

IDM Customer Engagement Solution

F2 Platform Case Study



Executive Summary

IDM aims to implement innovative and customer friendly CE (Customer Engagement) solution to interact with customer across all digital channels

IDM prioritizes customer engagement capabilities part of the overall digital transformation strategy

The Challenge

Inefficient Customer Support:

- Customers faced delays in accessing accurate information about IDM products, services, and company details.

Manual HR Processes:

- Employees struggled with submitting HR requests (e.g., leave balance, leave submissions) manually, leading to inefficiency and increased administrative workload.

Complex Chatbot Management:

- Managing chatbot configurations, integrations, and responses was challenging without a simple, centralized solution.

Limited Scalability:

- Existing systems were not easily scalable, hindering the ability to manage increasing customer and employee inquiries efficiently.

Accelerating Customer Experience with ConfidencEway

A growing number of businesses are leveraging F2 platform to get the advantages of the most comprehensive selection of Conversational Artificial Intelligence (Conv-AI) and Generative Artificial Intelligence (Gen-AI) to solve their business Customer Engagement challenges and accelerate their Customer Experience journeys. The intelligent powers of F2 Platform enable businesses to enhance customer experiences and engagement.



About

Ideal Digital Machines (IDM) is a leading provider of IT solutions and customer support services in the UAE. Specializing in cutting-edge digital technologies and innovative IT services, IDM helps businesses streamline their operations, enhance customer interactions, and optimize their IT infrastructure for better performance and reliability.

IDM is dedicated to delivering top-notch customer service and IT support. Their team of skilled professionals is committed to providing reliable, responsive, and efficient solutions that help businesses meet their technological needs and achieve their strategic objectives. Whether it's providing immediate technical support or offering long-term IT strategy consulting, IDM is a trusted partner for companies in the UAE seeking exceptional IT support services.

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 users with information about:

-IDM Product and services

-IDM Information

-Internal chatbot for their employees to give them ability and automation to submit HR requests like leave balance, submit leave, request letter.

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

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

1. Enhanced Customer Support:
 - Provided customers with quick and accurate information about IDM products, services, and company details, improving satisfaction.
2. Streamlined Internal HR Processes:
 - Enabled employees to easily access HR-related information (e.g., leave balance) and automate tasks like submitting leave requests and requesting letters, reducing administrative workload.
3. Simplified Chatbot Management:
 - F2 Platform allowed the business team to manage chatbot configuration, integration, and responses with ease, ensuring smooth operation.
4. Scalable and Reliable Deployment:
 - The chatbot was successfully deployed across Dev, Stage, and Prod environments using CFT, ensuring scalability and reliability.



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

