**EESTEC Challenge 2024**

# Improving Customer Experience
# with Generative AI

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# EESTEC Challenge 2024

# How can we improve customer experience with public data and generative AI?

**We brought:**



**Data Sources**

GitHub

Infineon Developer Community

**Code Examples**

Python

**Support Team**

# How can we improve customer experience with public data and generative AI?

## Harald, the Customer Support Manager

*Harald leads the customer support team and is responsible for ensuring customer satisfaction.*

**GenAI use cases:**
- Analyse customer support requests (GitHub issues, Infineon community)
- Identify common issues

**Goal:**
Reduce support response time and improve customer satisfaction.

## Julian, the Project Manager

*Julian is a project manager who is responsible for product development.*

**GenAI use cases:**
- Analyse and prioritize customer requests (GitHub issues, pull requests, download numbers)
- Identify product-related issues

**Goal:**
Ensure that products meet customer needs and expectations.

## Daniel, the Customer Experience Designer

*Daniel is responsible for designing customer experiences and ensuring they are positive and engaging.*

**GenAI use cases:**
- Analyse customer support requests
- Identify typical pain points

**Goal:**
Enhance the overall customer experience.

## Sarah, the Marketing Manager

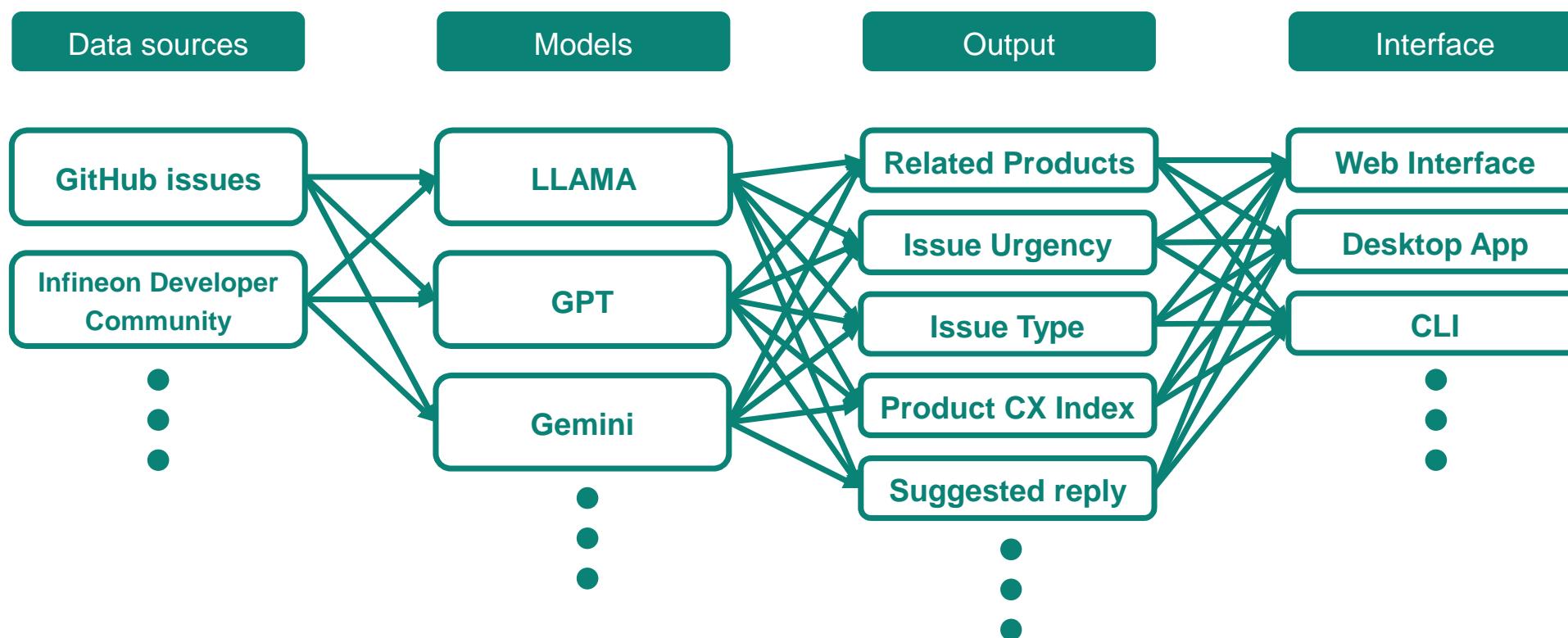*Sarah is a marketing manager who focuses on understanding customer needs and preferences.*

**GenAI use cases:**
- Analyse customer support requests
- Identify trends
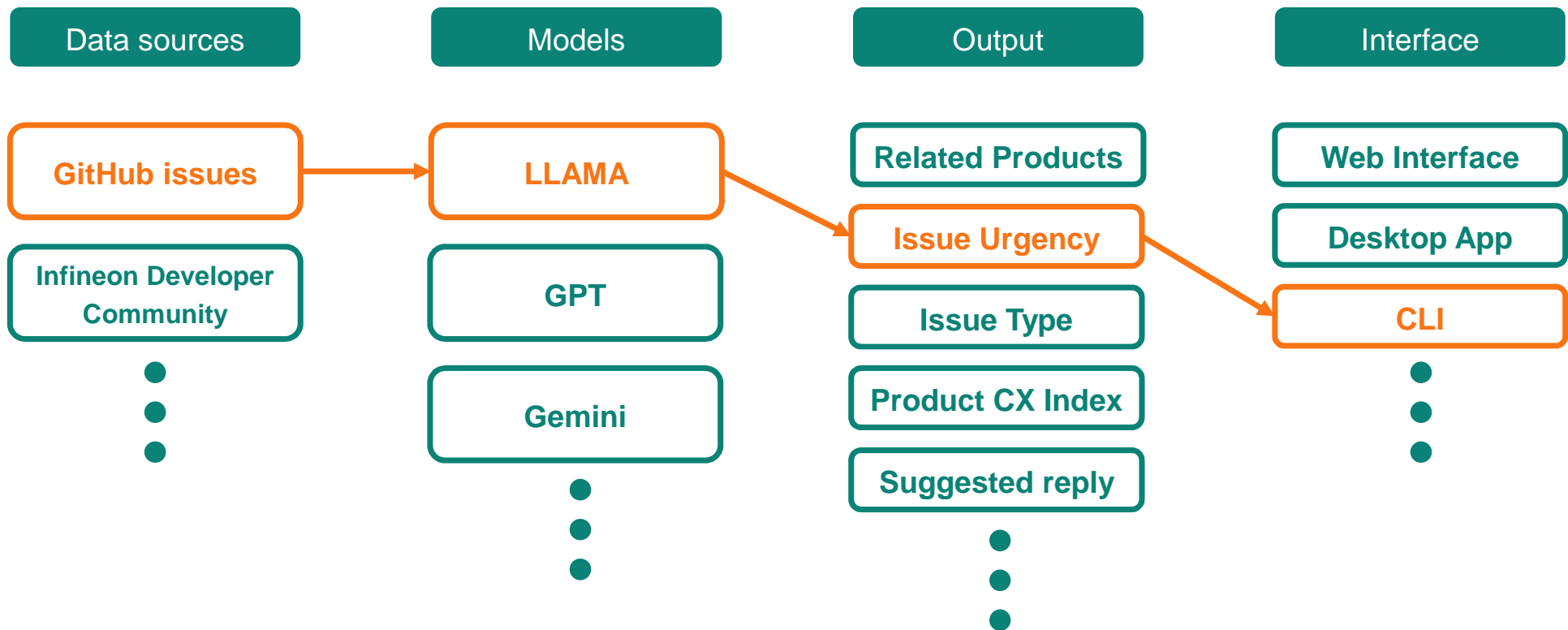- Generate targeted marketing campaigns

**Goal:**
Helping to attract and retain customers.

# Example Approaches

| Data sources | Models | Output | Interface |
|---|---|---|---|

**GitHub issues**

**Infineon Developer Community**

**LLAMA**

**GPT**

**Gemini**

**Related Products**

**Issue Urgency**

**Issue Type**

**Product CX Index**

**Suggested reply**

**Web Interface**

**Desktop App**

**CLI**

**These are only suggestions – You can be creative** ☺

# Provided Example

| Data sources | Models | Output | Interface |
|---|---|---|---|
| **GitHub issues** | **LLAMA** | **Related Products** | **Web Interface** |
| **Infineon Developer Community** | **GPT** | **Issue Urgency** | **Desktop App** |
| | **Gemini** | **Issue Type** | **CLI** |
| | | **Product CX Index** | |
| | | **Suggested reply** | |

**Check the examples folder in the provided GitHub repository.**

# Some Hints

– You may use any code you find in the Internet, but please provide the source

– Feel free to use the provided GitHub Issue Dataframe file

– Some of the suggested outputs might only be achievable by looking to previous issues also

# Judging Criteria

| Criteria | Comment | Weight |
|---|---|---|
| Impact on Customer Experience | • How positively does it impact the customer experience? | 20% |
| Innovation | • Is the solution new and creative?<br>• Does it solve a real problem? | 15% |
| Feasability | • Does the solution work as intended?<br>• Are the results precise and reproducable?<br>• Could this be potentially rolled out in larger scale? | 15% |
| Technical complexity | • How challenging is the technical implementation? | 20% |
| Pitch | • Was the presentation clear and well structured?<br>• Was the quality of the slides good?<br>• Was there a live demo? | 10% |
| Documentation & Feedback | • Is the project well documented?<br>• Is the workflow reusable on other machines?<br>• Was feedback provided? | 20% |

# Let's Get Started!



**github.com/Infineon/hackathon**