

## **Unified Automated FAQ Creation:**

### **Case Study:**

Tredence helped a Fortune 500 company create an automatic catalog of questions from different customer touch points.

### **Summary:**

Customers ask questions to business organizations through a variety of channels like voice calls, chat, emails. The client wanted us to automatically extract questions from these channels.

### **Approach:**

We extended our Question Identification capability to work on different channels. Post extraction of all questions, we identified the top business relevant questions and provided an easy to consume interface that got updated daily from these channels.

### **Key Benefits:**

- Ability to combine different sources & provide a unified interface for the end users.
- Algorithms were customized for different sources with high accuracy.

### **Results:**

- 10k+ - Top customer questions quantification on their products.
- 50% Faster Resolution - Of customer questions.