

## Automatic Customer Answers

Automatically answer inbound customer questions based on your previous interactions.



### CUSTOMER

#### *A large shipbuilding company in the world*

This company designs and builds offshore platforms and ships to a custom specification using hundreds of different components from a large vendor list in order to meet specific requests from clients.

Shipbuilding presents complex design and build challenges that rely on expertise across multiple departments. Throughout the process, the company exchanges many documents with clients, including product specifications and Requests For Proposals (RFPs).

### CHALLENGES

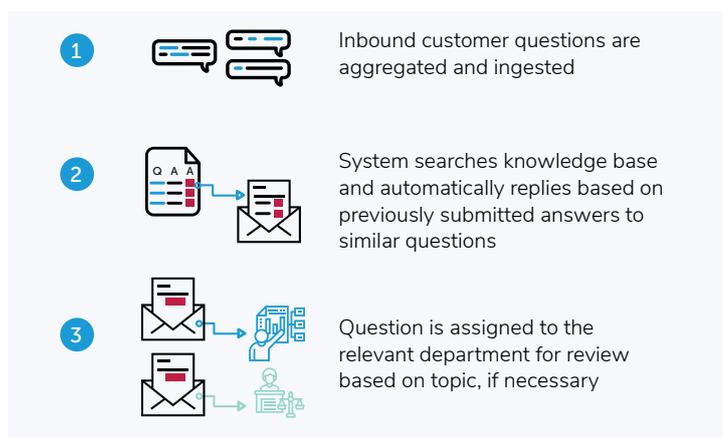
These questions may include additional requirements, project and timeline information and knowledge of additional capabilities.

Currently a team of customer facing representatives assign each question to a department based on specialism, collect information to answer the client's question and submit this reply to the client.

One-time customer communication is repetitive and represents a significant portion of customer support team's time.

Meanwhile, the customer is awaiting a reply and design teams are suffering with this bottleneck. Answering customer requests quickly and accurately is a priority.

### 42MARU SOLUTION



Reply to customers instantly with highly accurate answers

### APPLIED TECHNOLOGY

**Semantic search** tries to understand the user's intent instead of keyword matching alone. Topics and concepts can be linked and related information can be suggested.



**Information Retrieval** allows for data, in various forms, to be organised for easy access and indexed for quick retrieval. Search decides what content, and in what form you see whenever you enter a query.



**Natural Language Understanding** tries to deduce what questions mean, regardless of the way they are expressed, allowing users to interact with the computer using natural sentences.



**Paraphrasing** allows search results to include words not directly used in the query. It recognises that there may be multiple ways to ask a question, that all refer to the same answer.



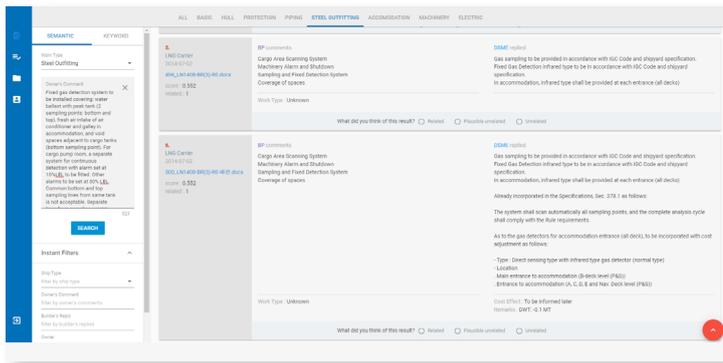
Unstructured data → Useful for business

[www.42maru.ai](http://www.42maru.ai)

### 42MARU SOLUTION (CONT)

Clients are given a portal to submit questions to customer support teams. Upon a question submission, answers are automatically generated by analysing previous responses to the question. If the question is recognised as new and unseen, it is assigned to the most relevant department. Internal teams are provided with a list of questions that concern only their knowledge and specialism to ensure a high accuracy of response for clients.

Customer service members are provided a report of all questions and answers submitted in order to track recurring themes that may be unclear to clients. As new answers are submitted, the system learns to adapt this into the knowledge base, to answer a wider range of questions automatically.



Answering customers' questions automatically, based on previous responses

### BENEFITS



Respond to inbound customer proposals/documents automatically



Reduce time to manually review inbound client questions



Allow teams to answer only questions that are relevant to their specialism

### OTHER APPLICATIONS

Automatically answer any client questions using known information about your product/ service

#### Consulting

During project definition, preparation and execution phases, automatically answer all client questions to accelerate time to completion

#### Finance

Automatically answer questions surrounding investment products and target the right department with the right inbound queries.

#### Aerospace

Automatically review and respond to inbound client questions for the design and build process of aircraft and equipment

#### Construction

Automatically review and respond to inbound client questions for the design and build process of buildings



CONTACT US  
sales@42maru.ai  
www.42maru.ai

Find out how other customers are using AI Search

More case studies:  
[www.42maru.ai/cases](http://www.42maru.ai/cases)

