AI Chatbot
for Industrial Product Support

macaw
Your guide in the era of AI.

A global leader with over 6,000 employees across 50 countries implemented an innovative 'Enterprise GTP Solution' to manage a product portfolio exceeding 10,000 items and enable AI-driven insights.

CHALLENGES

- How to reduce repeated questions
- To combine and make accessible the specifications of 10.000 + products in a databank for the whole sales team.
- To make sure the databank understand the question and come up with the right answer.

BENEFITS

- Centralized Databank which improves efficiency and give quick access to product information.
- Accuracy with up-to-date and consistent information by the AI agent which reduces risk of errors.
- Customer Satisfaction by quick and accurate responses and positive customer experience
- Problem Resolution by effective and efficient inquiry handling.
- Scalability as it easily accommodates new product specifications.

AI Solutions.

PowerApps Integration: The GPT Bot is available in PowerApps and integrated within Microsoft Teams, offering a unified environment.

Enhanced AI Capabilities:
- Speech-to-Text: Powered by Whisper for voice interactions.
- Chat Archiving: Retains conversational history for compliance and reference.
- Feedback Mechanism: Allows users to provide feedback on prompts and responses to improve AI performance.

Flexibility Beyond Copilot Studio: By own development we have addressed gaps in native Copilot Studio by delivering additional capabilities tailored to customer needs. This includes voice-to-text capabilities, automatic chat archiving, and a feedback mechanism for continuous learning and refinement of AI responses.

Technical Implementation.

We uploaded to an Azure Storage the PDF Documents containing specifications about the products. And we uploaded a transformed csv to txt file listing the existing customers problems and the solutions towards these problems.

All these documents were indexed and made available by AI search to an OpenAI chatbot, which was configured to use the gtp-4-turbo model and ada-002 model.

Technology Stack:
- Azure OpenAI Services: GTP Models, Whisper, AI Search
- Microsoft Fabric: Data ingestion and processing
- PowerApps: Front-end interface for GPT Bot.

How Macaw helps customers.

This solution positions the company as an AI-driven innovator, streamlining operations, improving decision-making, and delivering exceptional customer experiences, while maintaining scalability and alignment with future advancements such as enhanced data ingestion and potential migration to native Copilot Studio.

- Expertise in AI, Azure OpenAI, Microsoft Fabric and PowerApps
- Technical Support Development: Tailored the Databank, Frontend and AI Agent to answer complex questions.
- Enhanced User Experience: Customized Frontend with specific language.
- Scalability and Performance: Designed to handle high query volumes efficiently.
- Continuous Improvement: Used prompt engineering for accurate and aligned responses.