

# UST Global SmartOps™ and Grakn help a leading American health insurer transform their Customer Experience

## Industry

Health Care

## Use Case

Virtual Agent for  
Knowledge Mining

## Challenge

To enhance customer experience while interacting with human agents for queries on specifics of plan coverage, embedded in a huge set of heterogeneous documents.

## Solution

To extract plan coverage specifics from plan coverage documents and create a quick-searchable knowledge graph of health care benefits for individual policy holders.

## Result

45% improvement in average call duration, 23% improvement in customer satisfaction for the client.



*UST Global is a digital platforms company with disruptive products and platforms as well as end-to-end IT services and solutions for Fortune 500 organizations. Founded in 1998, the company is head-quartered in Aliso Viejo, California and operates from global locations across the Americas, Europe, Asia, and Australia.*

UST SmartOps™ is an 'AI-First' Business Technology Platform that empowers enterprises to achieve hyper-scale efficiencies via automation and reimagining their processes. UST SmartOps™ uniquely combines Automation and AI components. It is a self-learning and self-service platform that automates processes (not just tasks). It has 30+ advanced technology capabilities including Natural Language Processing and Generation, Speech Recognition, Computer Vision, Knowledge Graphs that augment/emulate the core skillset of a human SME/agent, including learning through observation, deciding, anticipating problems, and taking the right action. This helps enterprises to improve their market responsiveness, achieve faster cycle time, elevate customer experience and amplify business value with an easy integration into their existing systems.

A leading health insurance provider leveraged UST SmartOps™ to simplify and redefine their knowledge management process that involved organizing and mining thousands of documents of coverage details of various insurance plans. UST SmartOps™ leveraged Grakn's cutting edge knowledge graph technique to create a virtual agent that augments the human SME's productivity by a significant factor.

## Challenge

UST Global was approached by a leading health care provider with a knowledge organizing and mining problem faced by their SMEs. UST Global created a SmartOps™ virtual agent that leveraged Grakn's knowledge graph to analyse, organize and represent data from a heterogeneous source of insurance plan documents. Chandrasekhar Somasekhar, Head - Product Engineering - UST SmartOps™ explains: "Our client had a huge knowledge crunching problem and associated operational inefficiencies due to the sheer volume as well as diversity of documents. More importantly, the challenge was to provide a quick-deploy & self-learning solution that integrates seamlessly to their existing environment". The use-case was challenging and Grakn was up for it.

## Why Grakn

Grakn was the choice because of its simplicity, the ease to plug-in, API interfaces and the fact that it maintains high data integrity using a schema. As Chandra emphasises: "this is extremely critical for any platform that handles data driven use cases".

## Benefits

Using text mining and NLP techniques, UST SmartOps™ processes extracted relevant data from the documents and saves it in Grakn. To respond to the policy holders queries efficiently, SMEs were provided with a conversational platform (virtual agent) that identifies the relevant data and associated relationships from Grakn's knowledge graph.

"Grakn aids us in leveraging the power of enterprise data to gain a deeper understanding of the processes and customers of our clients and create applications and platforms that delight them, enables them to push their business further, discover new frontiers and stay ahead in the competition."

*Chandrasekhar Somasekhar*  
*Head, Product Engineering -*  
*UST SmartOps™*

Chandra further explains: "Grakn also enabled us well to create and visualize the knowledge base schema and explain the concept easily to our clients. Once the data was pushed into Grakn, we could use the visualizer to represent the relationships between different entities and how responses to various queries can be constructed. The GQL syntax helped us create a generic insertion/retrieval service which could be used for any application. Our client was able to achieve 45% improvement in average call duration and 23% improvement in customer satisfaction for the client."

UST Global helps its clients traverse their digital transformation journey seamlessly through redefining their business processes, ensuring agility, customer-centricity and an insights-driven approach. Chandra highlights: "Grakn aids us in leveraging the power of enterprise data to gain a deeper understanding of the processes and customers of our clients and create applications and platforms that delight them, enables them to push their business further, discover new frontiers and stay ahead in the competition."

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Grakn is the knowledge graph to organise complex networks of data and making it queryable, by performing knowledge engineering. Rooted in Knowledge Representation and Automated Reasoning, Grakn provides the knowledge foundation for cognitive and AI systems, by providing an intelligent language for modelling, transactions and analytics. Being a distributed database, Grakn is designed to scale over a network of computers through partitioning and replication.

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