



Agent Intelligent Search with Azure Open AI Case Studies



Agent Enablement Intelligent Search

BUSINESS IMPACT



\$10M GROSS SAVINGS

Expected over 3 years



6-8% AHT REDUCTION

Along with improved agent and member experience

CHALLENGES	SOLUTIONS
<ul style="list-style-type: none">• There are approximately 10k Call Service Reps/Agents who handle 22M calls annually.• Currently, most calls require the CSR to search on average 2-3 different repositories to find benefit and coverage related information.• The "Agent Enablement Intelligent Search" use case is looking to provide a contextual, targeted cognitive search capability that can understand member context and search the knowledge repositories to find relevant answers while live on a member call.	<ul style="list-style-type: none">• Build a Cognitive/Natural Language Search Engine to search a vast range of content and documents (unstructured and structured) to enable CSR to find answers to member questions in a quick and simple manner – a Google Like Experience.• The Expert Search system will marry the member information with the searched content so the answer will be personalized & contextualized based on member benefits, demographics and policy information.• The ES system has built in feedback link to allow users to provide their feedback in real-time around the relevancy of the returned answers to improve the overall model accuracy/performance.

Thank you

