



A DIGITAL ASSISTANT DESIGNED FOR HEALTH & HUMAN SERVICES

Overview

Priya is a customizable AI digital assistant designed to enhance customer service in Health and Human Services (HHS) programs, offering fast and accurate responses with an empathic human touch.

About Us: Generative AI Digital Assistant On Bring Your Own Data

In 2023, YoungWilliams developed Priya, an AI-powered digital assistant designed specifically for Health & Human Services (HHS) programs, with a focus on transforming customer service, internal operations, and knowledge access across programs. By utilizing the Bring Your Own Data (BYOD) capability it allows programs to upload their own documents into Azure Cloud Storage, enabling Priya to index and generate responses based on verified program-specific content, ensuring high accuracy and eliminating AI hallucination risks.

Case Study: Empowering New Hires with AI-Driven Training

In this case study, we will discover how Priya assisted the Virginia Department of Social Services when faced with the challenge of hiring and training a new team in an extremely short timeframe, tasked with handling calls for a limited time program. With traditional training methods insufficient for the urgency of the situation, Priya acted as a copilot to the CSRs, providing real-time access to accurate information, reducing the need for supervisor intervention, and streamlining operations. This innovative approach empowered new hires, enabling them to efficiently handle customer inquiries and ensuring a smooth launch of the program despite the tight deadlines.

Challenge: Time, New Hires and Unfamiliar Topics

The Virginia Department of Social Services expanded its call center operations to support a time-sensitive program, which required quickly hiring additional customer service representatives (CSRs) to handle incoming calls and address program-related questions. However, the training period was limited to just one week, leaving many new hires still unfamiliar with key aspects of the program when they began taking calls. This created a challenge as the fast-paced nature of the project made traditional training methods

ineffective, especially when issues arose that new CSRs were not equipped to resolve. Trainers and supervisors would also have to be constantly available to assist, further straining resources.

Solution: Leveraging AI-Powered, On-Demand Knowledge Base

By leveraging Priya, new hires gain access to an AI-powered, on-demand knowledge base that is easily accessible during their calls. When CSRs encounter unfamiliar topics or time-sensitive questions, they can simply query Priya to find the most relevant, up-to-date information. This self-service approach reduces their reliance on trainers and supervisors, allowing them to resolve issues quickly and independently. Priya ensures that new hires have the tools they need to perform confidently, improving both efficiency and the quality of customer interactions in a fast-paced environment.

Benefits: Accelerated Training & Increased Independence

Priya quickly proved its value as a vital support tool for new hires, helping them navigate unfamiliar topics and build confidence. As CSRs became more knowledgeable, their reliance on Priya diminished, ultimately leading to full independence. Supervisors confirmed that Priya effectively supported CSRs early on and as their understanding of the program grew, they required less assistance. CSRs also preferred Priya over traditional training resources, appreciating its ease of access, accuracy, and ability to provide instant answers. From a business perspective, Priya streamlined new hire training, reducing the burden on supervisors and ensuring more consistent, accurate responses from CSRs. This improved efficiency, lowered customer wait times, and helped implement a new program successfully and within a tight timeframe, showcasing the tool's effectiveness in fast-paced environments.

Results: Impact of Priya on New Hire Self-Sufficiency

Here's a breakdown of what stands out and how it can be interpreted:

► High Initial Usage

In the first two weeks, Priya was used in 17% of resolved calls (358 times out of 5,380), proving its immediate value as a CSR support tool.

► Decrease in Reliance

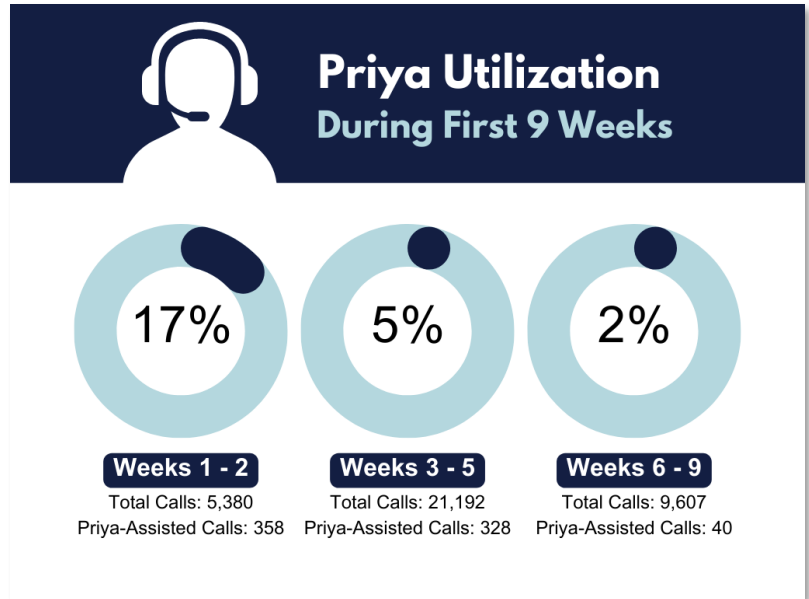
By Week 5, tool usage went to 1%, and by Week 8, it reached 0%, indicating that CSRs had quickly gained confidence and retained program knowledge. Follow-up discussions with supervisors and managers confirmed that Priya was an effective resource for new hires, and CSRs needed to reference Priya for information less frequently as their comfortability with and knowledge of the program grew.

► Full CSR Independence

By Weeks 9-11, Priya was no longer needed, confirming that newly hired CSRs had successfully transitioned to handling calls independently.

► New Hire Preference

A staff survey found that 60% of new hires preferred using Priya over paper handouts or other training resources, citing its ease of access, accuracy, and ability to provide instant answers.



"I wanted to personally thank you both for stepping into the unknown with us to bring Summer EBT to well over 703,000 Virginian children. So many people added their talents, skills, and ideas to moving us toward success.

As the manager of the program, it gives me great pleasure just to take time to say thank you.

We could not have achieved this seemingly impossible task without partners like you. We appreciate you and your team's willingness to walk with us."

Michele Thomas

SNAP Manager, Virginia Dept. of Social Services