

Ozone Technology Customer Engagement Solution

F2 Platform Case Study



Executive Summary

Ozone Technology aims to deliver innovative and customer-friendly Customer Engagement (CE) solutions, enabling seamless interaction with customers across all digital channels.

As a core component of its digital transformation strategy, Ozone Technology places a strong emphasis on enhancing customer engagement capabilities.

The Challenge

Slow Customer Support: Customers experienced delays in receiving accurate information about products, services, and company details.

Inefficient Agent Responses: Agents struggled to quickly generate responses, often needing to manually review previous tickets or search for information.

Complex Chatbot Management: Managing the configuration, integration, and responses of the chatbot was challenging without a simple, centralized solution.

Limited Scalability: Existing systems were not easily scalable, limiting the ability to efficiently handle increased customer inquiries.

Accelerating Customer Experience with ConfidencEway

An increasing number of businesses are adopting the F2 Platform to harness the benefits of a comprehensive suite of Conversational Artificial Intelligence (Conv-AI) and Generative Artificial Intelligence (Gen-AI). These advanced technologies address customer engagement challenges and accelerate customer experience transformations. The F2 Platform's intelligent capabilities empower businesses to elevate both customer engagement and overall experiences.



About

Ozone Technology was built to empower companies to digitally transform their business to the Native Cloud IT through Modern Applications, Secure Hybrid IT solutions and world class AI Driven Digital Experience that creates the best ROI and competitive business advantage.



Why ConfidencEway

F2 platform provides comprehensive Customer Engagement capabilities including

- Conversational AI
- Generative AI
- OmniChannel
- Marketing Automation
- Unified Customer Profile
- Multilingual (including Arabic)
- Built In industry best practices
- Native AWS AI services
- Native Voice channels

The Solution

The objective of the Chatbot is to assist Customers with information about:

- OzoneTech Product and services
- OzoneTech Information

OzoneTech Agents with information about:

- Quick replies to customers
- Generate responses based on previous tickets
- Generate responses from Knowledge base

F2 Platform handle the configuration, integration, intents and responses of Amazon LEX, allowing business team to manage their chatbot in simple way.

Deployment following CFT deployment in 3 regions, Dev, Stage, Prod



Ozone Technology is building on its success at Ozone Business Consulting to meet the increasing demand for trusted Technology Service Providers in the Saudi Market.

The AWS services employed to address the customer's challenge.

F2 platform leveraging AWS LEX that allows to have capabilities of smartness and Intent, Utterances, and Slots inside the same platform

Leveraging LEX allows to have all LEX features

We use our expertise to build LEX in having Context management, enabling the versioning of LEX and Lambda of the LEX

We handle multi-language support using our platform to detect the customer input language and reply in the same language

Intent handling and error handling: Both are handled by our platform in the Content Store module, this module allows the business team to configure their responses from the platform UI without the need for a technical expert to change on the lambda end

Fallback handling: Depending on the business logic we agree on with the customer, we handle the fallback question to go to platform report and offer talk to agent to end user.

Enterprise Backend Systems Integration: F2 platform has ready APIs that can be consumed to integrate with customer backend system

Speech recognition: Since the F2 platform uses LEX as an NLP engine so we are leveraging LEX voice capabilities, also F2 platform supports Alexa as a voice channel

Text-to-speech integration: F2 platform leveraging AWS Polly for text-to-speech capabilities

Contact Center Integration: As the F2 platform is an omnichannel platform so we integrate with Call center solutions depending on what the customer has already, like Avaya and Genesys

More than this, the F2 platform has native AI engines from AWS like:

AWS Textract to have the capability of reading a document submitted by the end user and extracting the needed information to update customer backend

AWS Comprehend to have the capability of monitoring the text/conversation from the end users and extracting the sentiment result and entity recognition to use them as business logic and reporting (Business logic can be if text sentiment is negative by 70% open a ticket with the customer, or give him an offer, or transfer him to a live agent)



Results

Improved Customer Support: Quick, accurate information on OzoneTech products and services enhanced customer satisfaction.

Agent Efficiency: Enabled agents to provide faster responses using previous tickets and the knowledge base.

Easy Management: F2 Platform simplified chatbot configuration, integration, and response management for the business team.

Scalable Deployment: Successfully deployed across Dev, Stage, and Prod environments using CFT



Benefits



24x7 Sales and After Sales services



OmniChannel across modern digital channels and social media channels



Adopt AI services for customer experience and operations domains



Reach to customer in effective and efficient ways

About ConfidencEway

Group of passionate individuals embarked on an ambitious journey to democratize artificial intelligence (AI) and make it accessible to everyone. ConfidencEway designed and deployed tens of artificial intelligence use cases across multiple industries to meet customers requirements and adding the value to businesses

