



CUSTOMER SUCCESS STORY

Meet Mac - The AI-driven chat assistant developed by MacStadium and Innovative that is transforming the customer experience.

MacStadium, renowned Mac cloud service provider, focused on enhancing customer satisfaction and streamlining the implementation of their Orka platform. In partnership with Innovative Solutions, they utilized advanced technology to develop 'Mac' - a highly sophisticated AI assistant platform specialized in Orka. 'Mac' offers MacStadium customers a unique and efficient experience in building and deploying virtualized Mac platforms. This case study delves into the impact of 'Mac', which is powered by IBM WatsonX Assistant and Amazon Bedrock, on improving MacStadium's customer support and operational effectiveness.



WHAT THE CUSTOMER IS SAYING...

"Mac has been a game-changer in how we interact with our customers and manage our services. The efficiency and satisfaction levels have significantly improved,"

Chris Chapman, CTO, MacStadium

THE CHALLENGE

MacStadium's primary challenge was to enhance the customer experience and streamline their service delivery. The company recognized the need for an advanced solution that could seamlessly integrate with their existing system and knowledge base.

WHAT ARE THE BUSINESS OBJECTIVES

- ✔ Increase customer satisfaction
- ✔ Accelerate service implementation
- ✔ Improve efficiency for customer queries
- ✔ Reduce the volume of support questions



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THE PARTNER SOLUTION

MacStadium's partnership with Innovative led to the development of 'Mac', an AI Agent Expert specialized in Orka. This tool is a confluence of IBM WatsonX Assistant's reliable chat interface and the robust capabilities of Amazon Bedrock, including:

- ✓ Integration with Amazon Bedrock for secure and consistent AI performance.
- ✓ IBM Watsonx Assistant enables a seamless and secure interface for both staff and customers, facilitating effective communication and query resolution.
- ✓ Use of AWS for hosting critical business data and access to state-of-the-art large language models (LLMs) like Anthropic's Claude.

THE DEPLOYMENT OF 'MAC' HAS LED TO REMARKABLE IMPROVEMENTS:



INCREASED EFFICIENCY

A 30% increase in staff efficiency, enabling quicker and more effective customer interactions.



IMPROVED SUPPORT

A 25% reduction in customer support queries, indicating higher first-contact resolution and customer satisfaction.



ENHANCED SPEED

Enhanced service implementation speed, contributing to overall business growth and customer loyalty.

TRANSFORMING CUSTOMER EXPERIENCE

MacStadium's journey with Innovative Solutions and the introduction of 'Mac' AI platform exemplifies how generative AI can revolutionize customer service in the tech industry. By harnessing the power of IBM WatsonX Assistant and Amazon Bedrock, MacStadium not only achieved its operational goals but also set a new standard in customer engagement, security, consistency and satisfaction.

For businesses looking to replicate MacStadium's success, Innovative Solutions offers comprehensive assessments and tailored plans to integrate generative AI into various operational aspects. Discover how your organization can benefit from such transformative technology.

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