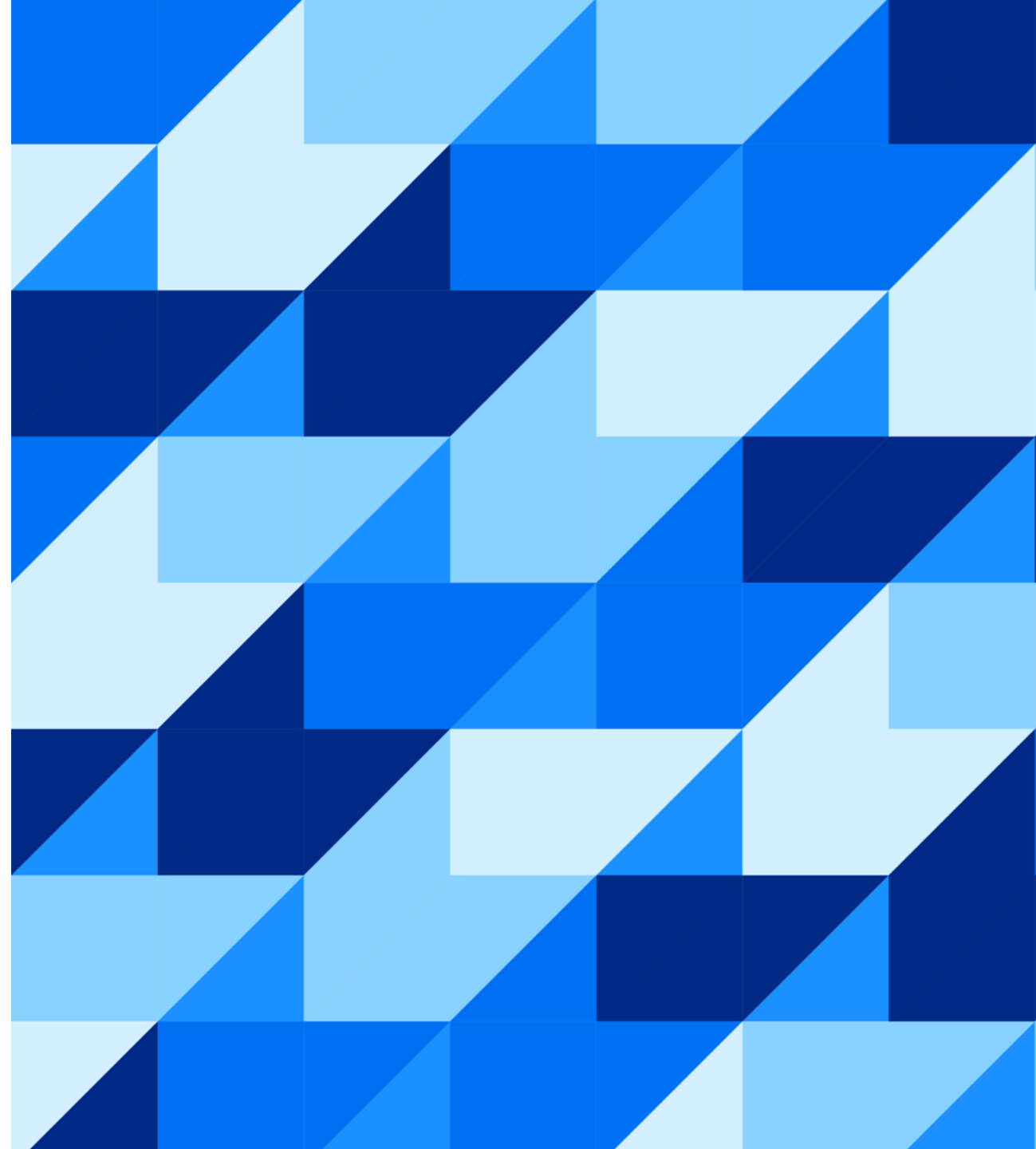


Gen AI in Action: Building an Enterprise RAG System

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Agenda

What is CXAI Toolkit?

Introduction to RAG System for CXAI Toolkit

RAG System in CXAI Toolkit Demo

Architecture Design

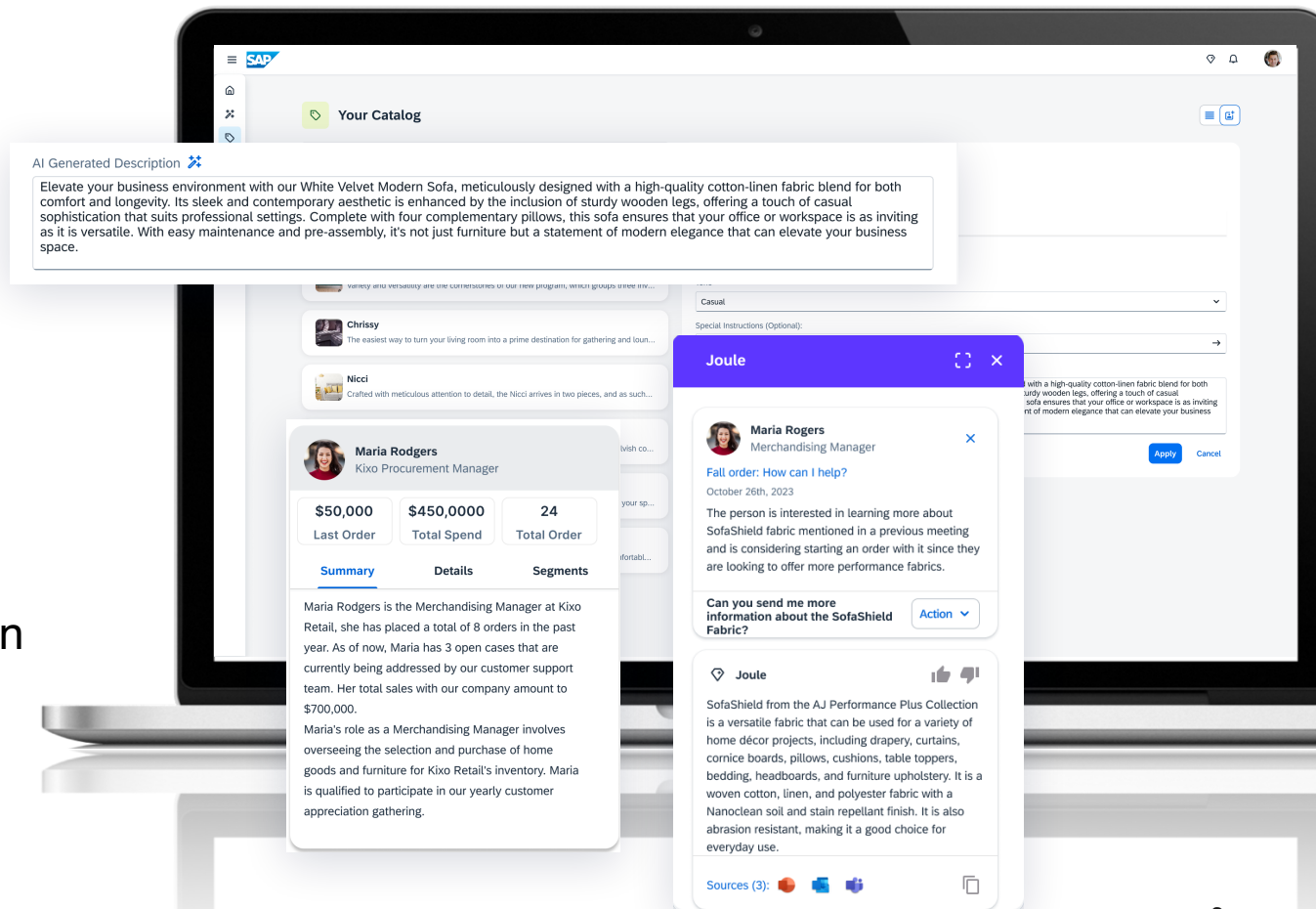
The Trusted AI Layer

Lessons Learned

Future Development

SAP CX AI Toolkit: Contextual AI for CX

- Automate time-consuming tasks and quickly analyze data from across the enterprise
- Role Specific AI tools
 - AI tools based on role-specific tasks such as customer communications, record summarization, object detection, image recognition, and more to come
- Multiple data sources
 - Sales, Service, Commerce, CDP, Microsoft 365
- AI wherever you are
 - Web app, browser extension, embedded in apps (coming soon)
- Configurable tools
 - Configurable data sources, configurable generation tools, ability to build your own prompt templates



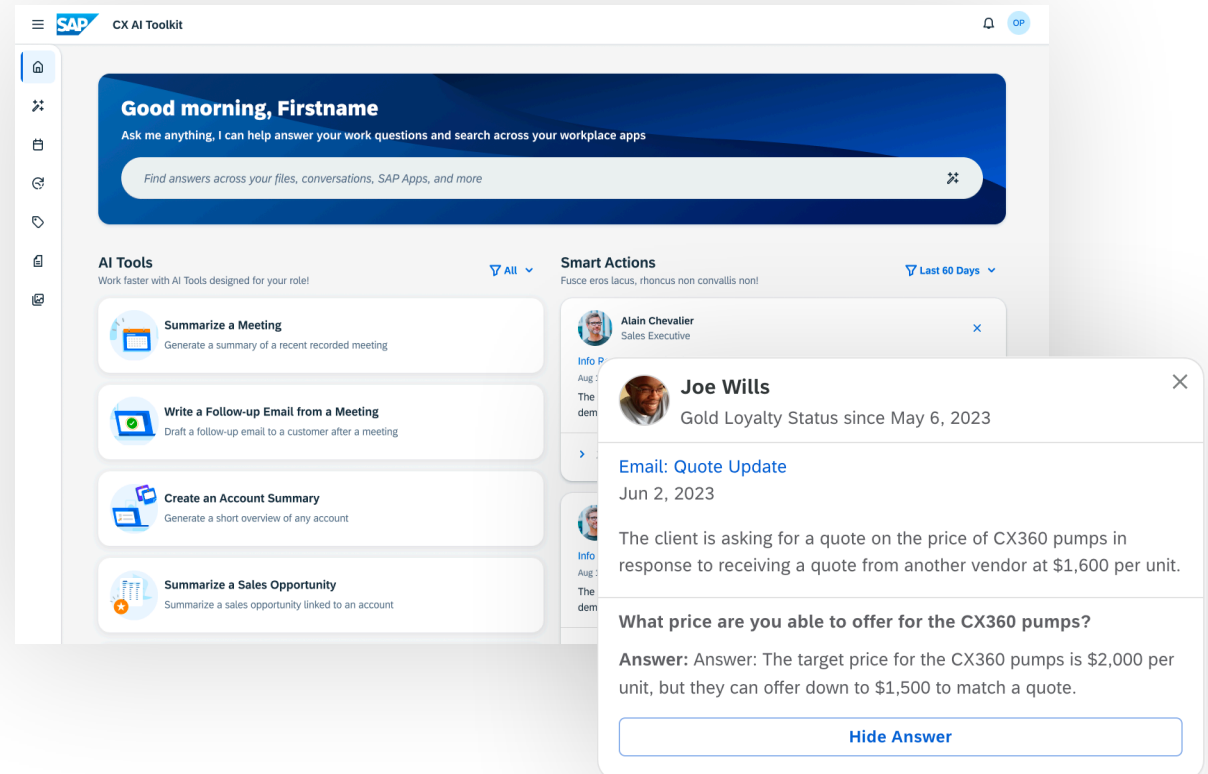
Introduction to RAG System for CX AI Toolkit

What is RAG (Retrieval-Augmented Generation)?

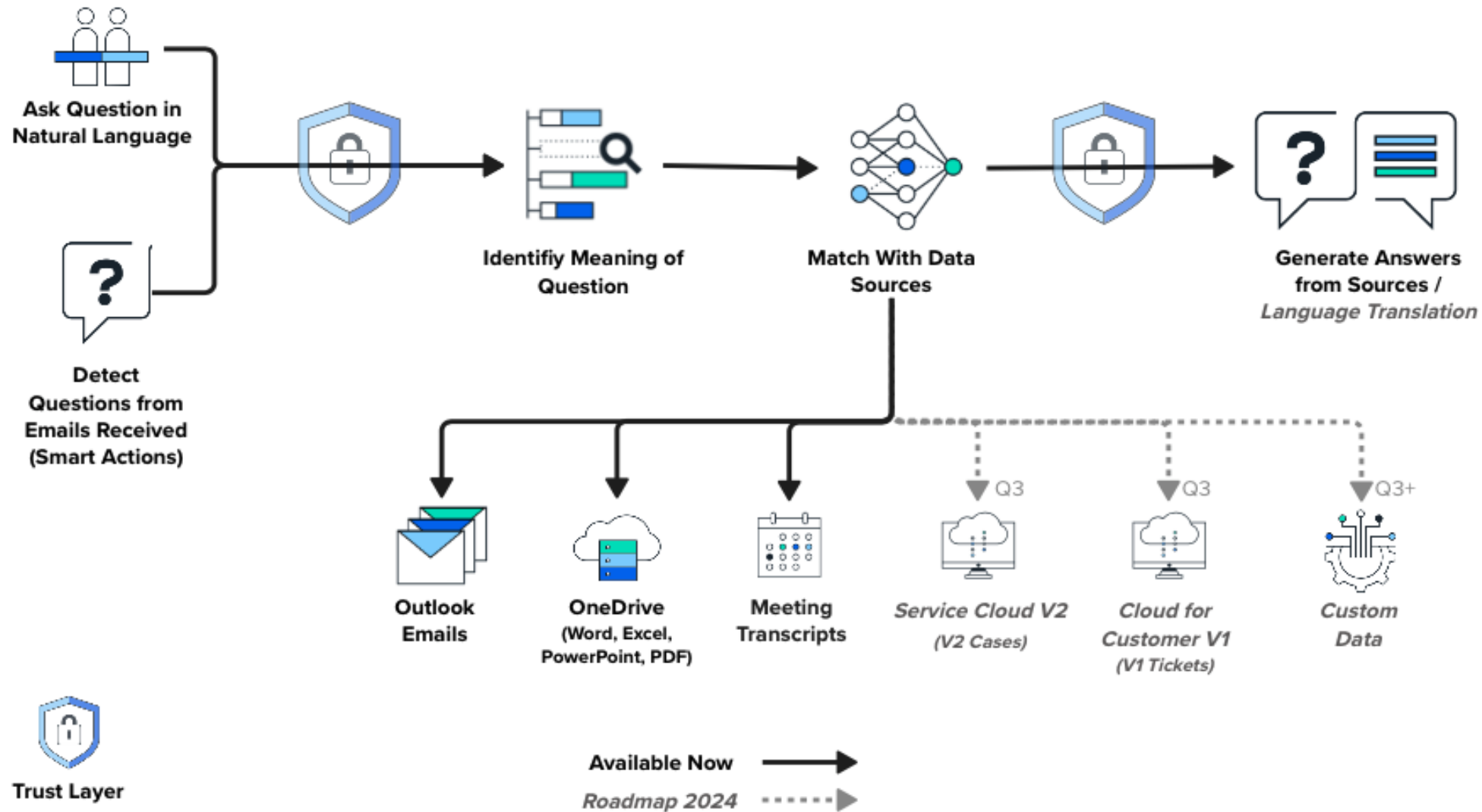
- The RAG system is a cutting-edge technology that combines the strengths of retrieval-based and generative models.

Why is RAG important to CX AI Toolkit?

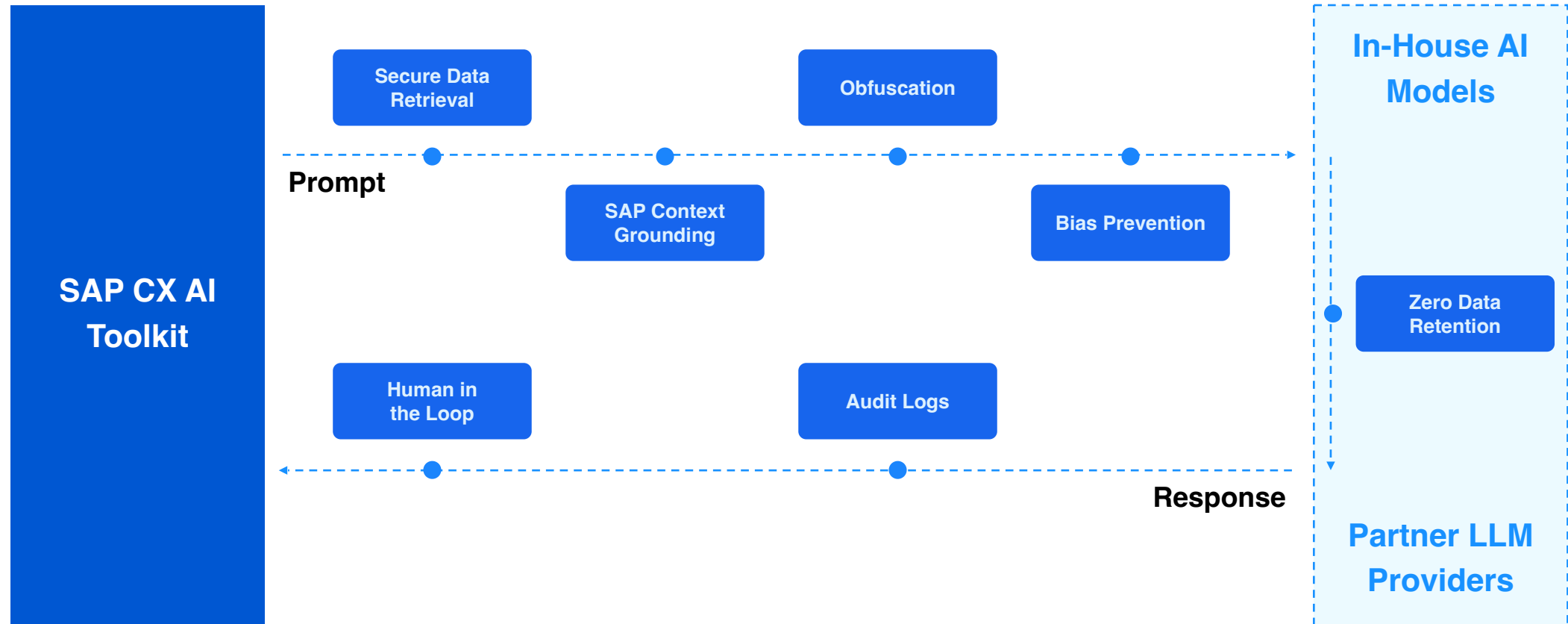
- Enhanced Response Quality
- Contextual Understanding



Architecture Design



Trusted AI Layer



Lessons Learned

Obfuscation/Entity Detection Issues

- The obfuscation model is case sensitive for certain entities. E.g. treating “Max” as a person but not “max”
- LLM may slightly change the masked entity format in the response. E.g. <person_1> to {person_1}
- User may type person names differently or may introduce typos in the query

Tips

- Extract entities from context, and apply case insensitive replacement in the query. E.g. “max”=> “Max”
- Instruct the LLM to keep the original format in the prompt
- Extract entities from context, and use max edit distance to correct the query

Future Development

- Collect user feedback to improve quality
- Streaming LLM answers to improve user experience
- Adding more types of data sources such as Cloud for Customer V1 tickets, Service Cloud V2 Cases, and custom data sources

Thank you.

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