



Cloud Solutions

Multiclass Feedback Classification

Background

Historically, the categorization of customer feedback in the FastTrack Feedback Management Tool has been a labor-intensive process, involving manually labelling of feedback into one of four categories. This takes resources from two teams to analyze, categorize and drive action.

Problem Statement/Benefit

1. The existing process of feedback categorization is not only labor-intensive but also time-consuming for our human analysts. By automating this process, we anticipate a substantial reduction in manual effort, freeing up valuable human resources for more strategic tasks.
2. Furthermore, we are leveraging the manually classified data to train our machine learning models. Once implemented, this solution will significantly expedite the users' ability to gain insights from the labels and execute actions, yielding valuable business outcomes.
3. Lastly, the volume of data points (300) in a year along with available data features (3) poses a big challenge for traditional ML algorithms to solve

Solution

Our team at GJ has developed classification models using various cutting edge ML models including ensemble models, Large Language Models (LLMs), and neural networks. Currently, our models' accuracies hover around 85%. We are actively working to enhance the value of these evaluation metrics and finalize the model's deployment with the Dev team.

Projected Savings

\$500k

Project Cost

\$1.5M

NPV

100%

IRR

\$2.0M

Net Benefits

AI Success Stories: FastTrack Copilot

Background

FastTrack is the white-glove deployment arm for the big tech giant's organization's largest enterprise customers. FastTrack is a global organization comprised of about 3000 Architects, account leads, managers, engineers, SMEs, program and product strategists, etc.

Problem Statement/Benefit

For a FastTrack employee in the field, it is critical to be able to have access to the right information at the right time.

The Copilot would assist FastTrack provide better collaboration among different teams by enabling robust knowledge sharing (static and dynamic) and get immediate access to relevant data through a simple chat bot akin to ChatGPT.

Solution

The FastTrack Copilot was a OpenAI based solution that made use of Azure Cognitive Search, Power Automate, Dataverse, Share point, Synapse, Azure Active Directory to address common data questions using structured and unstructured data assets like FastTrack deployment playbooks, customers project intent and deployment status, customer attributes, etc.

The result was an interactive bot that ensures timely responses to user queries while maintaining robust data confidentiality.

230k

Project Cost

TBD

NPV

TBD

IRR

TBD

Net Benefits

Time-to-value Prediction Model

Background

TTV is a customer journey metric and a measure of how long it takes for a customer to reach healthy usage for a given service or workload.

Problem Statement/Benefit

The ability to predict TTV provides several benefits to the FastTrack business:

1. It helps the department forecast the number of healthy customers and therefore better predict health of the annual OKRs (Objectives and Key Results) and achieve targets.
2. It helps better inform FastTrack's strategy to deploy various channels & optimize resource costs.
3. An accurately predicted TTV serves as an input for other AI programs like Next Best Workload, Next Best Action, etc.
4. Additionally, this approach holds potential to enhance customer onboarding and satisfaction by setting clear TTV expectations, reducing churn through proactive engagement with high-risk customers, offering personalized experiences based on TTV predictions and boosting cross-selling opportunities with tailored services to expedite deployments.

Solution

In Progress: Our team of ML engineers is in the process of developing a robust model designed to enhance forecasting accuracy and decision-making efficiency. Once complete, this model will be integrated into the FTBI reporting and forecast process, serving as a valuable forecasting tool for FastTrack business stakeholders.

Estimated Effort

**6-8 Months, Team of
5ML Engineers**

Current State

**Forecasting via Past
data & experience**

Future State

**A robust predictive ML
model providing real-
time predictive
analytics that can
capture the changing
scenarios over time**

AI Success Stories: Entitlement Status Automation(ESA)

Background

For the FastTrack business, managing and tracking the status of customer engagements across various workloads is a complex and time-consuming task.

The absence of consistent data across the business unit hampers the ability to swiftly determine whether a customer is successfully adopting a product, needs assistance, or requires escalation. The lack of an accurate, real-time tracking system hampers the ability to effectively address customer needs, potentially impacting customer satisfaction and product adoption rates.

Problem Statement/Benefit

The current manual process of determining the status of customers' intent places a significant burden on FastTrack Architects (FTAs). This repetitive task, while seemingly minor, accumulates to a substantial amount of time, approximately 72 hours per year per FTA. Given the high volume of accounts and services managed by each FTA, this process is a prime candidate for automation. The lack of an automated system not only consumes valuable time but also increases the risk of inconsistencies and errors in tracking customer intent.

Solution

The Entitlement Status Automation (ESA) system predicts a customer's intent status. It leverages historical data, usage patterns, product health, and current product engagement. The system classifies customer intent into six primary (L1) categories and further refines this into 20-40 secondary (L2/L3) statuses.

To ensure its accuracy and relevance as customer behavior evolves, the ESA system undergoes regular training. This process incorporates text processing techniques such as stemming, lemmatization, stop words removal, and the calculation of tf-idf. The system currently utilizes the open-source model 'distillibert' to maintain its predictive accuracy and efficiency.

\$300k

Project Cost

\$1.5m

NPV

96%

IRR

\$2.1m

Net Benefits