MIND IT
SYSTEMS
Your Reliable Technical Partner

Customer Success Story

An Artificial Intelligence powered chatbot for easier access to Supply Chain information

Modern

Scalable

Secure

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Executive Summary

A leading publisher required a next generation tool to be used by various departments to access sensitive supply chain information in a safe, secure and simple format without requiring loads of access & permissions.

Testimonial

"Our own personal chat bot is an amazing tool! Our team simply loves the fact they can fetch relevant info at any time, without having to learn commands or processes. Mind IT did a great job at it."

Quick Facts

Client

Company: Prabhat Prakashan
Industry: Publishing
Publications: 5000 - 10000
Geographic Presence: Headquartered in India
Profile: The client, an ISO 9001:2008 certified company, is one of the leading publishing houses in India, specializing in Hindi content.
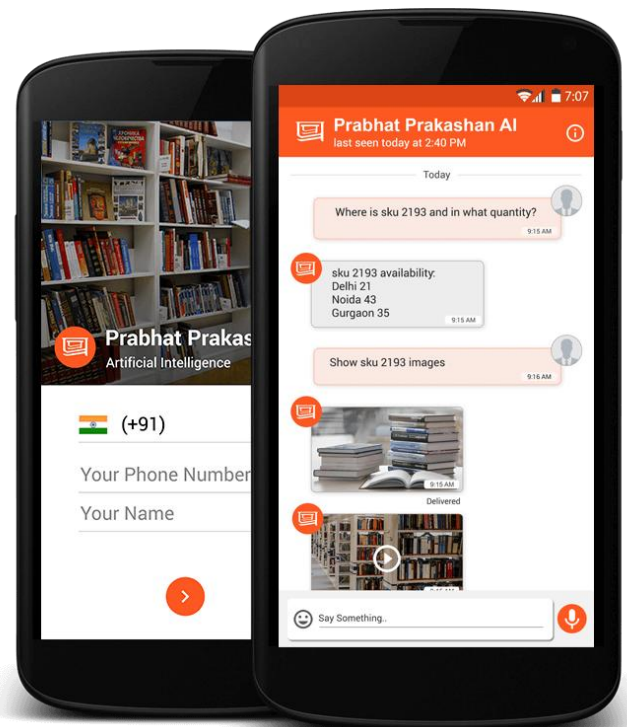
Technologies Used

- Android
- .NET
- Google Dialogflow API V2
- REST based APIs
- MySQL

Artificial Intelligence Chatbot

Stock Inventory status

- Natural Language Processing
- Conversational UI
- Keyword Extractor
- Omni-channel presence

Details

Client Profile

Prabhat Prakashan, an ISO 9001:2008 certified company, is one of the leading publishing houses in India. They have a glorious history of fifty years of publishing quality books on almost all streams of literature, viz. children books, fiction, science, quiz, humanities, personality development, health, dictionaries, encyclopedias, etc. They have won numerous accolades for excellence in book publication. The client has always been at the forefront of innovation and technology adoption.

Challenges

Prabhat Publishers is one of the largest Hindi publishers and has a collection of 2500+ titles to their credit. A constant challenge for them is to be able to provide updated information like availability for their titles, to a team of agents, distributors, various departments spread across various cities of India. In a conventional manner, they had a dedicated team managing all queries for stock availability and providing assets like images and videos for their titles for varied uses across sales, marketing and many more just to make sure the information being published in public domain is correct/ updated.

So the challenges were:
- Information being available in multiple systems
- Users distributed across geographies
- Ensuring only correct information is shared
- Quick turn-around to reduce inter-dependencies

Solution

After various brainstorming sessions, we recommended building an Artificial Intelligence based chatbot that was made available to team for quickly getting answers and accessing relevant info. The chatbot makes use of Dialogflow API V2 which primarily acts as the bot engine using algorithms for natural language processing to get the intent from the user's input. The bot makes use of:

- Natural Language Processing for enhanced customer experience
- Conversational UI for ease of communication
- Keyword Extractor to judge user's intent & take appropriate actions
- Omni-channel presence for round the clock responsiveness

After getting an intent from Dialogflow, the bot queries multiple back-end systems, processes the information and presents it to the user almost in an instant.

The bot has access to the supply chain management systems being used in house and hence is able to share stock/ inventory info on the go while hiding away all the complexities behind the scene.

Impact

⬆ Efficiency
Distribution reach
Sales

⬇ Manual work
Content Piracy

Results

The chatbot – an Android application is easily distributable and has reduced the turn-around time from days to minutes so that anyone looking for a book's cover page or the promotional video associated has no waiting period. Anyone looking to order a title can do a simple ISBN based lookup to see which location the title is available at and in what quantity. App users loved the quick turn-around time while the management enjoys better control over information being shared.

The client's sales agents and distributors are now equipped with exact stock info to better deal with order timings and fulfilments

However, the best outcome achieved is its simplicity and usability. Since the users from various departments are spread across cities and not necessarily part of the client's direct team, the ability to request for information in natural language and not requiring user training made it a huge success.

Key Success Factors

» Security

» Scalability

» Industry expertise

» Thought leadership

» Close collaboration

About

Mind IT Systems is a leading global organization focusing on solution via Custom Application Development, Product Engineering, Enterprise Solutions, Business Intelligence and Analytics along with Quality and Testing Services.

Our focus is on developing intellectual property for our clients, while working for quick turnaround development and build scalable and robust solutions for our Global clients.

We continuously strive to innovate for our clients leveraging our experience across domains and technologies with unwavering focus on excellence. We build long term relationships with our customers and work towards long term shared goals to achieve satisfaction for everyone. Depending on your needs, Mind IT Systems provides flexible working models of Onsite, Offsite, Full time, Timeshare and Dedicated Offshore Delivery Centre.

Mission

To bring people's possibilities to reality by engineering awesomeness

Vision

Empowering Humanity

Values

- **Reliability**: We are countonable and dependable
- **Integrity**: We say what we do and we do what we say
- **Responsibility**: We are accountable and answerable
- **Excellence**: We do the Best

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