WinWire Helped a Leading Biopharmaceutical Firm Accelerate Operational Efficiency with GenAI Powered Chatbot

Background

A leading biopharmaceutical firm in Alameda, California, faced a significant challenge: the cumbersome data retrieval process negatively hindered operational efficiency and employee productivity. The company was looking for a way to tackle this bottleneck.

Business Challenge

The customer wanted to implement an interactive, intelligent, and user-friendly chatbot for internal users to inquire about IT policies, security guidelines, and mobile policies.
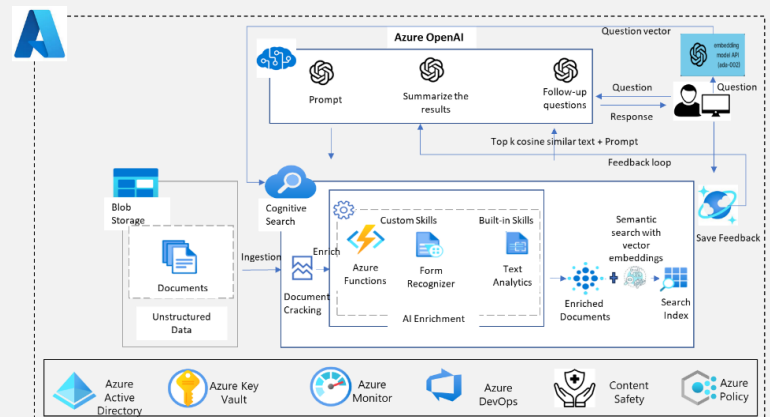
Key challenges

- Employees were spending too much time searching databases and folders for needed documents.
- The legacy way of manual searching was slow and often turned up wrong or unrelated information.
- Moreover, this sluggish search process was dragging down the speed of decision-making.
- The company needed a one-stop platform for quickly finding information, which needed to be fixed with its ability to move fast and stay agile in its operations.
- They faced the pressing need for a unified platform that not only facilitated easy data accessibility but also presented, interpreted, and explained information in simple terms.

WinWire Solution

WinWire offered an AI-powered messaging platform to meet this challenge, using **Azure OpenAI and Cognitive Search** technologies search by incorporating services like Text Analytics, OCR, and Form Recognizer.

The idea behind this solution is to read IT policies and procedures documents. It aims to give users precise answers to their questions. It'll even guide users to the exact lines in the documents with more details.

Technologies used — **C#.Net, Azure OpenAI, Azure Cognitive Search, Azure Function Apps, Azure Cognitive Services**, MS Form Recognizer, Cosmos DB, Azure Blob Store, Azure App Service.

Business Value

- Enhanced Productivity
- Increased Operational Efficiency
- Boosted Customer Support:
- Personalization and Enhanced User Engagement
- Better Accessibility and Improved User Experience
- Reduced Labor Costs.

WinWire

5201 Great America Pkwy, Suite 259, Santa Clara, California 95054
Phone/FAX: +1 (888) 849 7339; Email: info@winwire.com   Website: www.winwire.com