IMPROVING CHRONIC CARE PROFITABILITY WITH AI-DRIVEN PREDICTIVE ANALYTICS

THE SOLUTION

AE Partners conducted a structured assessment of the client's customer support workflows, data architecture, and communication channels.

From this analysis, the team developed a roadmap for a GenAI-powered assistance platform.

Intelligent Bot Architecture

The solution centered on a mobile-friendly AI assistant built on secure cloud infrastructure.

Key components included:

- Microsoft Azure infrastructure to support high query volumes
- Generative AI models capable of understanding natural language questions
- AI-powered NLP processing to improve response accuracy
- Embedding models to interpret large document libraries and knowledge bases

This architecture enabled the bot to interpret complex customer questions and retrieve the most relevant information instantly.

Automation & Operational Integration

To ensure the system delivered meaningful operational improvements, the bot was integrated directly into the organization's support ecosystem.

Capabilities included:

- Real-time order and delivery tracking updates
- Automated responses to common inquiries
- Intelligent case routing for complex issues
- Automated invoice generation
- Built-in customer feedback collection

The platform also included a case deflection mechanism, allowing routine questions to be resolved automatically while escalating more complex cases to human agents when necessary.

THE CHALLENGE

The distributor operated in a highly regulated and information-heavy environment. Pharmacists, dealers, and partners regularly required updates on:

- Product availability
- Order and delivery status
- Compliance documentation
- Invoice information
- Policy updates

However, their existing support model relied heavily on manual processes and human operators.

Support teams were expected to navigate a knowledge base containing millions of customer records and thousands of documents, making it difficult to locate accurate information quickly.

This created several operational challenges:

- Slow response times to customer inquiries
- High reliance on manual information retrieval
- Communication gaps between distributors and dealers
- Increased potential for human error
- Limited support availability across time zones

Leadership needed a solution that could streamline customer communication while maintaining accuracy and reliability.

THE RESULTS

The deployment produced immediate improvements in both efficiency and customer experience.

Key Outcomes

85% of customer inquiries resolved automatically

The AI assistant handled the majority of support requests without human intervention.

Improved customer satisfaction

Faster response times and consistent answers strengthened customer trust and engagement.

Reduced human error

Automated data retrieval and response generation minimized mistakes caused by manual processes.

24/7 multilingual support

Customers could access assistance across time zones and languages, improving accessibility and responsiveness.

These improvements significantly reduced operational pressure on support teams while delivering a more consistent and reliable experience for customers.