

DataOps

Zensar's DataOps, a subset of Data Buddy, is a powerful AI-powered tool that streamlines support operation processes by automating routine tasks, providing intelligent recommendations to service agents, personalizing customer interactions, and enhancing knowledge management. By leveraging the power of AI, organizations can deliver superior customer experiences, reduce costs, and gain a competitive edge.



Need for this offering

The need for DataOps arises as organizations today face increasing pressure to deliver exceptional customer experiences while managing rising costs and complexities. Organizations often struggle with managing and searching through vast amounts of

documentation, leading to inefficient problem-solving. Manual processes of categorizing and prioritizing service requests can be time-consuming and error-prone, hindering response times and customer satisfaction. Identifying past support cases with similar issues can be challenging, leading to repetitive work and missed opportunities for knowledge sharing. Traditional support models often focus on reactive problem-solving, missing opportunities to anticipate customer needs and provide proactive solutions.



Features

- **Natural Language Processing (NLP):** Understands and extracts meaning from unstructured text data to comprehend and interpret the content of support requests, documents, etc.
- **Machine learning algorithms:** Compares support requests based on their content, identifies patterns, and recommends similar cases or relevant articles, FAQs, and best practices
- **Similarity search capabilities:** Ensures that service agents quickly find the most relevant information, reducing search time and improving efficiency, with advanced similarity search capabilities
- **Knowledge management graph:** This graph represents and understands the relationship between different entities, such as products, components, errors, attributes, etc., enabling more accurate and comprehensive search results and facilitating problem-solving



Key differentiators

- Offers personalized recommendations, proactive issue resolution, and tailored solutions based on individual request needs
- Streamlines customer support operations with AI-powered automation capabilities, reducing manual effort, improving response times, and optimizing service agent productivity
- Provides valuable insights into customer behavior and preferences through advanced analytics; uses these insights to continuously improve customer support processes and deliver exceptional experiences



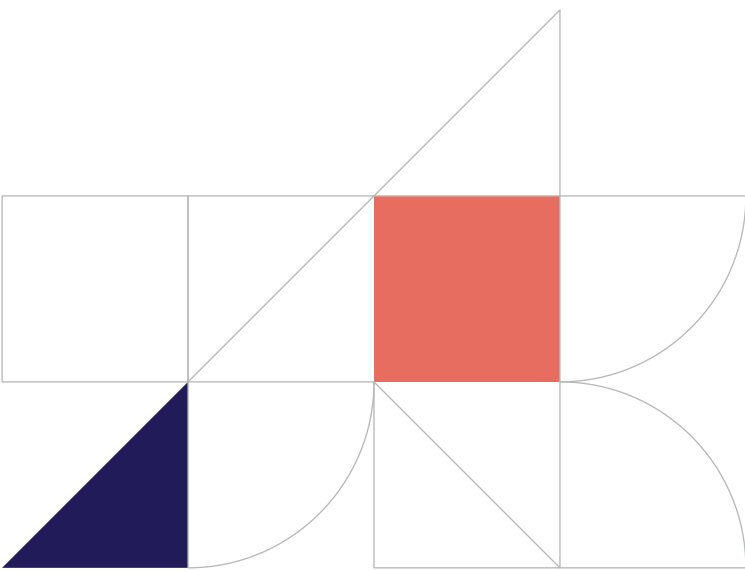
Benefits

- Automates routine tasks, provides faster responses, and significantly reduces the average handling time for customer inquiries, improving overall customer satisfaction
- Helps service agents resolve customer issues more efficiently and effectively by providing them with the relevant information, leading to higher first-contact resolution rates
- Reduces the need for manual intervention and frees up resources to focus on more complex issues by automating routine tasks
- Provides personalized recommendations, faster response times, and accurate information to significantly enhance customer satisfaction and loyalty

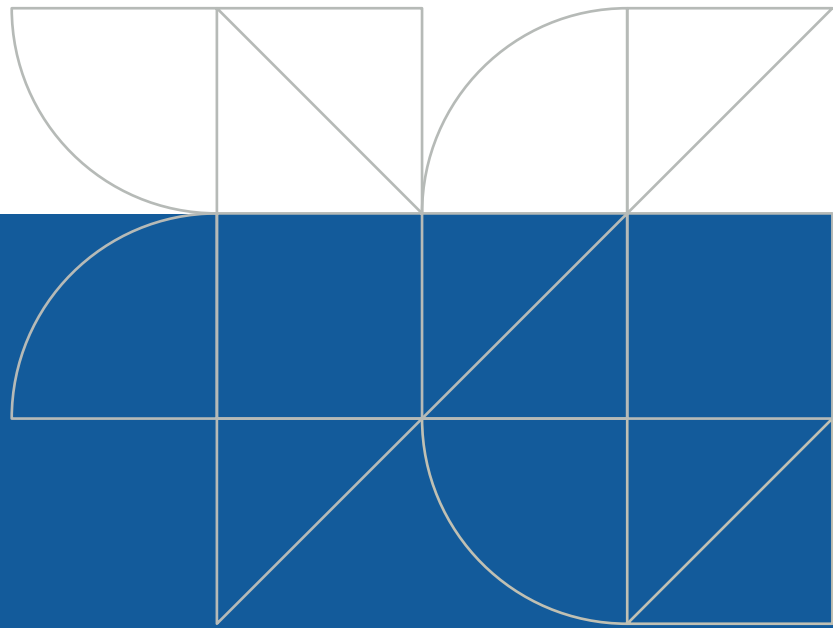


Use cases

- **Automated ticket routing and triage:** Automatically categorizes, prioritizes, and assigns support tickets based on content, urgency, and team expertise for efficient resolution
- **Knowledge base automation:** Provides intelligent search capabilities for quick access to relevant knowledge-based articles and FAQs
- **Self-service enhancement:** Transforms self-service portals with AI-powered features such as intelligent search, guided troubleshooting, and personalized recommendations



- **Intelligent chatbot/Virtual assistant:** Offers personalized, round-the-clock support through virtual assistants that understand customer needs and preferences



zensar
An  **RPG** Company

At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: info@zensar.com | www.zensar.com