

# TAILWINDS

THE UI FOR AI

BUILT ON  **Amazon Bedrock**  
POWERED BY  **IBM watsonx Assistant**

## blustream®

Blustream, a leading customer retention platform for direct-to-consumer (D2C) brands, empowers businesses to enhance product experiences and boost customer engagement through personalized interactions. Facing growing customer acquisition costs and increasing message volumes, Blustream sought a solution to efficiently process and understand customer responses across various communication channels. Through partnership with Innovative Solutions, Blustream has successfully completed a proof-of-concept implementation of an Intelligent Response System powered by the Tailwinds AI platform, setting the stage for transformed customer interaction capabilities.

### BUSINESS OBJECTIVES

- 1 Automate the processing and understanding of free-form customer responses**
- 2 Scale customer engagement capabilities while maintaining personalization**
- 3 Reduce manual intervention in message processing workflows**
- 4 Enhance data extraction accuracy from unstructured customer inputs**
- 5 Improve response time and consistency across all communication channels**

## THE CHALLENGE

Blustream works with product owners at companies that sell consumer products to engage with those consumers through optional but engaging online experiences to drive cross-sell opportunities and reduce churn, but doing this often requires collecting and acting on a high volume of unstructured data (such as consumer responses to surveys or text messages.) Blustream's success in delivering personalized customer experiences has led to exponential growth in message volume across their platform. Their existing workflow requires significant manual intervention to process and interpret customer responses, creating a bottleneck in their ability to scale effectively. The challenge is particularly acute when handling complex customer inputs, such as descriptive sentences or detailed lists, which require careful interpretation to extract meaningful data.

**Additionally, Blustream needs to maintain their high standards of personalization while processing responses more efficiently.** Their platform, which promises up to 50% improvement in customer retention rates, requires a solution that can understand nuanced customer feedback without compromising the personal touch that makes their service unique.

## THE SOLUTION

Innovative Solutions has developed a comprehensive Intelligent Response System powered by their Tailwinds platform, incorporating IBM Watsonx Assistant and Amazon Bedrock. This cutting-edge proof-of-concept brings together multiple technologies to create a seamless, automated response processing system.

**Tailwinds AI Platform:** Provides the foundation for rapid deployment and streamlined management of AI workflows

**IBM Watsonx Assistant:** Enables sophisticated data ingestion and output tuning

**Amazon Bedrock:** Delivers a secure, scalable AI framework for complex responses

**Custom API Integration:** Seamlessly connects with Blustream's existing technology

**The solution developed by Innovative incorporates advanced prompt engineering to ensure consistent AI responses and implements sophisticated parsing algorithms**



**capable of handling complex customer inputs.** For example, the system can automatically understand that "O, N, E" means "1" and can extract multiple data points from narrative responses like "I have three dogs, one is a Labrador, and two are Beagles."

*"The proof-of-concept with Innovative has demonstrated how using additional AI technologies from IBM and AWS in our product can help us deliver even better outcomes for our customers,"* said Ken Rapp, CEO of Blustream. *"When we can enable faster responses, with more accuracy and lower costs, our customers and their consumers get a better experience at a lower price, and that's exactly the kind of innovation we need to scale our business."*

## PROJECTED IMPACT ON CUSTOMER EXPERIENCE

**After the development of this proof-of-concept, a full implementation of the Intelligent Response System would improve Blustream's ability to process and act on customer interactions.** The automated system will significantly reduce response processing time while maintaining the high level of personalization that Blustream's customers expect and differentiates Blustream's offering from its competitors.

## PROJECTED RESULTS

**Projected 95% accuracy** in data extraction from unstructured responses

**Estimated 40% increase** in customer engagement throughput

**Target 60% improvement** in response consistency

**Capability to handle 3x more** concurrent customer interactions

## ABOUT INNOVATIVE SOLUTIONS

**Innovative Solutions is a Premier Tier AWS Partner specializing in AI-driven digital transformations.** With expertise in Amazon Bedrock, IBM watsonx Assistant, and their proprietary Tailwinds platform, Innovative helps businesses leverage cutting-edge AI technologies to solve complex challenges. For more info about how Innovative can transform your business, visit [www.innovativesol.com/tailwinds](http://www.innovativesol.com/tailwinds).