

TAILWINDS

THE UI FOR AI

BUILT
ON



Amazon Bedrock

POWERED
BY



IBM watsonx Assistant



pinpoint

GLOBAL COMMUNICATIONS

Pinpoint Global, a leading provider of learning management and compliance solutions for regulated industries, works with customers to develop and deploy customized training tools and content for each of their customers. But when those customers' employees have questions, or want more information, Pinpoint wanted a technology solution that would assemble answers from a variety of data sources and provide accurate answers and information to customers in a conversational interface.

Pinpoint chose Innovative Solutions to build an AI-powered chatbot using the generative AI technology from Amazon Web Services and IBM in hours to days, not weeks to months, something that was only possible because Innovative used their own Tailwinds software to do it.

BUSINESS OBJECTIVES

1

Implement an AI-powered chatbot for efficient internal document search

2

Provide customers with up-to-date information in a permission-based manner

3

Increase customer satisfaction and improved platform cohesion and usability

4

Improve the overall customer experience on their Learning Management System



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THE CHALLENGE

Pinpoint Global faced several challenges in managing and disseminating their vast repository of internal knowledge:

- ✔ **Information Accessibility:** With a diverse range of internal documentation, training content in SCORM format, and other materials, Pinpoint needed a way to make their information feel more like a unified whole than a collection of information silos.
- ✔ **Customer Support Efficiency:** The company needed a way for advisors to find what they were looking for without needing to contact their internal support teams.
- ✔ **Personalized Experience:** Pinpoint wanted to offer personalized, permission-based access to information, ensuring that customers only received relevant and authorized content.
- ✔ **Content Format Diversity:** With various content types, including SCORM-based training materials, Pinpoint required a solution that could handle and interpret multiple formats effectively.
- ✔ **User-Friendly Interface:** Pinpoint needed a conversational AI interface that was intuitive and easy for their customers to use, regardless of their technical expertise.

THE SOLUTION

Innovative leveraged its Tailwinds AI workflow automation platform, IBM watsonx Assistant, and Amazon Bedrock from AWS to create a sophisticated chatbot solution:

- ✔ **IBM watsonx Assistant Integration:** At the core of the solution, IBM watsonx Assistant provided a powerful, user-friendly conversational interface. Its advanced natural language processing capabilities ensured that customers could interact with the chatbot using everyday language, making information retrieval intuitive and effortless.
- ✔ **Tailwinds Orchestration:** The Tailwinds platform orchestrated the overall AI workflow, connecting IBM watsonx Assistant with backend systems and data sources. This integration significantly reduced development time and complexity.

- ✔ **Amazon Bedrock Foundation:** Utilizing Amazon Bedrock's advanced language models, the chatbot was equipped with deep learning capabilities to understand and process complex queries related to Pinpoint's diverse content.
- ✔ **Intelligent Document Processing:** The solution incorporated intelligent document processing techniques to parse and understand various content formats, including SCORM-based training materials, feeding this information into IBM watsonx Assistant for seamless retrieval.
- ✔ **Permission-Based Access Control:** A robust permission system was implemented within IBM watsonx Assistant to ensure that customers only accessed information they were authorized to view, maintaining data security and compliance.
- ✔ **Seamless Website Integration:** The IBM watsonx Assistant-powered chatbot was seamlessly integrated into Pinpoint's existing website and customer portal, providing a cohesive and engaging user experience.

TRANSFORMING THE CUSTOMER EXPERIENCE

The Innovative solution dramatically improved Pinpoint's customer interaction and support capabilities in the following ways:

- ✔ **Intuitive Conversational Interface:** IBM watsonx Assistant's natural language processing allowed customers to ask questions in their own words, making information retrieval effortless and user-friendly.
- ✔ **Instant Information Access:** Customers can now quickly retrieve relevant information from Pinpoint's extensive knowledge base through simple chat interactions, reducing frustration and improving satisfaction.
- ✔ **24/7 Support:** The IBM watsonx Assistant-powered chatbot provides round-the-clock support, answering customer queries instantly, even outside of regular business hours.

- ✔ **Personalized Interactions:** By leveraging permission-based access within IBM watsonx Assistant, the chatbot delivers tailored responses to each customer, enhancing the overall user experience.
- ✔ **Reduced Support Workload:** The automated chatbot has significantly decreased the number of routine queries handled by the support team, allowing them to focus on more complex issues.
- ✔ **Continuous Learning:** IBM watsonx Assistant's machine learning capabilities enable the chatbot to improve its responses over time, becoming increasingly accurate and helpful.

KEY RESULTS

- 45%** Reduction in customer support tickets
- 35%** Improvement in customer satisfaction scores
- 50%** Faster location of resource documents and training materials
- 90%** Positive feedback on the chatbot's ease of use

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 Solutions helps businesses leverage cutting-edge AI technologies to solve complex challenges.

For more information about how Innovative Solutions can transform your business with AI, visit www.innovativesol.com/tailwinds.