

# TAILWINDS

THE UI FOR AI

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

## **PARTNER COMM**

PartnerComm, a leading employee communication consulting firm, combines HR content expertise with ad agency creativity to help companies tell their story. Recognizing the need for round-the-clock benefits support, PartnerComm partnered with Innovative Solutions to validate an AI-powered assistant that could provide personalized benefits guidance through an intuitive self-service interface.

PartnerComm selected Innovative to develop a proof of concept (POC) that utilizes generative AI technology capable of delivering instant, simplified benefits support while maintaining the high standards of accuracy and clarity that have earned them accolades.

### BUSINESS OBJECTIVES

- 1** Provide 24/7 benefits support for individual members
- 2** Enhance understanding of complex benefits information
- 3** Reduce burden on traditional support channels
- 4** Enable multilingual benefits guidance
- 5** Create more informed benefits decision-making

## THE CHALLENGE

Employee benefits are complex, and it can take a significant amount of time and effort to understand them. PartnerComm identified several key challenges:

- ✓ Members accessing benefits information at all hours
- ✓ Complex suite of benefits offerings requiring detailed explanations
- ✓ Need for seamless experience to answer individual questions

## THE SOLUTION

Innovative designed and implemented a POC built using its Tailwinds product and leveraging IBM watsonx Assistant to create an intelligent benefits navigation agent:

- ✓ **24/7 Benefits Guide:** Created an always-available AI assistant that helps employees understand and navigate their benefits options
- ✓ **Personalized Support:** Demonstrated ability to provide tailored recommendations based on each employer's specific programs
- ✓ **Interactive Calculations:** Enabled real-time analysis of contribution options and coverage scenarios
- ✓ **Step-by-Step Guidance:** Provided clear, sequential support for benefits enrollment and utilization

The POC demonstrated that modern AI technologies can transform traditional benefits material into an interactive tool that provides accurate and timely guidance in a trusted environment.

## WHAT THE CUSTOMER IS SAYING

"Innovative Solutions helped us reimagine digital capabilities and support to consistently meet and exceed our customer expectations. Their AI assistant transforms complex benefits information into conversations that members can have anytime, anywhere."



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## FUTURE VISION AND EXPECTED KPIS

Based on the POC results and industry benchmarks, a full implementation is expected to deliver:

**30% reduction** in basic benefits inquiries to human support staff

**24/7 support coverage** with < 5 second response time

**2x increase** in engagement among employees during open enrollment

## 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).