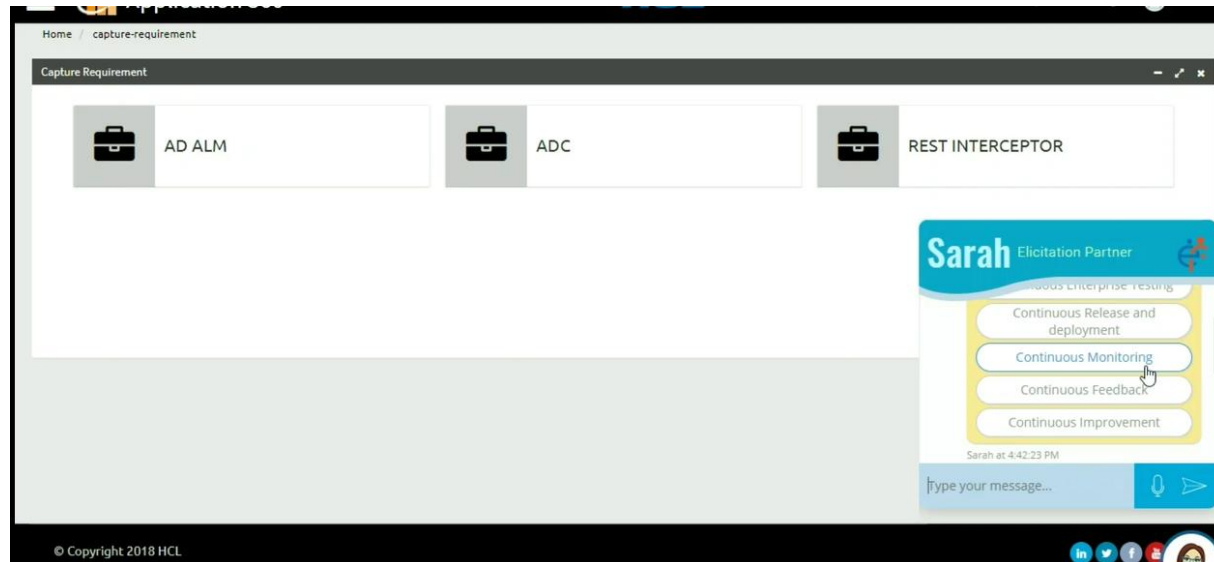
Key Challenges

- Analysis of Requirements registered takes a lot of time when done manually
- Cross System data pulling require manual intervention introducing error and delay
- A graphical output helps a lot for faster understanding

Solution Provided

- Application 360 / CALM is the solution through which DevOps life cycle is supported in all aspects where BOT is positioned as anytime assistant
- ADAz Intelligent Assistant enabled conversational assistant answers queries, retrieves documents and reports, showcase media and takes feedback to ensure a better governance around the program

Customer Profile

Customer is one of the world's leading reinsurance company based in Munich. Operates across the globe, founded in 1880, holds a revenue of EUR 49.1 billion.
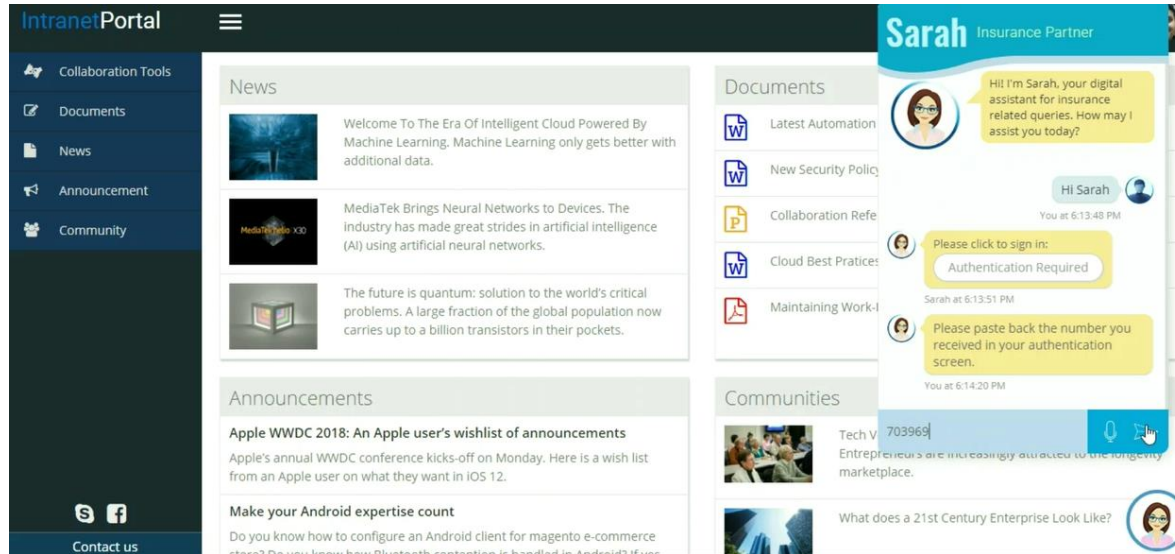
Key Challenges

- Addressing Billing and Payment Queries with no human interaction
- Executing Payment Transactions with no manual intervention
- Integration with IVR System as one of the branch
- Communications in both Textual and Voice mode

Solution Provided

- Processing all online billing and payment in automated way using ADAz Intelligent Assistant BOT
- Integration with Payment Gateway from Conversation itself
- Seamlessly integrated with IVR and Live Agent System
- Addressing 100+ actions & numerous queries around billing & payment via same BOT
- Voice enabled multilingual implementation
- Analytics to improve Billing Help Desk performance

Customer Profile

Customer is a technology-led business process services company headquartered in New Jersey. It was formed in 2017 as a divestiture from Xerox. The company offers digital platforms for businesses and governments. It has 93,000 employees in more than 40 countries and generates a revenue of U$ 6.6 billion.

Key Challenges

- A virtual agent to be developed which were required to be
  - ✓ Platform-based
  - ✓ Omni-channel
  - ✓ Customer centric
  - ✓ Technology agnostic
  - ✓ Easily deployable and maintainable
- Customer to sell this as a platform to its customers

Solution Provided

- Single Platform available for Multi-Channel Access
- User can communicate in Multi-Mode
- Platform work with devices like Alexa, Google Home, and Apple HomePod
- Voice Assistant answers basic questions without full-time employee interactions and is available 24/7
- Beyond providing personalized, on-demand requested information, Voice Assistant can engage with customers to provide solution to users.

Thank You