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Knowledge Navigator: The Next Generation of Business Intelligence

Knowledge Navigator a strategic partner that helps making smarter decisions and achieving greater success. It is an innovative suite of tools that integrates multiple plug-ins across different business areas. It goes beyond traditional ERP systems and leverage the power of cognitive and contextual intelligence to optimize business processes and outcomes, it provides a smart and adaptive platform that can handle any business challenge. Knowledge Navigator can:

- Extend human capabilities and unlock new levels of productivity and efficiency
- Access real-time data and insights from various sources and systems
- Analyze complex scenarios and generate actionable recommendations
- Automate repetitive tasks and workflows
- Collaborate with team members and stakeholders
- Monitor performance and progress









Plug-ins that solve pain points

Each plug-in has its own unique contribution and focuses on eliminating or reducing specific pain points, Together, these plug-ins solve high-level pain points such as inefficient decision-making, limited human capabilities, inadequate reporting, and siloed business operations.

The first two plug-ins that are under development now:

- Customer Voice: A chatbot that provides automated and personalized customer service
 - Solves pain points of limited availability and inconsistent quality of customer support
 - Ensures efficiency and customer satisfaction with round-the-clock availability and scalability
- Acquisition & Onboarding: A tool that scans, filters and fine-tunes resume searches
 - Solves pain points of time-consuming and challenging recruitment process
 - Provides insights into candidate qualifications and highlights relevant skills and talents

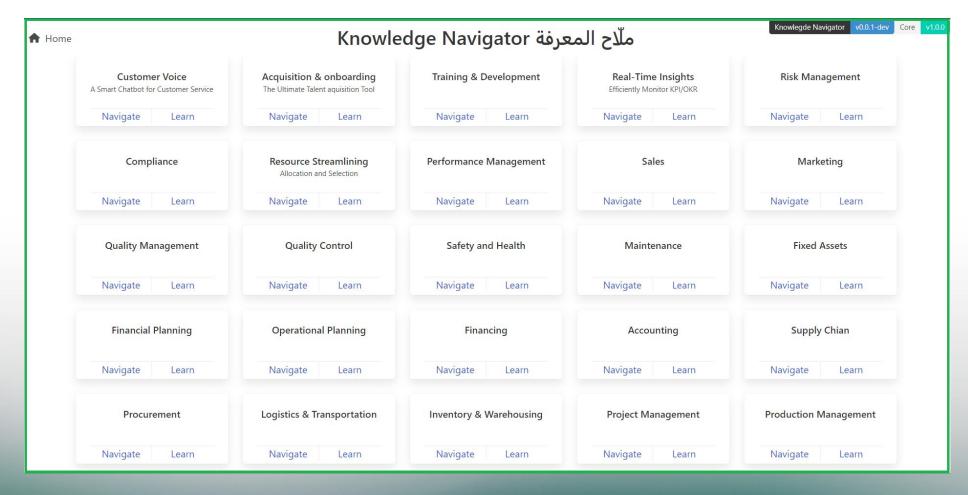








Overview of Application Plugins













+ A Smart Chatbot for WhatsApp Customer Service

- Customer Voice is a plugin that uses natural language processing and WhatsApp to create a smart chatbot that can handle any customer query
- Can access enterprise data and provide fast and accurate information without making customers wait on hold or go through complicated phone menus
- Can respond to customer queries in real time and with natural language, reducing customer frustration and improving customer loyalty
- Can save time and money by automating customer service using the most popular messaging app in the world



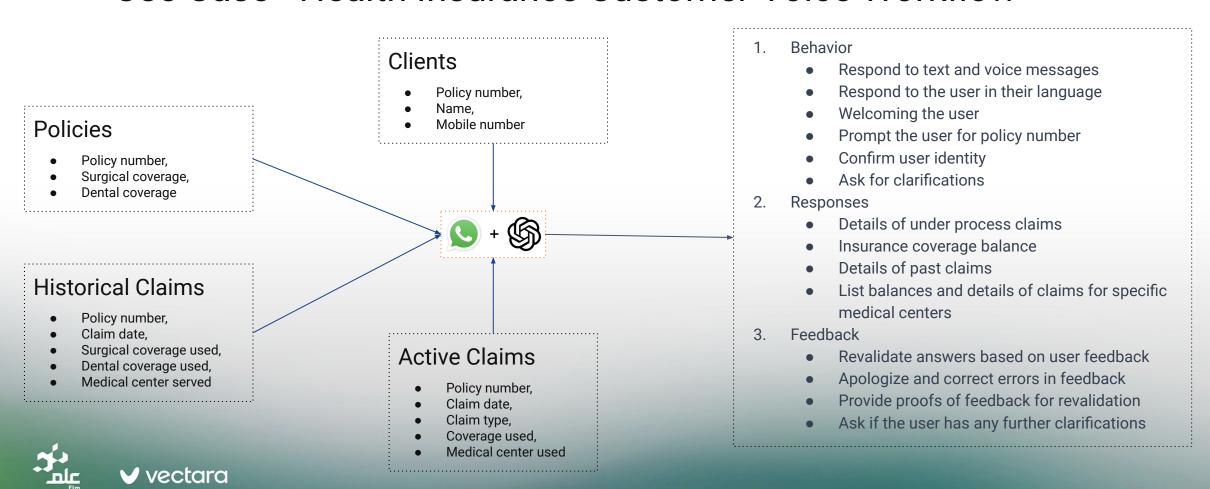




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Use Case - Health Insurance Customer Voice Workflow

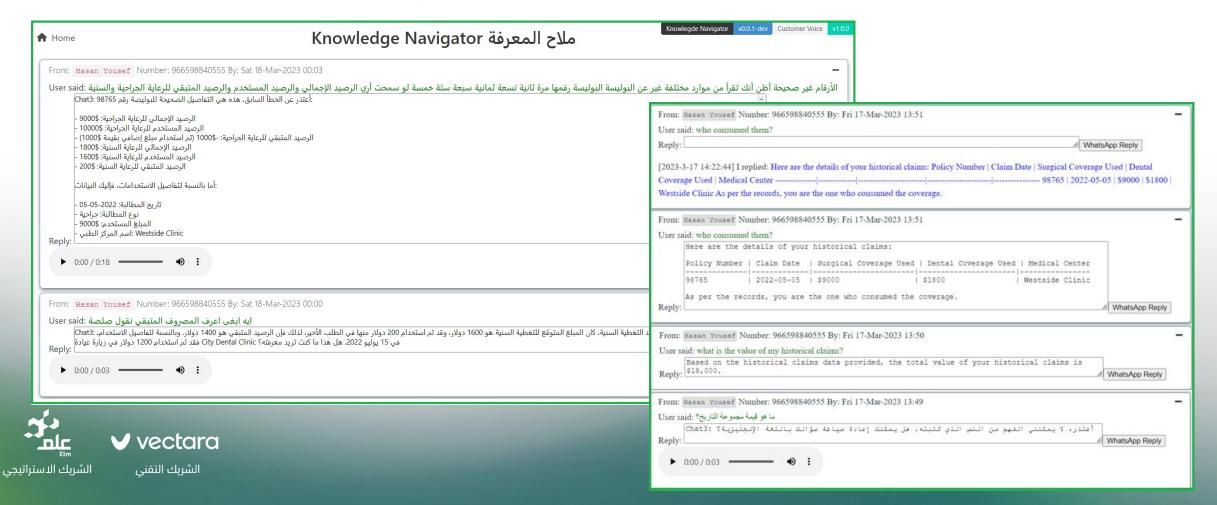








\$\bullet\$ \psi\$ Language Flexibility



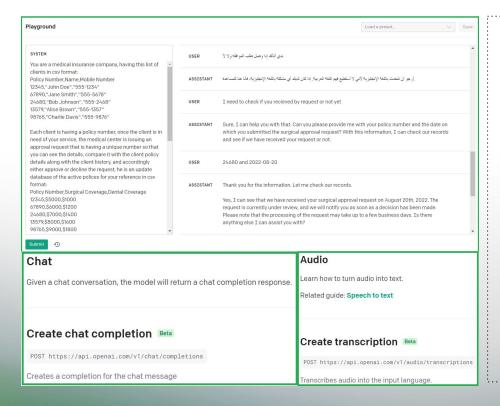








Observations about the Plug-in Behaviour



- The plug-in performs better with English than with Arabic
- The APIs used are still in "Beta" stage and may produce incorrect responses
- Possible reasons for the performance gap:
 - Less data and resources available for Arabic natural language processing
 - More linguistic and dialectal variations in Arabic than in English
 - More complex grammatical and morphological features in Arabic than in English
- Possible solutions to improve the performance:
 - Use more data and resources for Arabic natural language processing
 - Use more specific and consistent keywords and phrases for Arabic queries
 - Use more advanced models and techniques for Arabic natural language processing





gpt-3.5-turbo-0301 does not always pay strong attention to system messages. Future models will be trained to pay stronger attention to system messages.





Transforming Recruitment with ChatGPT

- A plugin that leverages natural language processing to optimize recruitment process
- It can help you to:
 - Scan and filter resumes based on job requirements and keywords
 - Fine-tune your search results to find the best fit candidates
 - Highlight hidden skills and talents that may not be evident from the resume
 - Gain insights into candidate profiles and suitability for the role
 - Create customized interview questions by role or interview type
 - Write engaging and effective candidate outreach copy and job ads
 - Conduct market research on hiring trends and best practices
 - Craft email templates for recruitment and candidate communication









Technology Stack

- 1. Architect: Microservices and Micro Frontend for scalability and modularity
- 2. Server: GO programming language for high performance and rapid development
- 3. UI/UX: Responsive web design for cross-platform compatibility
- 4. APIs: Various chatGPT features such as:
 - a. Chat completion
 - b. Speech to text
 - c. Fine-tuning (coming soon)
 - d. Embedding (coming soon)
 - e. Image to text (coming soon)









Revenue Model and Cost Structure

- Costing scheme based on:
 - a. Number and type of plugins
 - b. Size of data transferred
 - c. Support agreements SLAs
- Plugins have different costs and plans:
 - a. One-time cost or subscription plan
 - b. Tailored plugins on request
- 3. API cost segmentation based on customer size:
 - a. Big: MS Azure OpenAl fixed cost
 - b. Medium: Fixed amount of data buckets
 - c. Small: Pay-as-you-go
- 4. Example: "Customer Voice" plugin
 - a. Sold by 36,000 SAR/year + chatGPT and WhatsApp API charges
 - b. Equivalent to one employee salary of 3,000 SAR/month







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