zensar

Enhancing Experience and Engagement

What an Oracle Enterprise Digital Assistant can do for Your People and Business

Case study

Chatbots are everywhere, aren't they? And it seems like more and more companies are investing in them. In fact, as per Gartner, by the end of 2021, more than 50% of enterprises will spend more per annum on chatbot creation than traditional mobile app development.

As you may have guessed from the title, this use case is about a chatbot too. But we promise you, this one is different. Different how?

For starters, when you think of chatbot, you think of customer service right? But the chatbot we created for our client wasn't for customers at all. In fact, the bot would prove to be the first step of our client's journey to digitization, connecting the whole organization.

Their journey is a great example of how you can build an AI and digital-driven business transformation with an Oracle Enterprise Digital Assistant at the base.

Let's talk productivity

The problem

Our client is a global not-for-profit organization that promotes innovation and creativity for the benefit of all. They approached us to help their internal teams become more productive and facilitate better employee experiences and 24x7 support, through digitization. And while they were enabling the culture of innovation across the world, we enabled them with an innovative solution to their problem – a conversational BOT

Teams that chat together, grow together

The solution

Though a chatbot it may sound run of the mill, this was the first-of-its-kind and certainly our client's first internal facing chatbot.

With this bot, we created a secure 24x7 support mechanism for increasing the handling capacity of support and other internal functions including HR, Finance, and Learning. Some of the use cases we built of the client's internal customers, other than L1 support, included HR Absence bot, Finance bot, and Learning bot.

But what made it special? Quite a few things actually:

One bot to bind it all

What we built was not a chatbot but an Enterprise Digital Assistant. We had engineered an Enterprise Application Integration for a unified conversational experience. Essentially, this meant that the assistant was linked to the ERP system and would be able to act as an intelligent connector across departments, channels, and functions.

A labor of love & cutting-edge research

Behind this bot is the treasure trove of knowledge gained from the explorations in our DSIR certified R&D center, Zenlabs. Zenlabs is the place where we passionately deep dive into the world of AI and compile best practices in conversational AI technologies. This bot we created benefits from our learnings through these deep dives, making it technologically relevant and up-to-the-minute.

Out of the box in more ways than one

A chatbot as the first step to a digitized future is certainly an out-of-the-box approach. But since it was built using Oracle Digital Assistant, this bot came with custom capabilities right out of the box. This made it a cost-effective solution, that was fully functional from day 1.

Scaled on information

What makes the chatbot extremely effective, is the information architecture (IA) that it was built on. This IA made each conversation with the bot faster, and

more productive, essentially allowing it to act as a secure personal helper for each user.

This IA we put in place is also extremely useful for scaling, with a bottom layer of information acting as a blueprint to create many layers above that connect and speak to each other in intelligent ways.

👁 The generation of insights

This is the age of data-powered insights, and with this bot, we will be able to offer our client a unique overview of pain points across its organization, courtesy of the analytics & insights generated through conversational bottlenecks or usage patterns. This would allow them to better visualize business insights across multiple applications and data sources and take holistic action.

Our EDA enabled faster support, in-sync systems, and consolidated processes in a secure, easy-to-use, conversational interface!
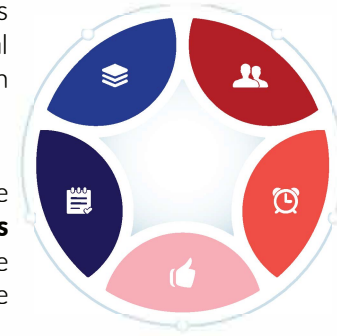
Speaking volumes for your business
The Impact

Within a short while of its implementation, the bot acted like a secure digital assistant for our client's employees, and was able to:

Handle **1 million** queries per day without manual intervention

Support **3000+** team members to achieve their learning goals

Offer insights to make **data-driven decisions** that continually improve user experience

Free up **60%** hours for the manual support team, increasing productivity

Derive insights that catalyzed changes leading to:
50% savings in costs
Employee satisfaction, which lowered attrition.

Over phases, this bot can be expanded into a comprehensive powerhouse Enterprise Digital Assistant (EDA), with the power to connect and bring the whole organization together.

As a cost-effective and future-facing solution, this 'chatbot' accelerated our client's digitization journey.

By improving the experience, productivity, and intelligence – the Enterprise Digital Assistant we have created can be your first step towards a digitized future.

zensar

An »RPG Company

At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: **info@zensar.com | www.zensar.com**