



UST Global SmartOps™ and Grakn Transforming Customer Experience



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 organisations. 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).

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Chandrasekhar Somasekhar,
Head - Product Engineering -
UST SmartOps™

Industry:

Life Sciences

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

It has 30+ advanced technology capabilities including: Natural Language Processing and Generation, Speech Recognition, Computer Vision, Knowledge Graphs that augment/emulate the core skill-set 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 organising 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 organising and mining problem faced by their SMEs. UST Global created a SmartOps™ virtual agent that leveraged Grakn's knowledge graph to analyse, organise 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.

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Chandrasekhar Somasekhar,
Head - Product Engineering -
UST SmartOps™

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Chandrasekhar Somasekhar,
Head - Product Engineering -
UST SmartOps™

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".

Impact:

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.

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.

TRANSFORMING CUSTOMER EXPERIENCE

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About Grakn:

Grakn is a distributed knowledge graph: a logical database to organise large and complex networks of data as one body of knowledge. Grakn provides the knowledge engineering tools for developers to easily leverage the power of Knowledge Representation and Reasoning when building complex systems. Our enterprise product, Grakn Cluster, is available on any cloud provider and on premise.

Grakn is used in numerous applications from tax automation bots to complex use cases in drug discovery via protein pathways, a knowledge network of drones and robots, cybersecurity and financial services. Users include organisations such as AstraZeneca, Cisco, the French Intelligent Services, Bayer and Nestlé.