



Vassar
Digital.ai

GenAI Powered Connected Customer

Empower Your Business with GenAI

ELEVATE PRODUCTIVITY, DELIGHT CUSTOMERS, STREAMLINE OPERATIONS, AND IGNITE PROFITABILITY!



Connected Customer

GENAI TO MAXIMIZE EFFICIENCY

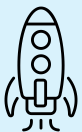
INTRODUCTION

VassarDigital.ai, a wholly owned subsidiary of Vassar Labs, an MIT-founded company, specializes in GenAI-powered Connected Enterprise Solutions for Manufacturing, Retail, Energy, Utilities, and Financial Services.



We help enterprise unlock their full potential with our GenAI powered Connected Enterprise Solutions. By seamlessly integrating GenAI and LLMs with your existing knowledge base, we empower your business to enhance employee productivity, elevate customer service, explore new revenue streams, and optimize profitability.

Vassar Digital has successfully delivered GenAI powered Connected Enterprise Solutions to several Fortune 2000 customers. With over 350 dedicated GenAI experts we can bring GenAI solution to reality for your enterprise in under 3 months.



ESTABLISHED
IN 2014



FOCUSED ON
GENAI SOLUTIONS



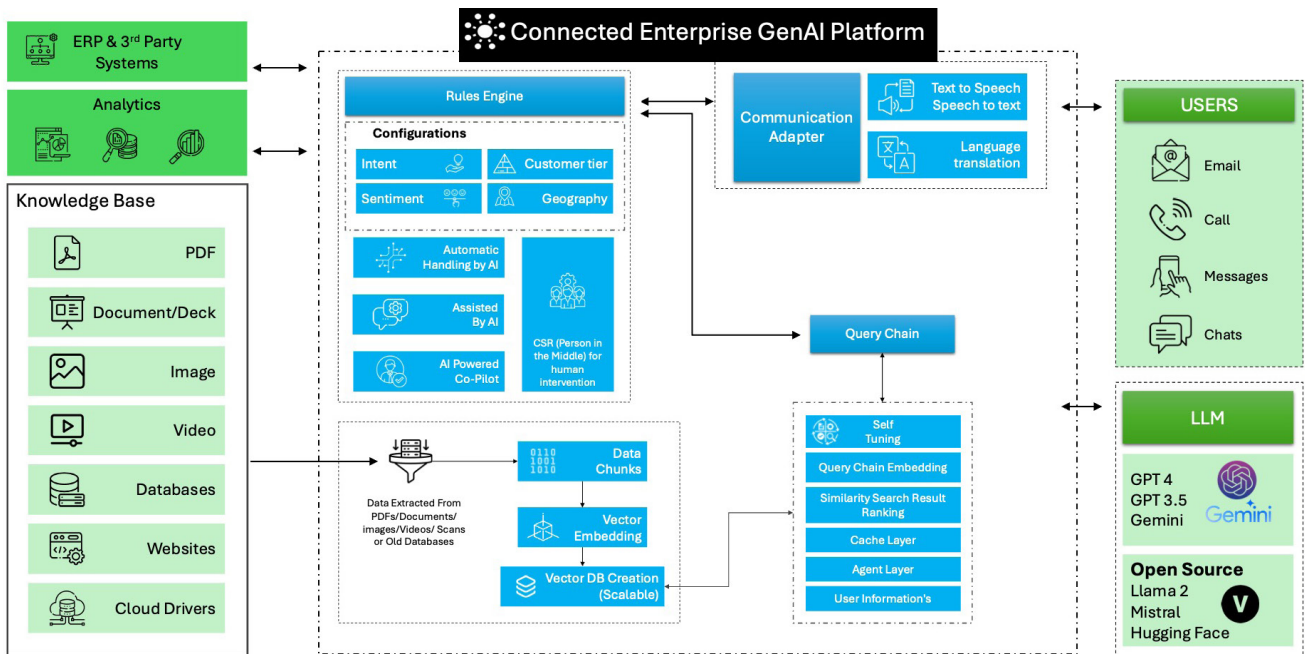
OVER 350
GENAI EXPERTS



PROVEN
CASE STUDIES



Our Platform



Communication Channels: The system offers multiple communication Channels for user interaction, including phone, email, chat and messenger. This ensures flexibility and convenient for users, allowing them to choose the method that best suits their preferences and needs. It has in built speech-to-text, text-to-speech and language translation.

Knowledge Base: Knowledge base is created from a wealth of enterprise knowledge extracted from diverse sources such as era documents, PDFs, images, videos, databases, websites, and cloud drives. GenAI helps the user based on this knowledge base and does not hallucinate.

LLM Flexibility: The system work with established LLMs such as ChatGPT and Gemini as well as open source models like Llama2, Mistral and Hugging Face.

Rules Engine: The system has inbuilt triage layer for personalised handling of inbound requests based on customer tier, intent of the request, geography and sentiment of the request. This can be:

AI Responded: Complete end-to-end handling of the request by AI.

AI Assisted: AI does all the research and drafts the response for CSR (person-in-the-middle) to review and respond back

AI Copilot: CSR handles the request with assistance from AI as required

Self-Tuning: Models learn continuously based on the feedback from the user, so knowledge base continues to be updated and fine-tuned.



Case Studies

Vassar Digital Connected Customer brings together GenAI and LLMs with enterprise knowledge base to improve containment, enhance employee productivity, elevate customer service, and optimize profitability.

GenAI Based Email Automation

[Watch the video](#)

| Company | Client Contact | Date & System | Order Status |
|------------|--------------------|-----------------------|----------------|
| GenCo Kiva | Alice Bruce | 01/27/24 NEW PO | AI ASSISTED |
| Vare Inc | Marissa Gethman | 01/27/24 NEW PO | AI RESPONDED |
| GenCo Kiva | Pran | 01/27/24 NEW PO | AI ASSISTED |
| Vare Inc | Marissa Gethman | 01/27/24 NEW PO | AI RESPONDED |
| GenCo Kiva | Pran | 01/27/24 NEW PO | NEED ATTENTION |
| GenCo Kiva | Christopher Palmer | 01/27/24 NEW PO | AI ASSISTED |
| Vare | Christopher Palmer | 01/27/24 REVISED PO | AI RESPONDED |
| Vare Inc | Marissa Gethman | 01/27/24 NEW PO | AI RESPONDED |

Problem Statement

Even in the current digital age of order management portals and trade hubs, customer service teams in enterprises continue to get bombarded with emails to place orders, enquiring about the status of their orders and issues with their orders. As email volumes surge, companies find themselves grappling with increased response times, frustrating customers.

Solution

By harnessing the power of artificial intelligence, this solution will enable automated, personalized interactions, ensuring timely and relevant responses to emails regarding, purchase orders, inquiries, status checks, product warranty and many more.

Automatic Email Triage: Based on customer tier, geography, intent, and sentiment.

Document Interpretation: Reads and extracts relevant information from attached documents.

Integration Capabilities: Connects with internal and external systems, including enterprise databases and web portals.

Configurable Response Handling: Responds automatically, with person-in-middle, or directs to CSR based on triage conditions.

Intent Understanding and Validation: Analyzes email intent, extracts contents, integrates external data, validates, and takes configured actions.

The price mentioned in the purchase order for the Laptop is mismatched with the original price.

Dear ABC Corporation,

I hope this email finds you well.

I am writing to place a purchase order with your company. Please find attached the official Purchase Order document outlining the details of the order.

We kindly request your prompt attention to this order if you have any questions or require further clarification, please do not hesitate to contact us.

Best regards,
Pran Kumar Poddar, Network
ABC Corporation
400 East Avenue, Toronto
M5E 1B7

With message...

Common Configured Intents: Includes New PO, Status of PO, Shipment Status, Product Warranty, and more.

Automated Customer Updates: Sends automatic emails to update customers on changed status.

Communication Automation: Automatically communicates with customers for actions based on configured intents.

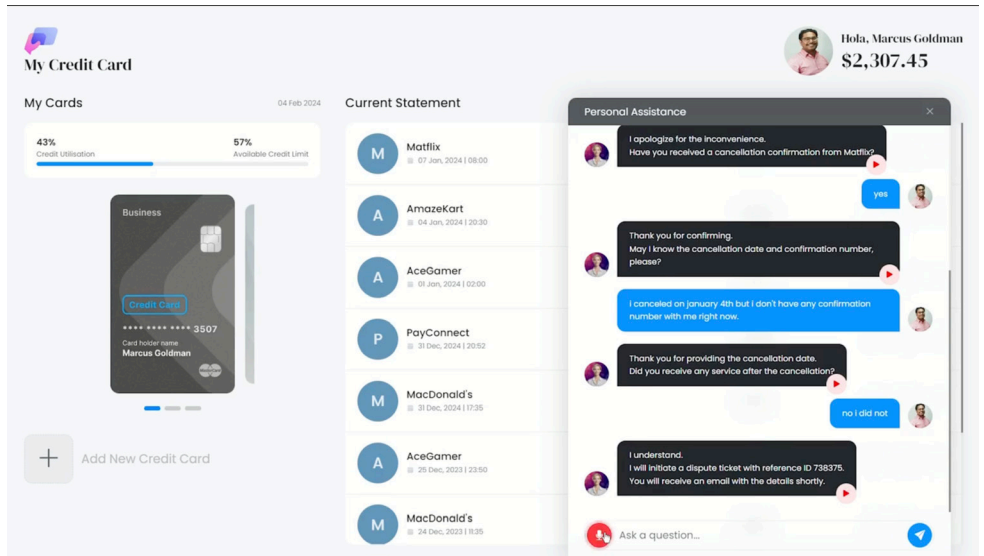
Robust Reporting Metrics: Provides metrics such as emails received, Gen-AI automated responses, Gen-AI assisted responses,

GenAI powered Customer Support

Watch the video

Problem Statement

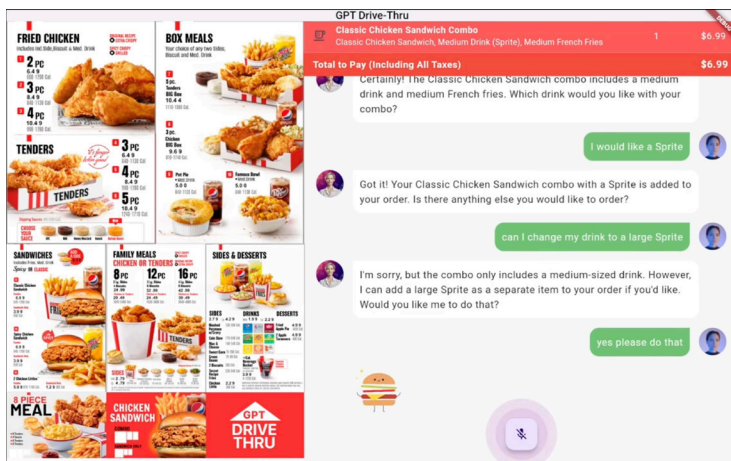
The digital economy’s growth has boosted credit card usage, presenting significant opportunities for credit card companies. Yet, it brings challenges like increased fraud and disputes, leading to high operational costs for large customer service teams



Solution

GenAI’s innovative connected customer solutions effectively tackle challenges such as increased fraud and disputes, alleviating the burden on large customer service teams. By proactively addressing technical glitches, understanding complex issues like trailing interest charges, and providing real-time resolution for

concerns such as payment status and fraudulent transactions, GenAI streamlines the customer experience. This not only enhances containment rates but also reduces the need for customers to seek support, ultimately leading to significant operational cost savings for customer documents.



Solution

The chatbot’s capability to understand complex menus ensures accurate order processing, and tailored suggestions helps minimizing errors and enhancing the overall efficiency. It reduces wait times and ensures quick order processing. The result is an elevated level of customer satisfaction within the dynamic and demanding drive-thru environment.

GenAI powered Drive Through

Watch the video

Problem Statement

In the hustle of drive-thru operations, swift and seamless customer interactions are paramount. However, with increased labor shortages and increased turnover, meeting these demands becomes a challenge.



BOSTON, SEATTLE, HYDERABAD

4 Lafayette Pl, Woburn
MA, USA - 01801

M : info@vassardigital.ai
W : www.vassardigital.ai

© 2024 ALL RIGHTS RESERVED.