GenAI Customer Service assistant integrated with Salesforce for 1st-draft responses to customer emails and generate $3M savings per year
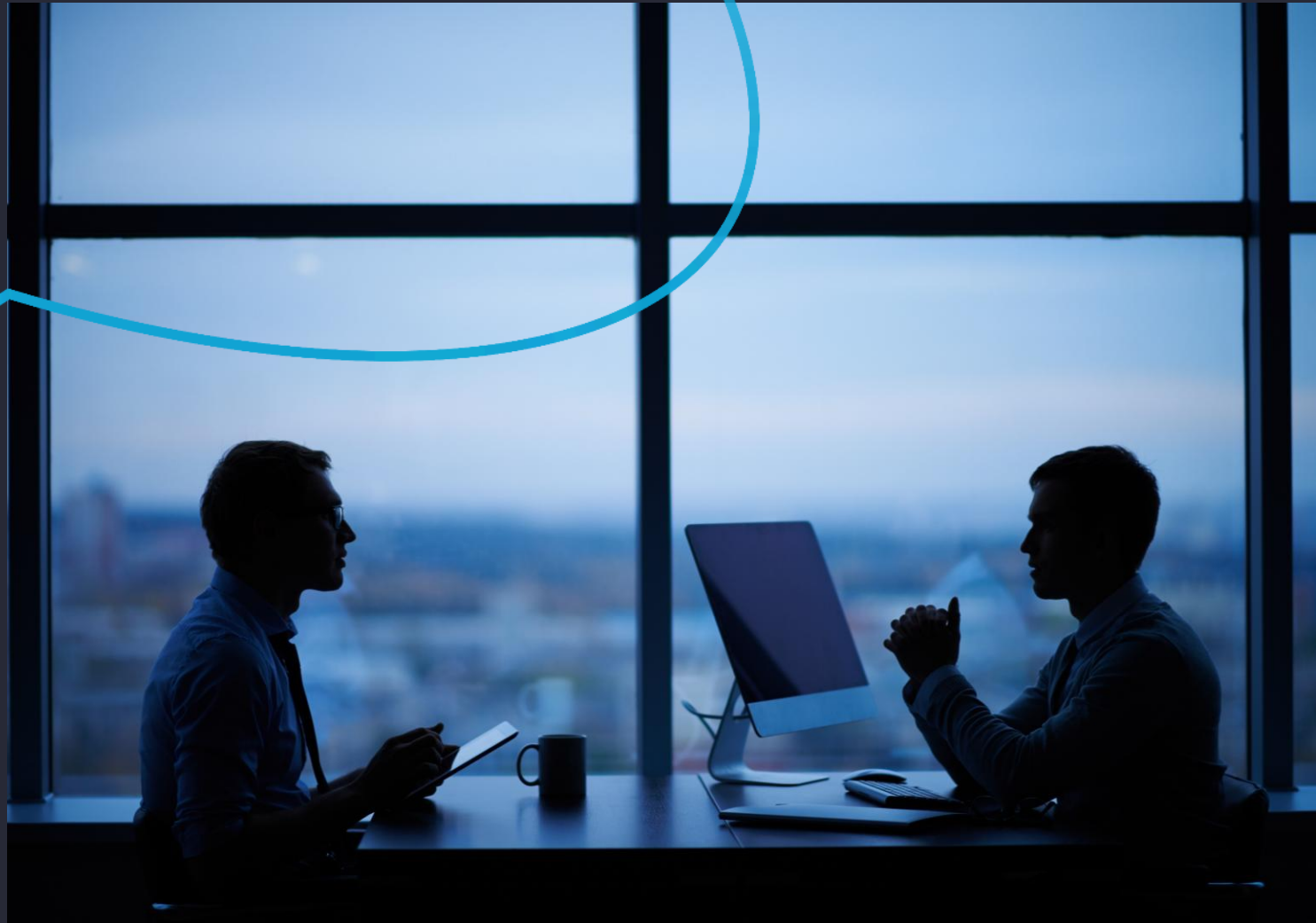
April 2024

GROUP PRIORITY – DATA & AI

MAIN GROUP OFFER – AI ANALYTICS & DATA SCIENCE

SERVICE OFFERING – CUSTOM GENERATIVE AI FOR ENTERPRISE

SECTOR – MANUFACTURING

Capgemini

GenAI Customer Service assistant integrated with Salesforce for 1st-draft responses to customer emails and generate $3M savings per year

Context/Market Positioning & Competition:

Client is a large multinational manufacturing and services company. Capgemini is the preferred GenAI partner as a joint delivery team.

Challenges:

- The current customer service process is very manual, with each business unit taking a different path to resolving customer inquiries, limiting the ability for automation

Gain Points:

- Providing text comprehension for prediction on next best action based on customer email
- Understanding of the customer email to an automated response
- Seamless classification of emails – thus improving operational effectiveness
- Creates draft of email with goal of automation

Approach & Solution:

- Few shot learning for prompt engineering was used to train LLM to classify customer inquiry emails
- Direct integration with Salesforce to provide GenAI insights and answers to CSR team
- Integration with SAP to provide custom historical data

BENEFITS DELIVERED

$3 M
Estimated Savings every year

Operational Effectiveness with seamless classification of emails

Building towards increased automation of repetitive tasks

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CONTACTS

Alaina Case
Data Science Manager
AI&A, I&D

AI ANALYTICS & DATA SCIENCE

CUSTOMER FIRST

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Nibedita Dash
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