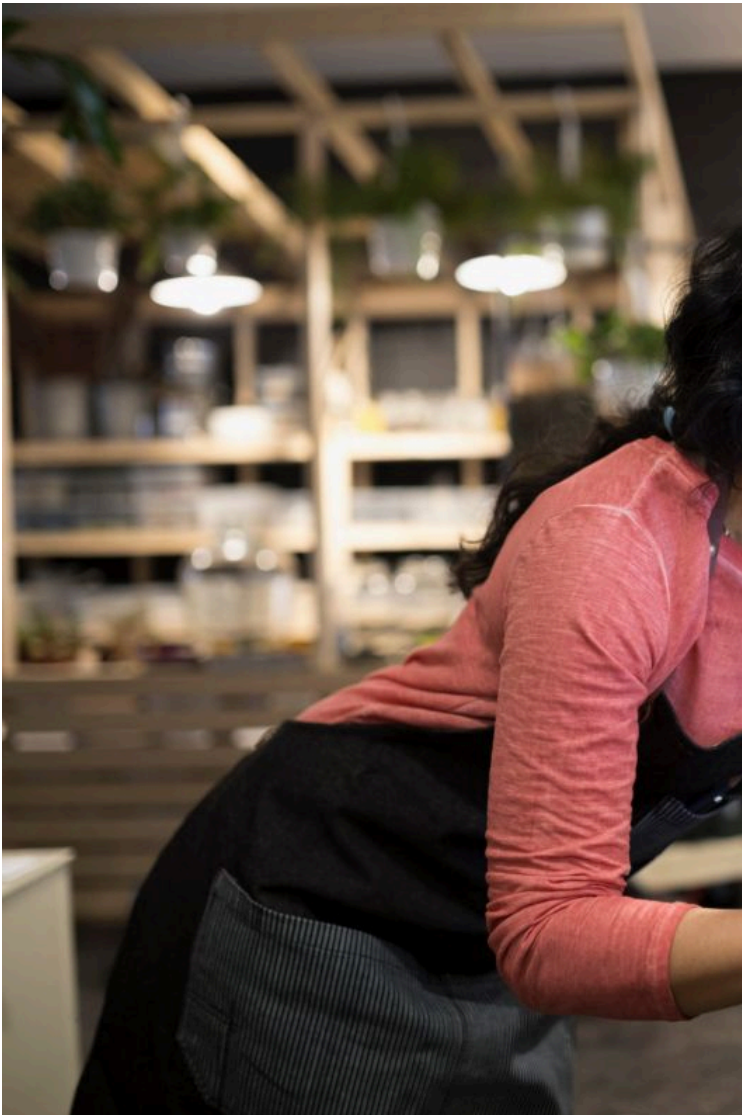# Bridging human and AI s

Humach partners with Innovative Solutions, IB
AWS for superior customer service outcomes

Business challenge   Transformation   Outcomes

× Close

Hello! How can we help you?

Balancing human and di
assistant experiences to
continuously improve cu
satisfaction

Gone are the days when managing customer queries and re
on the physical presence of live agents manning phones an
advancements have shifted toward digitally driven custome
However, intelligent businesses realize that digitally driven
excluding human agents from customer interaction. Compa
the importance of seamless, efficient, personalized custom
technology with humans in the loop to maintain competitive edges.

Humach (humans + machines) is a customer experience (CX) solutions provider that uses
AI-certified agents and digital assistants to streamline customer interactions across
multiple channels. For over 35 years, the company has been a leader in CX solutions for
contact centers and a pioneer in the AI and automation space for the last ten years. Now,
amidst the rapidly evolving digital and AI-driven landscape, Humach was ready to evolve
its solutions.

Humach recognized the challenges of preventing unsatisfactory call outcomes and
efficiently addressing growing consumer demands. These obstacles included maintaining
consistent quality across diverse channels, scaling rapidly during peak times, and
providing highly contextual resolutions quickly enough to satisfy modern consumers'
expectations. Addressing these pain points required a sophisticated blend of artificial
intelligence and robust infrastructure to deliver real-time insights and automated yet
empathetic interactions. The company sought trusted advisors to help advance its
technology platform, mAI Pilot, by integrating human touchpoints with machine
intelligence to deliver superior customer experiences across various industries.

20%

increase in call automation efficiency

18%

increase in ov

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Blending brains and machines: Customer care breakthroughs driven by collaboration

To tackle its evolving needs, Humach sought assistance from IBM Silver Business Partner Innovative Solutions, known for its excellence in generative AI applications and solutions. Together, they crafted a comprehensive conversational language module (CLM) framework powered by Innovative Solution's GenAI service Tailwinds and IBM® watsonx Assistant™ on Amazon Web Services to revolutionize human-machine communication dynamics.

"We leverage watsonx Assistant's front-end interface and robust API to develop AI-driven solutions, that understand customer intents and seamlessly manage system flow to different operators and teams," states Travis Rehl, CTO of Innovation Solutions. "This level of AI-Agent customization enables Humach to deliver more intelligent, efficient, and personalized customer service experiences at scale."

Hosted on Amazon Web Services Cloud, Humach solution also incorporated text (STT) and text-to-speech (TTS) functionalities facilitated by Deepgram, smoothly on powerful NVIDIA GPU-equipped servers. By deploying watson alongside AWS Cloud Services, Humach ensured enhanced data processing speeds, improved accuracy rates, and heightened cybersecurity compliance levels that are essential for sensitive user data protection.

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Additionally, the Weaviate indexing engines, that are incorporated in the solution, enable swift query resolution from vast datasets. This allows digital and live agents to offer precise, timely feedback informed by large volumes of historical and current inputs. Innovative Solutions was pivotal in bridging technical gaps and optimizing resource allocation effectively. The extensive suite of IBM tools granted Humach unprecedented agility, enabling rapid deployment cycles aligned closely with evolving market trends. Moreover, IBM's reputation bolstered stakeholder confidence, helping to reliably secure transactions amid escalating regulatory scrutiny in the industries Humach serves.

" Tailwinds with watsonx Assistant on AWS has been an incredible tool for our organization. It led to an 18% increase in overall customer satisfaction and a 20% increase in call automation efficiency."

Bruce Sharpe
Chief Product Officer
Humach

Propelling customer experience to new levels of satisfaction

Upon successful deployment, the new AI-enhanced ecosystem yielded tang improvements almost immediately. Humach customers lauded increased responsiveness, noting reduced wait times and higher incidence of accurate resolution upon initial contacts.

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Bruce Sharpe, Chief Product Officer at Humach states that, "Tailwinds with watsonx Assistant on AWS has been an incredible tool for our organization." He continues, "It led to an 18% increase in overall customer satisfaction and a 20% increase in call automation efficiency." The incoming request automation uses the intuitive, natural language understanding capacities embedded within watsonx Assistant modules, and the automated routing systems intelligently streamline incoming traffic. It frees up critical bandwidth that was previously consumed by routine tasks. Now, these tasks are adeptly managed autonomously. As a result, live agents can further progress customer experiences by addressing questions and concerns in the moments that matter.

Additionally, the scalable designs in the AWS hosting environments empower dynamic adjustments to effortlessly accommodate fluctuating demand spikes, while sustaining optimal service standards irrespective of load variations. Beyond the numerical advantages are profound qualitative shifts that transform organizational culture. It fosters a deeper alignment among cross-functional units that collectively strive toward common goals firmly underpinned by state-of-the-art tech innovations. "The enhancements to the mAI Pilot platform enable our team to rapidly prototype new ideas, validate concepts, and quickly identify AI's business value," says Sharpe.

Ultimately, embracing futuristic methodologies powered by Tailwinds and watsonx Assistant solves existing problems while propelling Humach onto trajectories promising sustained excellence far beyond the immediate horizons envisioned. Rehl asserts, "The partnership between Humach and IBM is pushing the boundaries of what's possible AI-enhanced customer engagement."

About Humach

Humach (link resides outside of ibm.com) (humans + machines) redefines customer engagement, sales and support. By blending the expertise of human contact center agents with machine learning and digital agents, Humach provides businesses with unparalleled customer experiences and streamlined transactions. Focusing on Fortune 2000 companies and venture-backed start-ups, Humach aims to transform how businesses engage, acquire and support their customers.

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About Innovative Solutions

Innovative (link resides outside of ibm.com) believes in helping every customer leverage the power of data and the cloud to drive growth. Recognized as an AWS Premier Tier Services Partner and an IBM Silver Business Partner, Innovative uses its cloud expertise and proprietary AI technology to help businesses migrate to and manage their IT infrastructure in the cloud. With an army of experts and the Innovative Cloud Runbook utilizing the leading platforms and technologies, Innovative gives businesses of every size the confidence to grow in the cloud.

Solution components

IBM® watsonx Assistant™ →

Amazon Web Services →

Build and deploy gen AI powered assistants at scale.

IBM watsonx Assistant is a conversational AI solution designed to deliver fast, consistent and accurate answers across any application, device or channel.

Get started with IBM watsonx Assistant →

View more case studies →

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