

EESTEC Challenge 2024

# Improving Customer Experience with Generative AI

03.05.2024

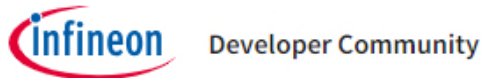


## EESTEC Challenge 2024

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

We brought:

### Data Sources



### Code Examples



### 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.*

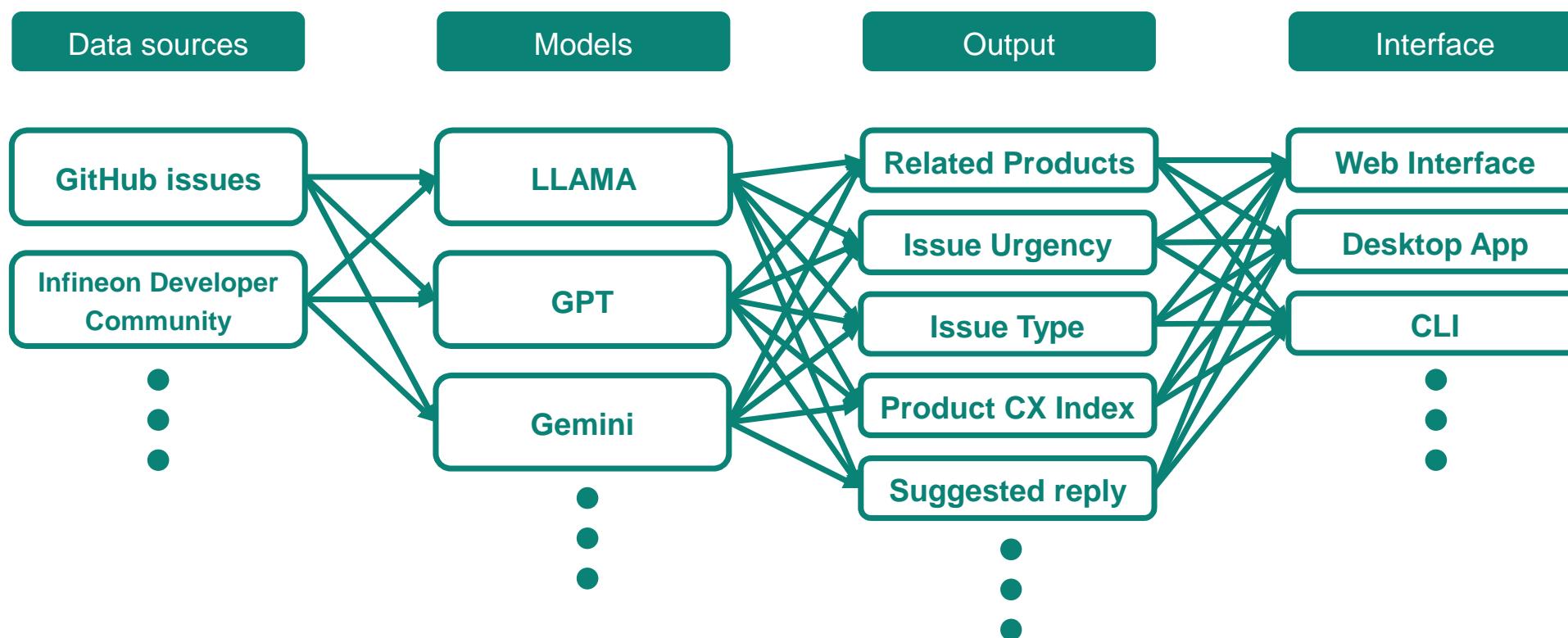
**GenAI use cases:**

- Analyse customer support requests
- Identify trends
- Generate targeted marketing campaigns

**Goal:**

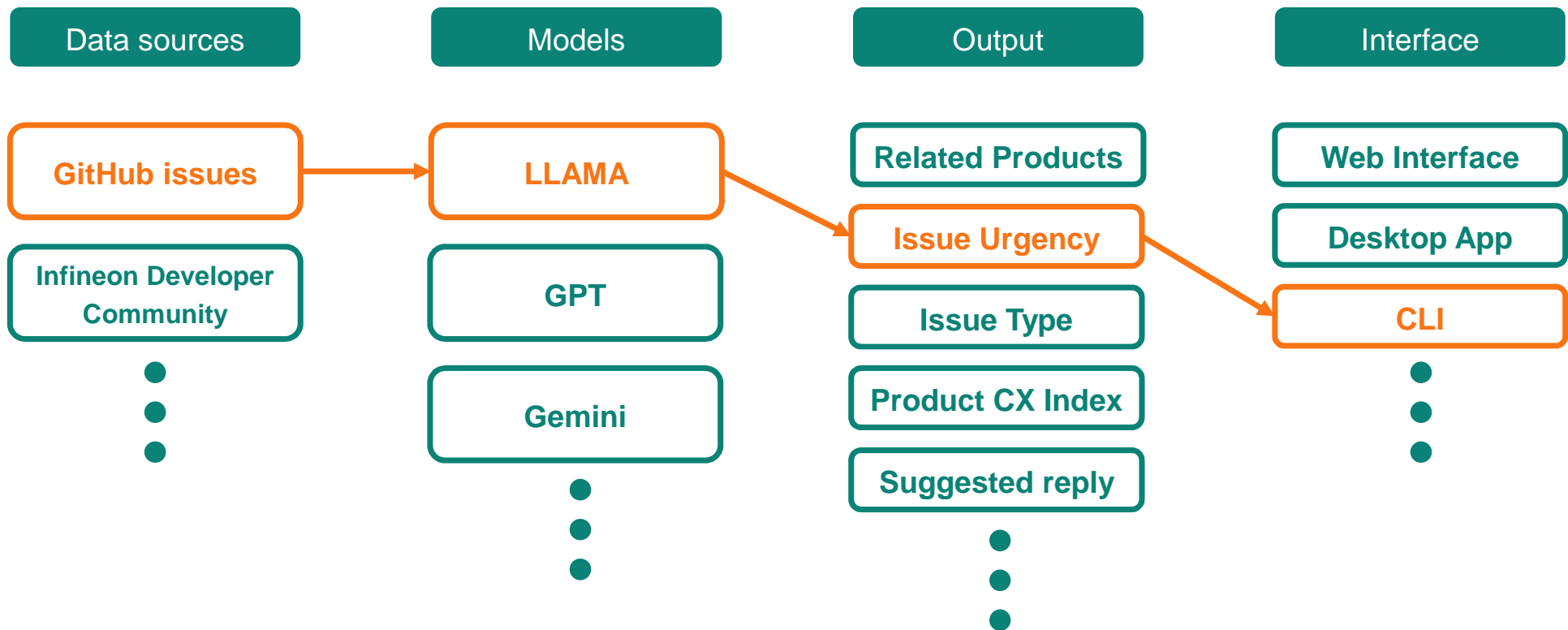
Helping to attract and retain customers.

## Example Approaches



These are only suggestions – You can be creative 😊

## Provided Example



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	<ul style="list-style-type: none"> <li>How positively does it impact the customer experience?</li> </ul>	20%
Innovation	<ul style="list-style-type: none"> <li>Is the solution new and creative?</li> <li>Does it solve a real problem?</li> </ul>	15%
Feasability	<ul style="list-style-type: none"> <li>Does the solution work as intended?</li> <li>Are the results precise and reproducible?</li> <li>Could this be potentially rolled out in larger scale?</li> </ul>	15%
Technical complexity	<ul style="list-style-type: none"> <li>How challenging is the technical implementation?</li> </ul>	20%
Demonstration Video	<ul style="list-style-type: none"> <li>Did the demo video show all relevant functionality?</li> <li>Was it understandable and easy to follow?</li> </ul>	10%
Documentation & Feedback	<ul style="list-style-type: none"> <li>Is the project well documented?</li> <li>Is the workflow reusable on other machines?</li> <li>Was feedback provided?</li> </ul>	20%

# Let's Get Started!



[github.com/Infineon/hackathon](https://github.com/Infineon/hackathon)



## Submission

- Submission happens on **Google Drive**.
  - You will receive an individual upload link for your team from EESTEC

## Deliverables

- A **technical article**, including:
  - **Idea** description
  - Reproducible step-by-step guide on **technical implementation**
  - Overview of **project outcome**
  - **Outlook** for future improvement
  - Format can be **Markdown** or **PDF**
  - Including **graphics/pictures** is appreciated
- Your documented **code**
  - As ZIP archive in Google Drive **or**
  - Private repo on **GitHub** -> invite [julian.eder@infineon.com](mailto:julian.eder@infineon.com)
- A short **project demonstration video** (1-3 minutes)
- Your **Feedback** about the challenge: **What did you like? What would you do differently?**

