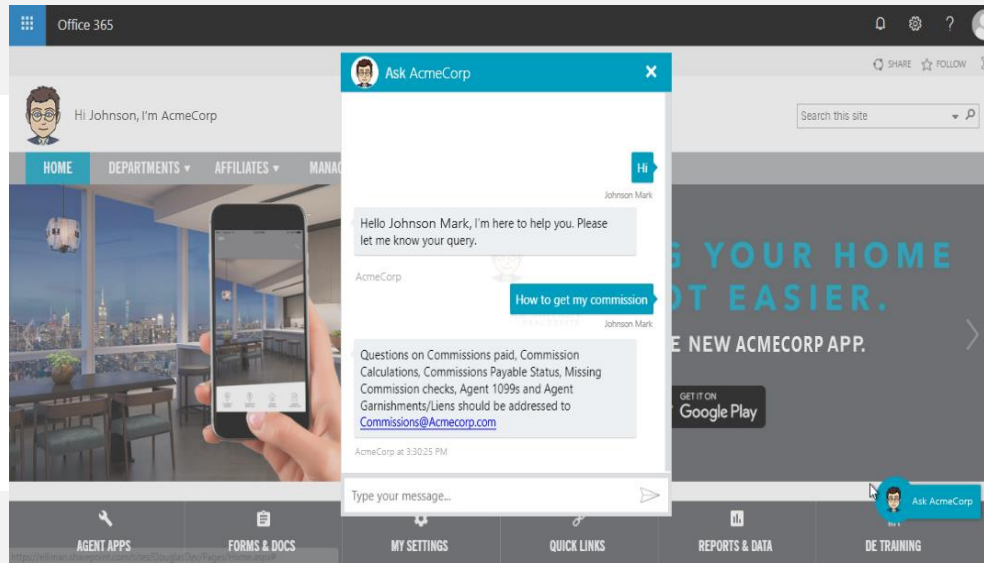


# A large residential real estate firm uses Chatbot powered by Microsoft AI to enhance support productivity and improve customer experience



The company is a large residential real estate brokerage in the New York metropolitan area and the fourth largest real estate company in the United States. The company has more than 80 offices and 6,000 real estate agents.

## The Customer Challenge

The company heavily relies on both internal and external collaborations, i.e., internal users, different departments within the organization and external agents. The goal with both types of collaboration is to get people to collaborate in a way that provides tangible benefits to enterprises and enabling achievement of business objectives. Recently, the company has seen rapid growth across multiple regions, and the support to different business functions like Finance, Human Resources, Public Relations and others was proving to be insufficient due to its ever-growing need for collaboration.

The company believes the key to success in using digital technologies like **AI and Chatbots** in the workplace will develop deeper and tighter relationships with strategic consumer-focused departments. The company wanted to create "Ask AcmeCorp" chatbot and integrate the Bot with the company's intranet to reimagine employee experience and enhance support productivity. "Ask AcmeCorp" chatbot should be able to answer select questions posed by users.

## WinWire Solution

WinWire Technologies, a member of Microsoft's AI Inner Circle program, has been working with several larger enterprises to develop **Artificial Intelligence (AI) and Interactive Voice (IV)** technologies that automate voice and chat interactions to speed up internal business communication and improve customer experience.

WinWire team worked with the customer to develop "Ask AcmeCorp" chatbot fueled by **Azure AI** and integrated it the company's intranet (collaboration portal for internal and external users) to answer select questions posted by the users. WinWire developed a Bot user interface and created a Bot service using **Azure Bot Framework** and Knowledge Exploration Service (KES) and connected the service to the existing set of questions and answers. WinWire leveraged **Microsoft's Cognitive Services (QnA Maker)** to train AI to respond user's queries more naturally and conversationally to lead to improved employee experience.

Azure AI meets a broad set of international and industry-specific compliance standards, such as ISO 27001, HIPAA, FedRAMP and SOC Rigorous third-party audits.

## The Business Value

- Improved customer experience
- Highly scalable solution which can be replicated to other departments