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Zensar's Data Buddy - DataOps

Smart Support, Quick Resolution

Why do we need DataOps

What are the businesses doing?

Organizations are using AI to enhance support operations by automating routine tasks, improving response times, providing more relevant information to customers and creating personalized experiences

What are the challenges?

- **Overwhelming Knowledge Base:** Organizations often struggle with managing and searching through vast amounts of documentation, leading to inefficient problem-solving
- **Manual Service Request (SR) Triage:** Manual process of categorizing and prioritizing SRs can be time-consuming and prone to errors, hindering response time and satisfaction
- **Difficulty in Finding Similar Cases:** Identifying past support cases with similar issues can be challenging, leading to repetitive work and missed opportunities for knowledge sharing
- **Lack of Proactive Support:** Traditional support models often focus on reactive problem-solving, missing opportunities to anticipate customer needs and provide proactive solutions

Throwing light on some facts

80%

of customer service and support will be applying GenAI to improve customer service as per Gartner

73%

of customers believe AI is enhancing user service by enhancing efficiency, providing 24/7 support as per MarketsandMarkets

What is Data Buddy: DataOps

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About us: Zensar is a global technology consulting and services company with a strong presence across 30+ locations and a team of over 11,500 associates. We empower over 145 leading enterprises to drive disruption, agility, and competitiveness through our expertise. Our focus lies in conceptualizing, designing, engineering, marketing, and managing digital products and experiences for high-growth companies seeking innovation and velocity.

Our offering, *Zensar's Gen AI Data Buddy - DataOps*: is a generative AI-infused service. It helps

- businesses to streamline support operation processes with AI-powered tools
- accelerate scalability by handling increased demand efficiently
- optimize problem resolution by identifying root causes and suggesting effective solutions
- businesses to gain a competitive edge by delivering superior customer service and operational excellence
- cut across multiple industries and can be repurposed across environments

With our team of experts and AI-driven efficiencies, we accelerate time-to-market intervals, enhance innovation, and deliver high-quality solutions for our clients.

Data Buddy: DataOps Key Features

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Unleash the power of AI to empower Support Functions with Intelligent Search

01. Natural Language Processing

- Extract meaning from unstructured text data in SRs and documentation
- Identify key terms and phrases relevant to problem, product, failure, resolution etc.

02. Machine Learning Algorithms

- Similarity matching to compare SRs based on their content and identify similar cases
- Recommendation Engine to suggest relevant articles, FAQs based on user query

03. Similarity Search Capabilities

- Contextual understanding for queries and return relevant SRs/ documents
- Semantic index of the knowledge base to improve search accuracy and relevance.

04. Knowledge Management Graph

- Identify and extract entities (e.g., products, components, errors)
- Knowledge graph to represent relations between entities and their attributes

05. User Interface and Experience

- Allow users to ask questions in natural language
- Get relevant answers based on the knowledge graph

Data Buddy: DataOps Benefits

Data Buddy helps revolutionize customer support with AI-driven solutions

01. Average Handling Time

~30% reduction

automate routine tasks, provide faster responses, suggest relevant solutions

02. First Contact Resolution

10-15% improved

providing support agents with access to relevant information and insights quickly

03. Operational Costs

~35% reduction

reducing need for manual intervention and providing history data access

04. Resource Productivity

25% increase

automation and intelligent recommendations free up resources to focus on complex issues

05. Customer Satisfaction

10-20% increase

due to enhanced response times, accurate information, and personalized support

* % numbers are average and based on our past experiences and could change based on scenarios and complexities

Potential Use Cases



Automated Ticket Routing and Triage

- Categorize and prioritize incoming support tickets based on content, urgency etc.
- Assign tickets to appropriate team for action



Knowledge Base Automation

- Update and maintain knowledge base with new information and FAQs
- Intelligent search capabilities to find relevant information quickly



Self Service Enhancement

- Enhance self-service portals with AI-powered features
- Intelligent search, guided troubleshooting, personal recommendations etc.

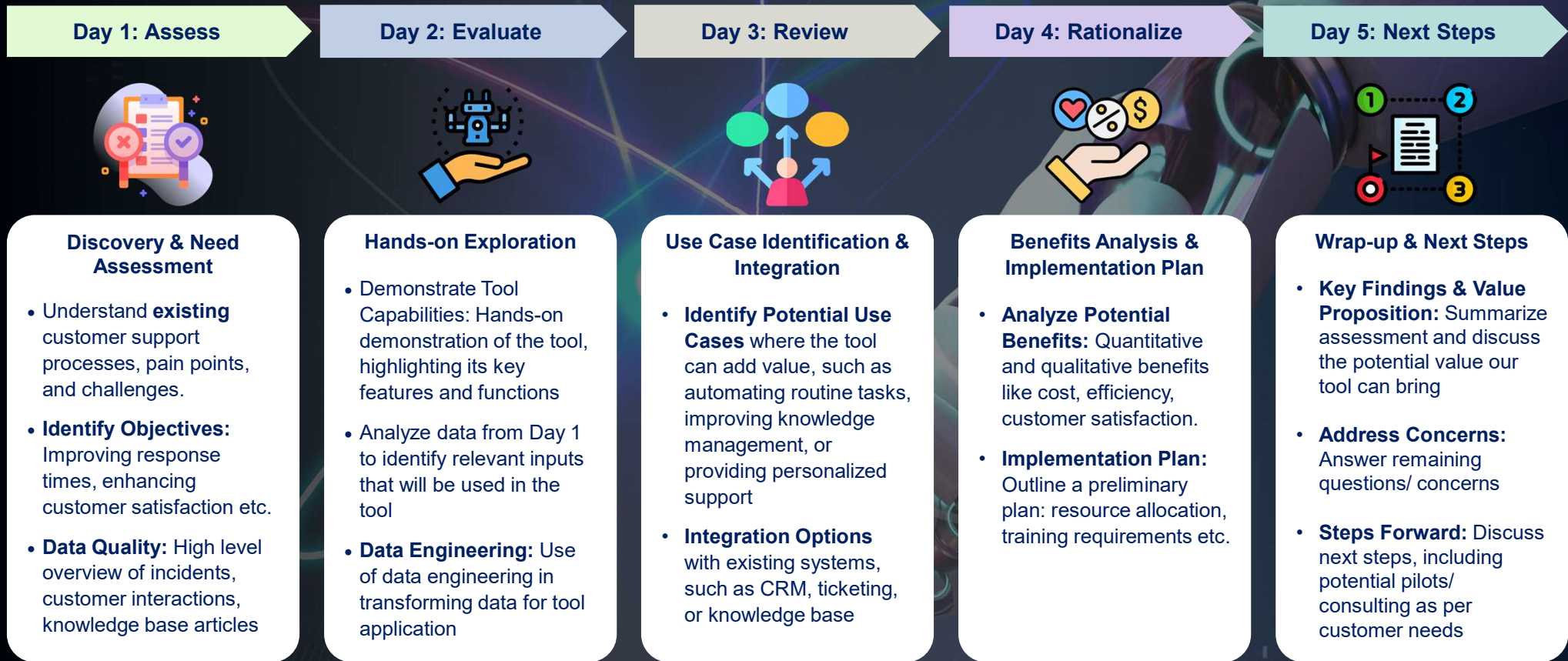


Intelligent Chatbot/Virtual Assistant

- 24/7 customer support through virtual assistants that can handle routine inquiries
- Recommendations based on customer history and preferences

How we do it – 5 Day Plan

A high-level overview of Zensar's structured approach for DataOps includes the following steps:



Why partner with us?

- We follow Privacy & Security by Design
- Varied skilled team of AI experts, Prompt Engineers & SMEs across geographies
- We leverage due diligence and explainable AI by design
- Train faster & shorten GTM
- Cost effective solutioning
- Right partner to create co-sell AI solutions
- Onboard a dedicated AI for customer support to maintain a high-quality and faster customer service experience

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Next Steps

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Take your next step with us by scheduling a 30 min discussion with our experts.

Contact: data.buddy@zensar.com

Zensar helps businesses understand and utilize the benefits of generative AI through brainstorming and conversations with your team. By bringing together our AI specialists we will dive into your organization's unique needs and goals and help identify if our solution is suited to your specific business scenarios & if there is any other solution that we offer that can drive the most significant benefits from generative AI.

Together we can determine the next steps based on the results of the initial conversations. This may involve conducting a 5-day comprehensive assessment to evaluate the use case and the possibilities of pursuing a Proof of Concept (PoC) or Minimum Viable Product (MVP) build to demonstrate the value of the technology.

