



## CUSTOMER ASSISTANCE BOT

### THE SOLUTION

After conducting a comprehensive needs assessment, the AE Partners team developed a solution roadmap and delivered a mobile-friendly, AI-powered customer assistance bot. The solution included the following initiatives:

- Built the solution on Microsoft Azure infrastructure, leveraging OpenAI models to handle high volumes of customer queries.
- Implemented a real-time delivery tracking system to keep customers informed about order status.
- Designed an autonomous query-handling system to resolve routine requests without human intervention.
- Integrated a case deflection mechanism to escalate only complex or exceptional queries to human agents.
- Applied advanced AI-powered NLP capabilities to improve response accuracy and personalization.
- Enabled multilingual support (English, Hindi, and Spanish) with 24/7 assistance across global time zones.
- Automated invoice generation to streamline transactions.
- Embedded customer feedback collection into the support workflow to continuously improve service quality.

### THE CHALLENGE

Pharmaceutical distributors must provide pharmacists and dealers with timely, accurate information on orders, product availability, and compliance updates, yet traditional support systems often struggle with delays, human error, and limited multilingual accessibility. In this case, the client attempted to launch a customer assistance channel, but managing a knowledge base of nearly two million customer records and thousands of documents proved too complex for manual processes. Inefficient file handling and limited operator training slowed response times and reduced accuracy, creating operational bottlenecks, delayed decisions, and communication gaps between distributors, dealers, and internal teams. To address these challenges, the client partnered with AE Partners to implement a GenAI-powered customer assistance solution designed to automate data processing, improve response accuracy, provide 24/7 multilingual support, and strengthen distributor-dealer communication.



### TECH STACK

- Microsoft Azure
- Azure OpenAI
- GPT-4 based Generative AI models
- Embedding model: text-embedding-ada-002
- Natural Language Processing (NLP)

### THE RESULTS

The AI-powered solution delivered measurable improvements across customer service and operations:

- 85% of customer queries resolved automatically through the bot
- Improved customer experience and brand perception
- Increased positive customer feedback and stronger social media presence
- Significant reduction in human errors
- Faster response times and improved operational efficiency

