Hewlett Packard Enterprise

loop ai **Labs**
COGNITIVE COMPUTING

Industry
Insurance

Objective
The client sought to increase the performance of its back-office by matching each inbound request to the most expert agents' skills available.

Approach
The client's previous approach, queue routing on competence centres, was outdated and notorious for causing long customer wait times and agent frustration. The Loop Q cognitive appliance platform offered an intuitive alternative, providing a dramatic boost in performance efficiency. Achieved through matching inbound support tickets with the most qualified expert, based on their personal knowledge for that specific request.

IT Matters
- Autonomous learning and reasoning, which runs on a customized plug and play HPC appliance

- Leverage the Loop Q platform with self-learning cognitive S/W robots

- Cognitively retrofit all your core business processes legacy systems by means of a single centralized cognitive platform, integrated with your IT Legacy systems

- End-to-end from hardware to intelligent solution

Business Matters
- 32% REDUCTION in average resolution time

- 60% OPTIMIZATION in internal task transfer

Push inbound requests out of the queue

Empower back-office with cognitive micro-routing, a disruptive choice to optimize efficiency, which outperforms old-fashioned queue routing on competence centers

With more than 10 million customers and 10,000 branch offices providing a full range of insurance and financial products; it is easy to see how the performance of this Insurance and Financial Services company's back-office team suffered as a result of an outdated approach using queue routing on competence centres.

Adopting a cognitive solution, this leading Insurer could capitalize on the power and potential of their dark data. The Loop Q cognitive appliance was able to leverage historical support request tickets, questions and answers, enterprise documentation corpus, as well as compliance logs and audit logs to define each agent's micro-skills. This allowed them to match each inbound request to the most expert available agent, capable to solve the specific request type, reducing the average resolution time whilst optimizing internal task transfers among competence centers or agents.

Challenge

Matching inbound support requests with agents' expertise

The client sought to increase the performance of its back-office, by using cognitive computing capabilities to match each inbound request to the most expert agent available.

This approach was based on the agents' personal knowledge for that specific request. The cognitive robot built on top of Loop Q platform automatically identifies the agents' micro-skills, using dark data captured from historical tasks, managed by each agent.

This cognitive approach replaced the client's outdated queue routing on competence centers.

Customer at a glance

Insurance and Financial Services Provider
Leading financial services company, operating in the insurance and banking fields with more than 10 million customers and 10,000 branch offices. They provide a full range of insurance and financial products and are particularly active in the supplementary social security and health sectors.

Application
Matching back-office staff skills with support requests

Hardware
- Apollo 6500 Gen9

- Hosting up to 8 P100 and 256 GB of RAM, using 2690V4 processors

LoopAI Labs HPC appliance
- Powered by GPUs and scales from 8,000 cores up to 40,000 cores

- Up to eight appliances clustered using Infiniband, addressing high-demand processing tasks

Software
- Loop Q, Loop AI Labs' unsupervised human-capacity cognitive computing platform is designed to be general purpose, enabling endless possibilities for implementing various cognitive applications across all industires

- Learning on the dark data of historical support request tickets, questions and answers, enterprise documentation corpus, compliance logs and audit logs.

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Cognitive Solution

Cognitive micro-routing

The cognitive application developed by a Loop Certified Partner leverages Loop Q Platform to make use of historical support request tickets, questions and answers, compliance logs and audit logs. Utilizing client's dark data, the appliance automatically determines the agents' micro-skills and directs inbound requests to the most expert agent available.

Dark data used for learning phase:
Historical support request tickets, questions and answers, enterprise documentation corpus, compliance logs and audit logs.

Dark data used for reasoning phase:
New support request tickets, questions and answers, compliance logs and audit logs.

Benefit

Improved performance and reduced resolution time

Unleashing the power of Loop Q unsupervised cognitive computing platform, the client was able to move away from the previous queue routing on competence centers and address the long customer wait times and employee frustration caused by the previous approach.

The implementation of Loop Q provided a significant 32% reduction in the average resolution time. It also demonstrated a 60% optimization in internal task transfer, in addition to the complete protection of the legacy systems investment.

"Only an unsupervised cognitive computing hardware-software appliance can truly transform the back-office operations, by augmenting teams with hundreds of full-time employees, and by achieving profit goals where other AI systems cannot even distantly arrive."

- Ettore Murciano, VP of Channel Sales and Alliances, Loop AI Labs

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