

AI-Powered Contact Center Automation

Rebuilding the Chatbot & IVR Experience for a Leading Automotive Services Brand – Case Study

Project Overview

This project focused on transforming the digital and voice support systems of an automotive glass repair company. Their existing chatbot and IVR systems failed to manage common inquiries, escalating even simple requests to agents and leading to high workload and inefficient operations.

Over a 2-month engagement, I reimagined the customer support journey using Genesys Cloud CX—designing intelligent chat and voice bots, structuring an automation-ready knowledge base, and integrating escalation logic for seamless agent handoff.

My Role

- Lead Contact Center Developer & AI Automation Specialist
- Designed and built conversational flows for chat and IVR
- Created an NLP-optimized knowledge base
- Integrated automation with backend systems and CRM
- Measured and optimized bot performance over time

Challenges

- Poorly designed bot flows with minimal automation logic
- High agent workload due to repetitive, unresolved interactions
- No visibility into automation effectiveness
- Lack of structured knowledge base content for bots
- Limited escalation control between bots and agents

Approach

1. Analyzed existing bot logic, customer pain points, and business goals
2. Rebuilt chatbot flow using Genesys Cloud CX web messaging
3. Designed and implemented IVR flows with smart routing
4. Created a structured, FAQ-driven knowledge base from business data
5. Integrated escalation logic to seamlessly route to agents
6. Monitored interaction analytics and tuned for performance

Tools & Technologies

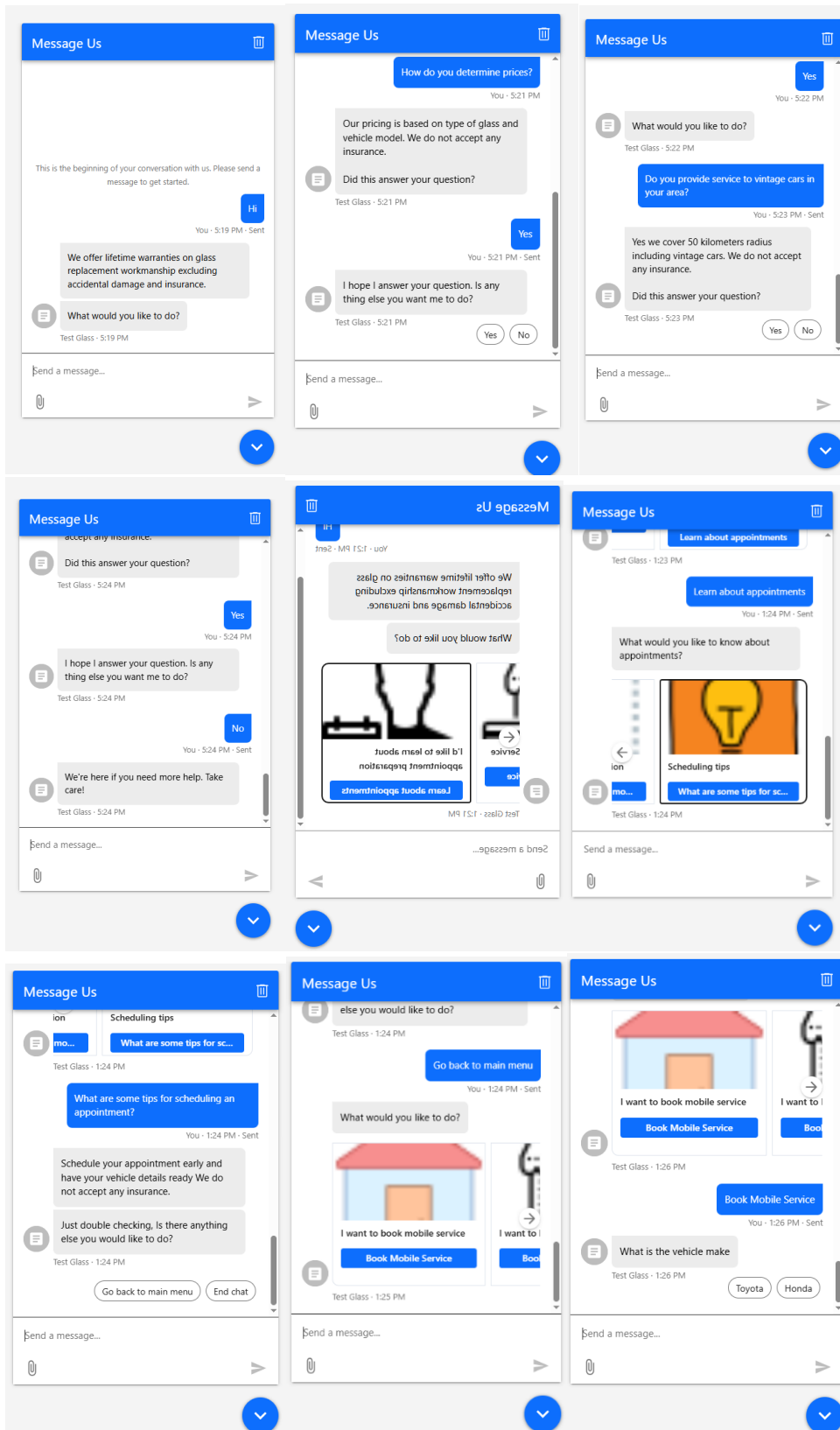
- **Genesys Cloud CX** (Voice and Chat Bot Development)
- **CRM Integration** (for customer data access and routing)
- **Custom Knowledge Base** (structured from website/business content)
- **Automation & Routing Strategies**
- **Natural Language Processing (NLP) Best Practices**

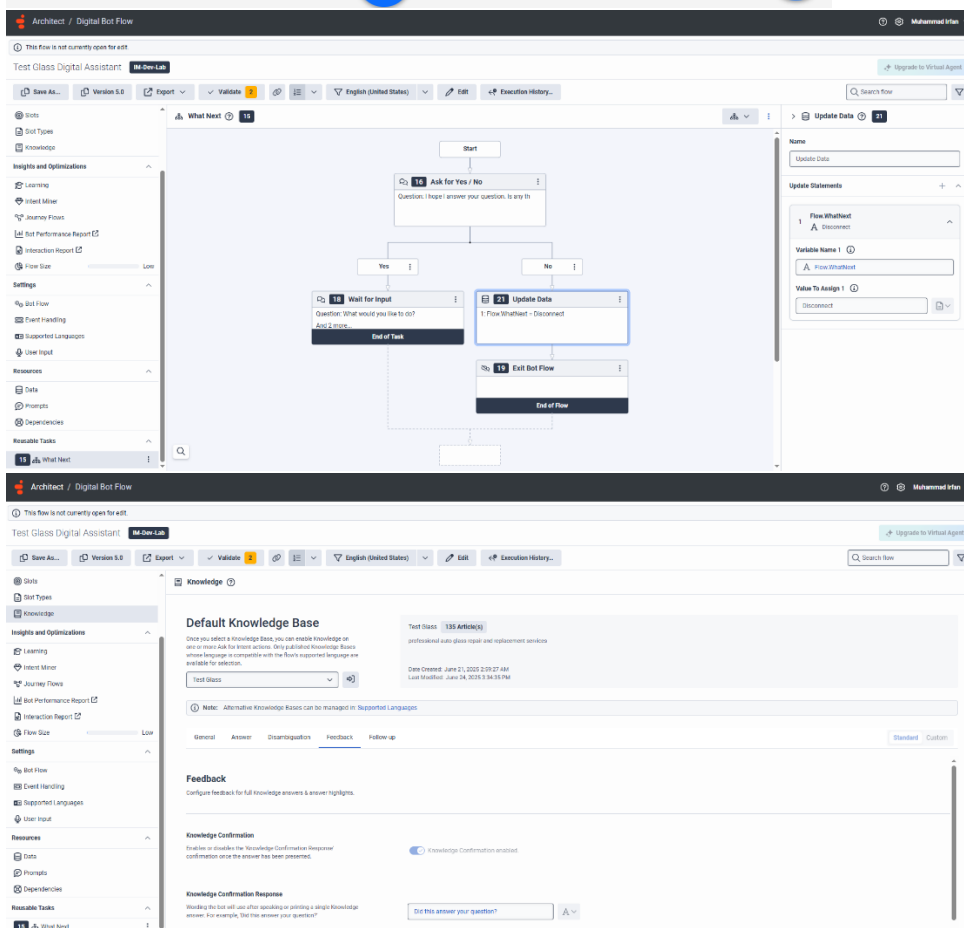
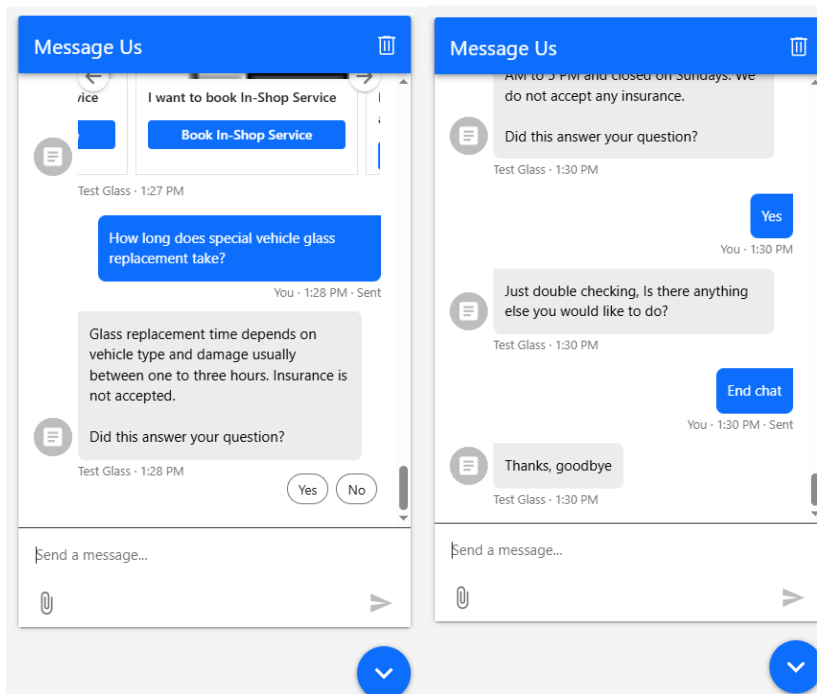
Outcome

Note: 4-week States

- Reduced agent handle time by **40%**
- Decreased inbound volume to agents by **30%**
- Shifted **45%+ of all interactions** to fully automated self-service
- Enabled consistent customer responses and 24/7 support
- Created a scalable framework for future AI-driven improvements

Visual Showcase





Conclusion / Key Takeaway

This project proves that with the right conversational design and platform (Genesys Cloud CX), even legacy support systems can evolve into intelligent, AI-powered customer experiences. The combination of structured knowledge, automation logic, and smart routing drastically reduced manual work and enabled fast, scalable service for both customers and agents.