



AI 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: Revolutionizing Customer Service with AI Support

In this case study we will discover how Priya assisted webchat Customer Service Representatives (CSRs) for the Louisiana Department of Children & Family Services by offering fast, accurate, and empathic answers to customer questions. Explore how the solution enables CSRs to easily access real-time, accurate information, helping to increase productivity, reduce response times, and improve service quality through AI-powered support. By seamlessly integrating Priya into their workflow, CSRs could quickly retrieve relevant program details without escalating issues to supervisors, ensuring more consistent and precise responses

Challenge: Agent Efficiency & Wait Times

The Louisiana Department of Children & Family Services Contact Center relied on live webchat agents, leading to long wait times and customer service that frequently fell short of established standards. CSRs often dealt with high webchat volumes and extended wait times, which not only caused frustration for customers but also led to inconsistent responses. These issues resulted in inefficiencies, dissatisfied customers, and escalating operational costs.



Solution: Empowering CSRs with Priya for Faster, Consistent Support

Using Priya as a solution provides CSRs with quick access to program-specific information while reducing the reliance on supervisors and improving response consistency. By integrating Priya into the customer service workflow, CSRs can immediately access accurate program-specific information without manually searching through FAQs or escalating the issue. When a customer submits a question via webchat, the agent consults Priya, which retrieves relevant information from the program specific knowledge base. This allows the agent to respond promptly and accurately, minimizing the risk of misinformation.



Benefits: Boosting Productivity and Accelerating Response Times

The integration of Priya as an AI digital assistant significantly enhanced both agent productivity, overall service quality, and response time. With Priya, CSRs handle more webchats daily, increasing their efficiency and allowing for faster response times. This improvement in speed has led to quicker service, reducing customer wait times and enhancing satisfaction. Moreover, Priya ensures consistent, high-quality responses by providing accurate, relevant information to CSRs, minimizing the need for follow-up questions. CSRs have also reported a better experience using Priya compared to traditional reference materials, appreciating the system's ability to automatically link resources and perform keyword searches. From a business perspective, Priya has lightened the workload for CSRs and supervisors, making customer service teams more effective while ensuring information accuracy. This demonstrates how Priya, an AI-driven tool, can empower teams, transform customer interactions, and improve service delivery in Health and Human Services programs.

Results: Data That Demonstrates Success

By integrating Priya as an internal AI copilot, customer service teams have reduced response times, increased efficiency, and improved service accuracy.

► Daily Chats Per Agent

Web-chat agents saw a 32% improvement in productivity. Prior to using Priya, agents took approximately 47 chats per day; while using Priya, agents took approximately 62 chats per day.

► Response Time

Average agent response time decreased by 37% while using Priya. Prior to using Priya, response time was approximately 10 seconds; while using Priya, the response time was 7.31 seconds.

► Feedback

Agents provided feedback that Priya helped reduce handle times. They also liked the automatic linking to resources and helpful keyword searches. Customers also provided feedback the answers were clear, concise, relevant and prompted fewer follow-up questions.

