

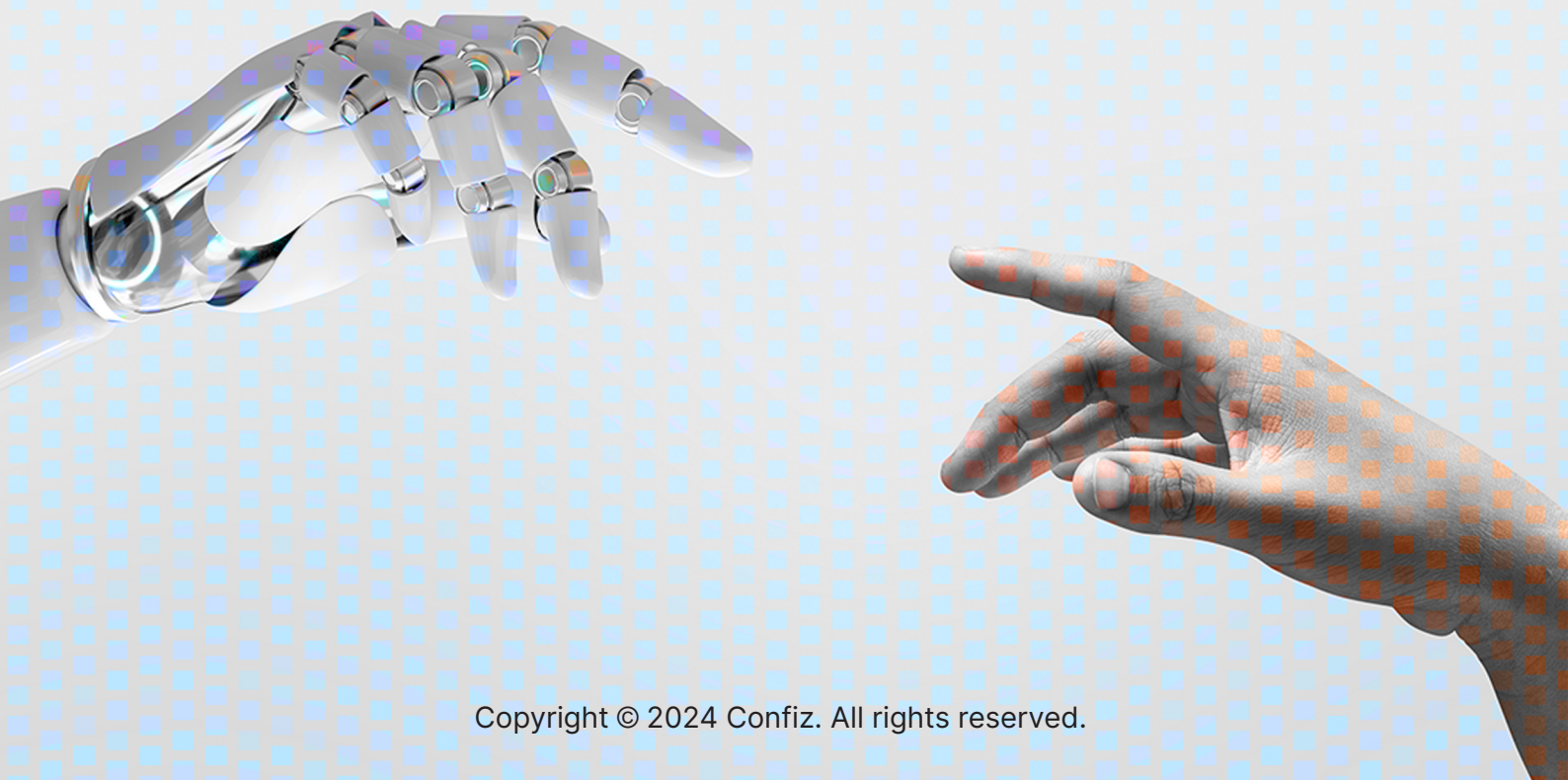


Proof of Concept

Kickstart your Journey to Gen AI with Gen AI Digital Assistant Built on Azure OpenAI

From ideation and exploring viability to successful implementation, Gen AI poses unique challenges. Confiz's Generative AI Proof of Concept (PoC) is designed to help you embark on the journey to Gen AI for your business, ensuring a strategic and effective approach to its adaptation.

Our 8-week program is designed to align your generative AI strategy with your business objectives and establish clear success criteria, helping you maximize this technological innovation. During this Proof of Concept (PoC), we will build a pilot Gen AI conversational bot using OpenAI Azure services to deliver conversational interactions tailored to a use case that best suits your business.



Key Benefits



Rapid Value Delivery

In just 8 weeks, we help you implement 1-2 key use cases of a Gen AI powered conversational bot, aligning AI strategies with your business objectives.



Enhanced Customer Engagement

Create personalized and responsive interactions for your customers, fostering loyalty and satisfaction.



Provide 24/7 Multilingual Support

Enhance global customer accessibility by offering round-the-clock support in multiple languages, meeting the needs of customers across different time zones.



Future-Proof Your Gen AI Journey

Outline a strategic path for deeper Gen AI implementation and identify future enhancements and additional use cases.



Know Your Customers Better

Analyze customer interactions to gain valuable insights into preferences, common issues, and areas for improvement.



Consistent Customer Service

Ensure uniformity in responses, providing a consistent customer experience while reducing the risk of human error.



What to Expect from the PoC?

Our Proof of Concept (PoC) is designed to deliver rapid value, focusing on deploying 1-2 key use cases within an 8-week timeframe. Our approach ensures that the Gen AI strategy aligns with your business objectives and identifies clear success criteria.

During this PoC, we will provide seamless web integration to facilitate effortless interaction with the conversational bot.

At the end of the PoC, we conduct a comprehensive wrap-up session with your leadership team. This session highlights the benefits achieved, showcases the value realized against the defined success criteria, and provides a scalable roadmap for future use cases. Our goal is to equip your leadership with the insights and confidence needed to move forward effectively.

Explore the Pathway to Gen AI Mastery: Stages of the PoC

STAGE	DISCOVERY AND GEN-AI STRATEGY FORMATION	GEN-AI ARCHITECTURAL DESIGN AND INFRASTRUCTURE SETUP	PROOF OF VALUE DEVELOPMENT AND EXECUTION	PERFORMANCE REVIEW AND FUTURE SCALING STRATEGY
DURATION	2 WEEKS	1 WEEK	4 WEEKS	1 WEEK
GOAL	Align Gen-AI Strategy with business objectives and discover business requirement	Design a custom Gen-AI architecture and setup infrastructure	Develop Gen-AI Assistant with 1-2 use-cases and deploy for usage	Review POV and plan to scale Gen-AI in the organization
DELIVERABLES	<ul style="list-style-type: none"> - Collaborative Opportunity Mapping (Scope & Objectives) - Use Case Success Criteria Definition - Use Case Identification & 1-2x Selection - Ideate on the design and user experience - Source Data Identification and Access 	<ul style="list-style-type: none"> - Gen-AI Design using Azure OpenAI - Solution Architecture - UI Layer - ChatBot Layer - Backend Service Layer - Data Layer - Infrastructure Initiation/Provisioning - Data Preparation 	<ul style="list-style-type: none"> - BOT Framework + UI Development - Data Acquisition - Document Ingestion - Establish Vector Database - AI Experimentation & Development - Model Selection - Prompting Model Fine Tuning - Model Test & Validation - Model Deployment 	<ul style="list-style-type: none"> - Proof Of Value Performance Review against Success criteria - High-level Strategic Roadmap and Plan for Future Enhancements.
OUTPUTS	<ul style="list-style-type: none"> - Success Criteria - Business Requirements Document for 1x Use cases - Data Mapping 	<ul style="list-style-type: none"> - Solution Architecture Document - Environment Set - Data Access 	<ul style="list-style-type: none"> - Datasets for Training and Validation acquired - Deployed Gen-AI Virtual Assistant - 1x Use cases 	<ul style="list-style-type: none"> - Performance Review Presentation - Gen-AI Strategic Roadmap

Outcomes of the PoC

By participating in the Confiz Gen AI conversational bot Kickstart Program, you will achieve the following outcomes:

Fully Functional Digital Assistant

A functional Generative AI proof-of-concept (PoC) on your data aligned with the chosen use case, to validate value of Gen AI for your organization.

Customized Gen AI Architecture

A bespoke Gen AI architecture designed to fit your specific needs, leveraging the latest technologies and best practices to ensure scalability and performance.

Performance Insights and Strategic Roadmap

Detailed performance review of the Gen AI conversational bot, providing actionable insights and a strategic roadmap for future AI initiatives and scaling opportunities.

Effective Data Utilization

Effective utilization of structured and unstructured data sources, maximizing the utility of your existing data assets to power intelligent and contextually relevant interactions.

Enhanced Customer and Employee Experience

Immediate improvements in customer and employee interactions, with personalized and efficient support leading to higher satisfaction and engagement.

ROI and Value Realization

Demonstrable ROI from the Gen AI conversational bot, showcasing the tangible benefits of AI adoption and setting the stage for future investment and expansion.

Conversational Bot for Personalized and Intelligent Customer Service at Specialty Retail Stores

Enable store associates to provide personalized and intelligent service to customers, enhancing the in-store experience and driving sales using a conversational bot.

Scenario: A renowned specialty retail store for fishing, hunting, and boating gear aimed to equip its store associates with a conversational bot to enhance their ability to provide personalized recommendations and expert advice. This AI-powered conversational bot helped associates navigate the extensive product range, address specialized customer needs, and maintain the high standards of their consultative sales approach.

Interaction: Store associates used the conversational bot via tablets or in-store kiosks to access real-time information and support. The conversational bot helped associates interact with customers, offering personalized recommendations and detailed product information.

Gen AI Assistant Role:

- Provided comprehensive information on the vast array of products across categories like fishing equipment, hunting gear, marine electronics, apparel, and outdoor accessories, including brand comparisons, model specifications, and customer reviews.
- Used customer profiles and input on activities, skill levels, and preferences to suggest tailored product recommendations. For example, suggesting the best fishing tackle for a seasoned angler or appropriate hunting gear for a novice hunter.
- Offered in-depth technical details and usage instructions for complex products such as marine electronics and advanced fishing tackle, ensuring associates could guide customers effectively.
- Enhanced the consultative sales approach by providing associates with probing questions and conversation starters to better understand customer needs and preferences before making recommendations.

Benefits:

- Equipped associates with detailed, up-to-date information on a wide range of products, enabling them to provide expert advice and support.
- Helped associates deliver personalized recommendations based on individual customer needs, leading to increased satisfaction and loyalty.
- Provided technical details and guidance for complex products, ensuring customers received accurate and helpful information.
- Enhanced the consultative sales approach by providing tools and information that helped associates build meaningful relationships with customers.

Outcome:

A fully operational conversational bot that empowers store associates to provide personalized and intelligent service, resulting in higher customer satisfaction, improved sales, and a stronger brand identity. The conversational bot ensures associates are well-informed and capable of addressing the diverse and specialized needs of their customers, maintaining the store's reputation for excellence in outdoor retail.



USE CASE 2:

Conversational Bot for Personalized Hair Care and Product Recommendations

Create a conversational bot to tailor hair care recommendations from thousands of products, perfectly matching each customer's unique needs

Scenario: A large retail company aimed to improve its customer experience by offering personalized hair care advice. The retailer had thousands of hair care products, and customers often felt overwhelmed by the choices. The goal was to develop a Gen AI powered conversational bot that helped customers find the best products for their specific hair types and concerns.

Interaction: The conversational bot engaged with customers through a chat interface on the retailer's website or mobile app. Customers asked for advice on choosing the right hair care products for their hair types and concerns.

Gen AI Assistant Role:

- Analyzed customers' hair types, concerns (e.g., dryness, frizz, dandruff), and preferences.
- Provided personalized product recommendations tailored to the customers' specific hair needs.
- Offered usage instructions and tips for best results.
- Suggested complementary products (e.g., shampoo, conditioner, treatment masks).

Benefits:

- Enhanced customer satisfaction with personalized hair care advice
- Increased sales through tailored product recommendations.
- Built customer trust by providing expert advice on hair care.
- Encouraged repeat purchases by delivering effective hair care solutions.

Outcome:

A fully implemented conversational bot that effectively advises customers on the best hair care products for their needs, resulting in higher customer satisfaction and increased sales.

USE CASE 3:

Conversational Bot to Transform Employee Experience for a Large Corporation

Assist a large corporation in enhancing employee experience by developing an intelligent conversational bot to answer queries related to policies, benefits, and more.

Scenario: A large corporation introduced a conversational bot named Friday to enhance the employee experience. Friday is an intelligent, friendly, and efficient virtual assistant designed to assist employees with queries related to People policies and benefits, available 24/7 on MS Teams.

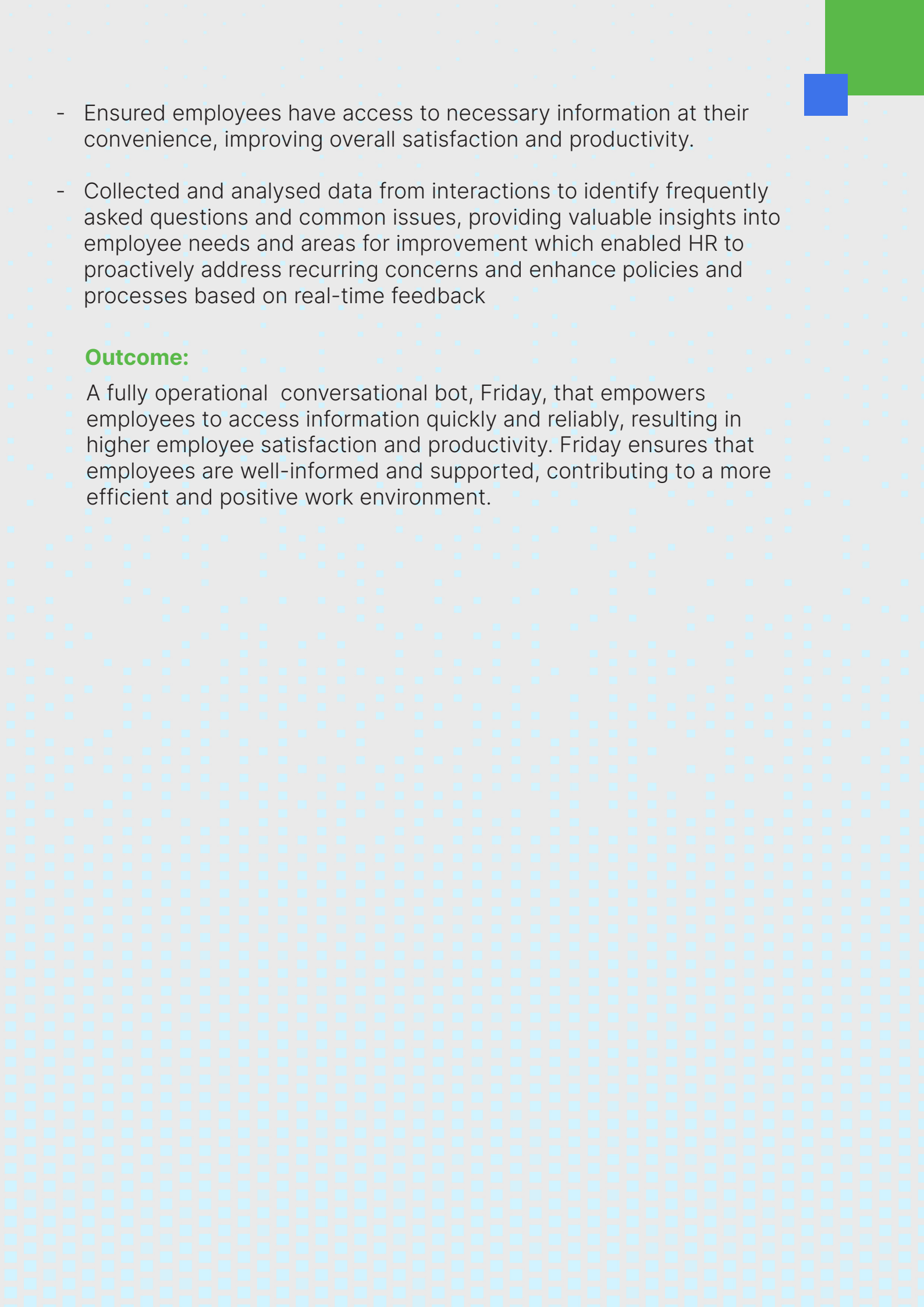
Interaction: Employees interact with Friday via MS Teams, using the conversational bot to get instant answers to their questions about People policies, procedures, and benefits. The user-friendly interface ensures seamless and efficient interactions, with a strong emphasis on confidentiality

Gen AI Assistant Role:

- Provided immediate responses to questions about People policies, procedures, and benefits, ensuring employees have access to accurate information at any time.
- Covered a wide range of topics, from leave policies and health benefits to performance appraisal processes and employee resources.
- Offered round-the-clock support, ensuring employees can get assistance regardless of the time, whether during working hours or late at night.
- easily accessible through MS Teams, making it simple for employees to start chatting with Friday.
- Ensured all interactions are private and secure, maintaining confidentiality and building trust with employees.

Benefits

- Provided employees with quick and reliable information, reducing the need to wait for human assistance and allowing them to focus on their core tasks.
- Streamlined People interactions, reducing the workload on the HR team and enabling them to focus on more complex issues.

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- Ensured employees have access to necessary information at their convenience, improving overall satisfaction and productivity.
 - Collected and analysed data from interactions to identify frequently asked questions and common issues, providing valuable insights into employee needs and areas for improvement which enabled HR to proactively address recurring concerns and enhance policies and processes based on real-time feedback

Outcome:

A fully operational conversational bot, Friday, that empowers employees to access information quickly and reliably, resulting in higher employee satisfaction and productivity. Friday ensures that employees are well-informed and supported, contributing to a more efficient and positive work environment.