

Ask a Question, Get Instant Answers

AI and Natural Language Processing unlock buried insights with just one sentence.



For most large companies, compiling mountains of data isn't the problem – it's finding the insights hidden inside that's difficult. Our client, a leading CPG conglomerate based in the Middle East, needed a way for anyone in the organization to ask a business question and get an instant, data-backed answer. The solution blended AI and NLP (Natural Language Processing) with a user-friendly chatbot interface, drastically increasing employees' speed, productivity, and effectiveness.

Faster, Better Insight Delivery with NLP

Instead of wasting valuable time tracking down reports and painstakingly searching for a single fact or result, this new tool allowed our client's employees to:



Ask a Question

In natural, everyday language, users type or speak a question to the chatbot.



Get a Response

Using the NAVIK AI Platform, the chatbot searches the entire system and instantly answers the question.



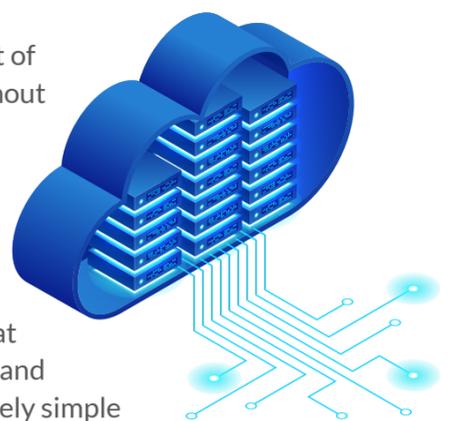
Deliver Results

The relevant information is also given to the user in a shareable, ready-to-present format.

From Data Disorganization ...

As an industry leader, our client had amassed a staggering amount of research and reports. Unfortunately, they were scattered throughout the company: finding answers to simple questions was a slow, labor-intensive process. So, despite having a trove of highly relevant market and consumer data, actionable information was not getting delivered on time.

The client knew that simply mapping their knowledge database to provide business insights wasn't enough; they needed a tool that could search through every report, find the required information, and deliver it to the user. And they wanted a solution that was supremely simple and user-friendly.



... To Answers On Demand

After centralizing and optimizing the client's data storage, we used the IBM Watson™ enhanced NAVIK AI Platform to run the underlying search mechanisms. These had to process years of data – including primary and secondary research, historical data, and third-party information – and come up with the most up-to-date and accurate results. We then built a chatbot that used Natural Language Processing to capture exactly what the employee needed to know.

With NLP, employees can speak or type a question in their normal, everyday language. There's no need to write complicated SQL queries or stick to strict search formulas. Results are delivered in two useful and user-friendly ways: as a direct answer and as a presentation-ready source.

Available Whenever and Wherever Needed

We also took care of our clients' mobile users. Rather than limiting them to whatever they could download to their device, we gave them Android and iOS mobile apps that enabled them to use the same search functionalities on the fly. As long as they have an Internet connection, they have access to all of the company's body of research. Finding the answer to any query is just a sentence away. This is a real game-changer for sales calls, meetings, and other functions.

A Transformational Tool

This NLP-enabled, AI-powered chatbot has been truly transformational in the client's daily business. On an organizational level, it's helped them become more agile and better prepared to deal with changing market conditions. On an operational level, it has:

- Significantly cut costs, as employees are now able to spend much less time manually searching for information.
- Dramatically reduced the time needed to find critical insights.
- Allowed employees to be more productive, allocating more time to job-critical activities.
- Enabled a much more thorough search, scanning every possible report for the most accurate and up-to-date answer.
- Given employees a very easy-to-use, intuitive way to find answers to their questions.
- Freed up resources (monetary, employee, and system) and reduced the load for research teams.



Like many of our clients, this one had valuable insights hidden deep within its data library. AI helped find and unlock those insights, and NLP put them into employees' hands with an exceptional level of speed and ease. This was an eye-opening project for our clients and an exciting one for us. We look forward to bringing NLP further into the workplace, creating a more user-friendly and efficient environment.