Lean NLP Canvas by Kern AI

Which problem do you want to address, what is the use case you want to tackle?

We have call centers in which we're handling customer requests. Given permission, we want to use the transcripts to help our support find solutions for individual problems faster.

What is the value proposition for your company? Or: why should your company invest into this?

If we get this done, we can leverage new ways to improve our customer support, analyze a new channel what's good and bad about our services, and keep customers happy.

What is the value proposition for the users? Or: why should the users care about this?

Clients: faster responses, better support for individual problems
Call center: happier clients, faster internal processing

Value Proposition

Governance and metrics

How sensitive is the data processed (e.g. PII)? Which 3rd party services are involved?

Incoming calls can potentially contain PII, so we should check for this (get consent, also as part of the NLP process). We could integrate APIs from e.g. Azure or OpenAI.

Where and how are we going to develop the solution? Where and how are we going to deploy the solution?

We're going to develop the platform with Kern AI, a provider we found useful. Most likely, we're also going to deploy it with them, but maybe we'll do it on-prem.

How can we measure the validity of results? How can we benchmark the solution?

We should have a human benchmark, i.e. check how often intents are correctly predicted. In operations, this is only going to work with humans. In analytics, data could be aggregated. Maybe a 90% accuracy is what we want to aim for.

Which integrations / channels are part of the use case? Or: Where is data initially coming from, and how is it processed?

We currently have a support system that captures voice. We could use that audio file. Alternatively, for prototyping, we could also just use a simple voice recording via phone.

How does the data look like that is being processed in this process? Which languages are used? (English, German, ...)

Voice, in some cases we already have transcripts. Language is mostly German.

In this process, which automations would need to be fully automated, where would machine and human work together?

The intent of calls, and potentially automated search for similar calls and what their solutions were. Also, it would be helpful to find what clients where especially happy about.

Process and implementation

Stakeholders and costs

Which internal departments and teams are involved in this use case? (Developer, process owner, domain experts, decision maker)

We need someone from the software development team to help us build a low-code solution. Also, we need experts from the call centers.

Which external parties are involved? (Customers, agencies)

We're going to look into this with Kern AI. They are experts in their field and have a ISO27001-certified and GDPR-conform low-code solution.

How is the cost structure of the solution we aim to build? What are the initial setup costs and what is recurring?

We've got a budget of 20,000€ for the setup. The platform fee for our requirements is roughly 999€ monthly, but we'll start with the 149€ package in the first phase.