

# TAILWINDS

THE UI FOR AI

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



Kyle ER & Hospital is a 24/7 comprehensive emergency care facility, and like many such healthcare providers, must be concerned with both patient outcomes and the business of running a secure, reliable, and efficient operation that keeps healthcare costs low and patient care high. They chose to partner with Innovative Solutions and use Generative AI technology to build a chatbot using technology from IBM and AWS on Innovative's Tailwinds platform to help with both priorities.

## BUSINESS OBJECTIVES

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| 1 | Replace their existing chatbot with a more intelligent Generative AI-based solution |
| 2 | Improve understanding and response accuracy for customer inquiries                  |
| 3 | Reduce the manual workload for unanswered questions                                 |
| 4 | Enhance overall operational efficiency in handling FAQs                             |
| 5 | Improve customer satisfaction through faster and more accurate responses            |

## THE CHALLENGE

**Kyle ER & Hospital had challenges with an existing chatbot solution.** The system is struggling to understand variations in simple customer questions, leading to a high rate of unanswered queries. This inefficiency results in the creation of tickets for one of their directors, who had to manually address those questions as exceptions. The process is time-consuming and often led to delays in responding to customer inquiries, potentially affecting patient satisfaction and the hospital's reputation for prompt and excellent service. Given their commitment to providing exceptional emergency care with short wait times, using a technology solution that was neither exceptional nor prompt didn't match their brand promise.

## THE SOLUTION

**Innovative developed a cutting-edge Generative AI-powered chatbot using IBM watsonx Assistant running on AWS and built primarily using its own software product, called Tailwinds.** This solution leverages the power of Amazon Bedrock to provide a secure, scalable, and highly efficient AI implementation. Key features of the solution include:

- ✔ **Advanced Natural Language Processing:** The new chatbot understands a wide range of question variations, significantly improving its ability to interpret and respond to customer inquiries accurately.
- ✔ **Integration with Existing Documentation:** Tailwinds facilitates seamless integration between the chatbot and Kyle ER's website content, allowing for more precise and relevant answers to customer questions.
- ✔ **Continuous Learning Capabilities:** The AI model learns from interactions, continuously improving its performance over time.
- ✔ **Scalable Architecture:** Built on AWS infrastructure, the solution easily handles fluctuations in query volume, ensuring consistent performance during peak times.
- ✔ **User-Friendly Interface:** Tailwinds provides an intuitive interface for Kyle ER staff to monitor, update, and manage the chatbot without extensive technical knowledge.

## TRANSFORMING THE CUSTOMER EXPERIENCE

The implementation of the chatbot helps improve Kyle ER & Hospital's digital customer service. Patients and their families receive accurate, prompt responses to their inquiries 24/7, mirroring the hospital's commitment to round-the-clock emergency care. The new system's ability to understand context and nuance in questions will significantly reduce the number of unanswered queries, which not only enhances customer satisfaction but also frees up valuable time for staff members to focus on more complex tasks and strategic work.

## TARGET RESULTS

- 85%** Reduction in unanswered customer queries
- 70%** Decrease in manual ticket resolution by the Marketing director
- 95%** Accuracy in chatbot responses, up from 60% with the previous system
- 40%** Increase in customer satisfaction scores related to online interactions
- 30%** Reduction in overall response time to customer inquiries

## WHY WORK WITH A GENAI PARTNER

**Innovative Solutions is a Premier Tier AWS Partner, specializing in AI and machine learning solutions.** Our Tailwinds platform, coupled with expertise in Amazon Bedrock and IBM watsonx Assistant, enables businesses to leverage cutting-edge technology to solve complex challenges and drive growth rapidly and efficiently.

For more information on how Innovative Solutions and our Tailwinds platform can help transform your business with AI-powered solutions, visit [www.innovativesolutions.com/tailwinds](http://www.innovativesolutions.com/tailwinds) or [www.tailwindsai.com](http://www.tailwindsai.com).



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