

CUSTOMER ASSISTANCE BOT

Leading pharma distributor improved customer satisfaction and brand rating using Altysys' GenAI-powered solutions

About the company

A multi-national pharma distributor company.



BUSINESS NEED

Pharmaceutical distributors must provide pharmacists and dealers with timely, accurate information on orders, product availability, and compliance updates. However, traditional customer support systems often face delays, human errors, and limited multilingual accessibility.

For our client, an attempt to set up customer assistance or query resolution channel proved ineffective, as navigating a private knowledge base of nearly two million customers—with thousands of lengthy documents—was beyond human capacity. Manual sorting of files, text, and blobs was inefficient, and untrained operators further hindered query resolution. These inefficiencies disrupted operations, delayed decision-making, and created communication gaps between stakeholders.

Therefore, the client approached Altysys to develop an GenAI-powered customer assistance solution that would -

- ◆ Automate data processing
- ◆ Provide multi-lingual assistance 24/7
- ◆ Improve response accuracy
- ◆ Enhance distributor-dealer communication

SOLUTION

Following a comprehensive needs assessment, the Altysys team crafted a solution roadmap and developed a smart, mobile-friendly, GenAI-powered customer care bot by executing these key initiatives:

- ◆ Built the bot on Microsoft Azure infrastructure, leveraging OpenAI models like ChatGPT+ to handle high query volumes.
- ◆ Built a real-time delivery tracking system to keep customers informed and an autonomous system to handle routine queries.
- ◆ Integrated real-time case deflection mechanism to route only exceptional cases to human agents.
- ◆ Utilized AI-powered NLP to enhance response accuracy and personalization for English, Hindi, and Spanish speakers, and enabled 24/7 assistance across multiple time zones.
- ◆ Automated invoice generation for quick and hassle-free transactions and integrated customer feedback collection into the workflow to improve service quality.

TECH STACK

MS, MS Azure, Azure Open AI, GenAI model: GPT 4.0, Embedding Model: text-embedding-ada-002

BUSINESS IMPACT

85% of customer queries resolved through the bot

Improved customer experience and positive customer feedback and presence over social media

Minimized human errors

ABOUT ALTYSYS:

Altysys is a trusted cloud, data, and AI partner for businesses pursuing small to large transnational digital transformation programs. From data engineering to AI enabled solutions, we have the capabilities you need to realize key business outcomes with enterprise data across your technology initiatives.

CASE STUDY