

Enhanced Business Communications Platform through Customized Chatbots and Voicebots

Customer Overview

The customer offers a unified, AI powered business communications platform that enables users to call, message, meet, and operate a contact center - all from one workspace. Their innovative platform delivers advanced features such as real-time transcription, sentiment analysis, predictive CSAT, and more.

The Context

The customer required the development of multiple chatbots, voicebots, and workflows to address the unique challenges of their end customers. The chatbot for one of their end customers had many conflicting intents that had to be resolved, while another required the updation of a bot that had been configured to handle only 4 hotels. This had to be customized to handle 50+ hotels and to be able to manage dynamic changes to hotel information, while also being easy to maintain.

Additionally, a widget for the customer's platform had a limitation on PUT API calls due to which API integration was not directly feasible. The customer was also looking to retain and extend engagements with their current clientele and so required assistance strategizing their value proposition.

Type of Service Provided

Design and Development of Chatbots, Voicebots, Workflows

Technologies Used

Customer's Communications Platform, AI Intent Training, Web Stack for Widgets (HTML, CSS, JS)

The Solution

The GS Lab | GAVS team designed and developed several chatbots, voicebots, and workflows to answer user questions, and perform vital tasks such as ticket creation or calling external APIs. These bots would be supported across several channels such as website, Instagram, Instagram Direct, WhatsApp, Facebook, Messenger, Twitter Public, Twitter DM, Apple Messages, and IVR.

The team took a different approach for the hotel issues to replace having a flow for each hotel. Details that would likely change frequently were listed out in a spreadsheet where the customer could directly make the updates. This simple yet effective solution eliminated the need to create 50+ workflows since the latest data could be dynamically accessed and enabled easy maintenance for the long run. For the API integration issue of the widget, a custom script was developed as a workaround. For the case of conflicting intents, several user questions were appropriately clubbed to give a generalized answer. Importantly, the team did a detailed analysis of several end customer reports and chats to come up with the right value proposition for each of them, suggested improvements to existing workflows, and highlighted risks to be dealt with to enhance end customer experience. This exercise was a big value add for the customer.

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Challenges

- Unique issues faced by different end customers
- Conflicting intents for one chatbot, impacting workflows
- Requirement to handle dynamic hotel information by bot that was configured for only 4 hotels
- Limitation on PUT API calls in widget, making API integration infeasible
- Immediate need to focus on customer retention

Solution Highlights

- Design and development of several chatbots, voicebots, and workflows
- Multi-channel support for bots across website, Instagram, WhatsApp, Facebook, and more
- Spreadsheet approach to handle dynamic hotel information
- Custom script as workaround for lack of support for API integration in widget
- Intelligent clubbing of questions in cases of conflicting intents
- Detailed analysis of end customer reports and chats to chart out retention strategy
- Additional value adds such as workflow improvement suggestions, highlighting of risks to handle for CX enhancement

Solution Impact

- Drastic reduction in need for live agents, thereby saving costs
- Improved process efficiencies through automation of frequent needs such as ticket creation, answering FAQ, and providing basic support
- 24x7 availability for user query resolution
- Effective solution to tackle issues such as attrition, scarcity of human resources

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How it Works

