



CUSTOMER SUCCESS STORY

TAILWINDS

GENERATIVE AI TO PROPEL YOUR ORGANIZATION

POWERED BY
ANTHROPIC



**Driving \$50,000 of efficiency with Innovative's
Generative AI solutions, Innovative Tailwinds**

Avannis specializes in providing white-glove customer and employee engagement solutions tailored for banks and credit unions of any size, with a commitment to enhancing the banking experience through insightful customer engagement surveys. Avannis manually reviews, categorizes, and classifies over 20,000 customer surveys each month. This labor-intensive process is difficult to train for and can be error prone without consistent and intensive analysis.

Innovative and Avannis partnered together to develop a novel Generative AI (GenAI) solution aimed at automating the manual coding of customer survey verbatims, a project that promises to optimize Avannis' operations by significantly reducing manual effort and enabling the company to scale efficiently.

BUSINESS OBJECTIVES

1

Cost Savings and Improved Efficiency

Reducing manual labor costs saving the company significant amounts of money annually.

2

More Engaging Work Opportunities

Redirecting the workforce towards tasks that offer greater value and satisfaction.

3

Improve Staff Morale

Automating tedious tasks to allow staff to focus on more engaging and valuable work.



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THE CHALLENGE

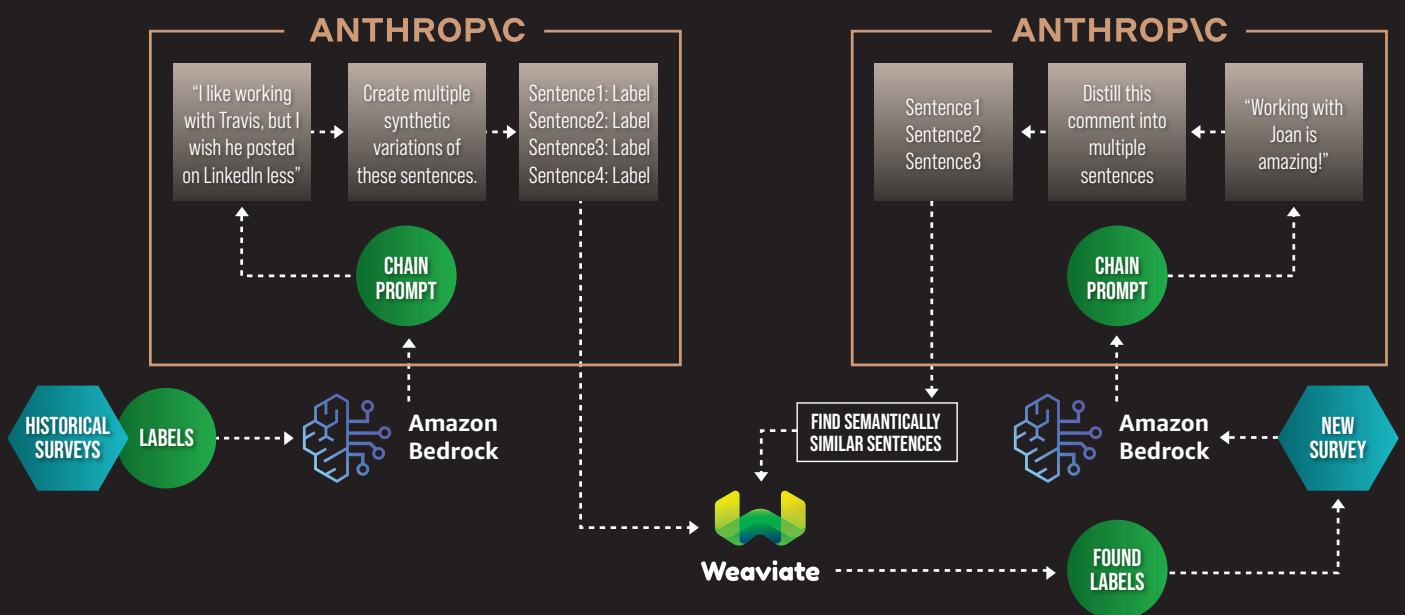
Avannis faced the challenge of manually coding thousands of customer engagement surveys each month, a process that was not only time-consuming but also a bottleneck to growth. This manual process required significant staff hours every day, leading to increased operational costs and limiting the company's ability to scale its services without a corresponding increase in headcount and expenses.

THE PARTNER SOLUTION

Innovative automated the coding of customer survey verbatims, classifications, and content extraction leveraging a Generative AI solution built on top of Innovative Tailwinds and Amazon Bedrock (Anthropic). This AI-driven approach is designed to classify verbatims based on thousands of historical Avannis surveys, taxonomy requirements, and other business requirements. Innovative generated semantically-similar surveys and requirements to train an Anthropic Claude LLM and a Weaviate vector database to return highly accurate classifications.

HOW IT ALL WORKS

This process eliminates the need for manual coding of new surveys and provides a methodology to fine-tune the process over time for new customers and markets.



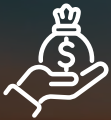
TRANSFORMING CUSTOMER EXPERIENCE

Avannis's GenAI solution has the potential to transform the customer experience by enabling faster and more accurate analysis of survey data. This allows Avannis to deliver insights to clients more quickly, enhancing the responsiveness and effectiveness of customer engagement strategies.

Steve Winn, Founding Partner & CTO of Avannis, praised the team at Innovative Solutions for their intelligence, flexibility, and the effectiveness of the solution provided. He noted the significant improvement over past experiences with third-party development teams, emphasizing the success of the project in meeting Avannis' needs.



THE IMPLEMENTATION OF
TAILWINDS HAS LED TO...



Annual Cost Savings

Approximately \$54,000 saved per year through reduced manual labor.



Improved Staff Morale

Employees can now focus on more engaging and valuable tasks.



Increased Scalability

Avannis can scale its operations without proportionally increasing staff or costs.

WHAT OUR CLIENT IS SAYING

Steve shared his enthusiasm for the Tailwinds project, highlighting the anticipated benefits in terms of staff morale, productivity, and operational scalability. "The Tailwinds GenAI solution is expected to save Avannis 3,000 working hours per year, translating to \$54,000 in annual savings." Furthermore, Steve envisions the potential for direct customer access to the API, allowing for even greater efficiency and service customization.



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WHY YOU SHOULD COLLABORATE WITH A PARTNER

Generative AI represents a significant step forward for Avannis, enabling the company to enhance its operational efficiency, improve employee satisfaction, and provide faster, more insightful customer engagement solutions. Avannis' success story demonstrates the potential for similar technologies to benefit other businesses looking to optimize their operations and customer service offerings.



Innovative Tailwinds is a Generative AI service that transforms your data into actionable insights, accelerating your digital transformation journey.

LEARN MORE AT WWW.INNOVATIVESOL.COM/TAILWINDS



Small and Medium Business (SMB) Competency
Migration Services Competency
Networking Consulting Competency
DevOps Services Competency
Digital Workplace Services Competency
AWS Microsoft Workloads Services Competency
Well-Architected Partner Program
Public Sector Solution



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