

AI-Driven Call Center Bot for Agricultural Machine Manufacturer

The engineering company operates internationally in more than 50 countries with 2500+ employees and where looking for a solution where the 3rd line support could support the technical department.



CHALLENGES

- Improve call waiting time. Costing the farmers income. (4 to 8hr wait time)
- Improve problem resolution, especially on 3rd line support (high complex problems)
- Improve Cost efficiency (spikes in call volume and talent management)
- Improve user experience
- Speed up workflow.



BENEFITS

- Own data thanks to a solid foundation in Cloud, Data, and Content.
- Many different structured and unstructured knowledge sources (trainings, Q&A, troubleshooting manuals, manuals, etc.)
- Solution that understands the terminology and idioms.
- Improve productivity and increased accessibility to companywide technical information

AI Solutions.

AI chatbot:

- Natural Language Processing (NLP)
- Machine Learning
- Data Integration

Azure open AI :

- Pre-trained AI models (GPT-4, GPT-3.5, DALL-E, Codex)
- Secure deployment with compliance to enterprise security standards
- Scalability and integration with Microsoft's ecosystem (Power Platform, Azure ML, etc.)
- Customization options using fine-tuning or embedding models for specific use cases

Conversational AI in Azure OpenAI:

- Azure OpenAI
- Azure Cognitive Services

Technical Implementation.

We developed a Custom Front End with Azure Open AI. And a chatbot for the 3rd line support with specific jargon to understand the problem.

Our focus was on Root Call Analysis with helped the company enhance efficiency, reduce unnecessary calls and improve customer experience.

Use conversational AI as a virtual agent to find information (answers) existent in:

- ACD Manuals
- TopDesk: Open questions/Open Answers
- Troubleshooting: manuals
- Trainings: manuals

How Macaw helps customers.

Macaw has provided significant value in structuring the Technical Support and Chatbot on the Azure Open AI platform for the technical department of over 2500 members.

- Expertise in AI and Azure OpenAI: Leveraged deep knowledge to design and implement the Data Support and Chatbot.
- Technical Support Development: Tailored the Databank, Frontend and Chatbot 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.

