



iDia

THE IT OPERATIONS BOT
DIAGEO



Powered By Hitee

MANTRA LABS PRODUCT

THE CLIENT:

Diageo is the world's leading distiller with **18Bn USD** in revenue and offices in **6 continents** and **35,000+** employees.

It is the creator of such iconic brands like **Johnnie Walker**, **Baileys** and **Guinness**.



THE PROBLEM:



Diageo employees use more than **50** **internal applications** across **different** **geographies**, **multiple devices** and across a wide range of **tech and non-tech functions**.

This leads to a significant amount of helpdesk tickets which requires a lot of human effort to cater to.



THE MANTRA APPROACH:

We took a structured **Analysis-Synthesis** Consulting approach to the problem



ANALYSIS

Understand the eco-system. A1

Product manager spent a few days to understand systems and its associated problems along with user interviews.

Interact with Stakeholders. A2

Meetings with stake-holders to understand business goals and vision.

Categorize the underlying Data Points A3

Based on the analysis, find out the key use-cases that needed to be solved.

Identify Use-Cases to be solved. A4

Data modeling and Text Analysis on the Tickets data to come up with insights.

KEY INSIGHTS

90% of issues were reported around
10% of problems K1

Cost benefits for multi-lingual
capability was not positive. K2

SOPs and FAQs could easily solve
bulk of the questions. K3

SYNTHESIS



Create Product Road-map. S1

Considering business goals, technology impact and user pain-points - a product roadmap is defined.

Define user-bot interactions. S2

A structured context based approach with a defined path for the user to resolve issues.

Design the UX and UI of the app. S3

The user experience was created considering branding expectations and user personas.

Develop on a phase-wise approach. S4

Phase-wise approach for rapid deployment and early adoption for key use-cases.

KEY INSIGHTS

K1 Since users frequently have network issues, a Desktop Bot with offline capability was the best bet.

K2 FAQs and SOPs in a clean and simple format over a chat interface for bulk of issues.

K3 Simpler use-cases to be picked up instead of fantastical complex over-engineered workflows.

The Key Solution Components:

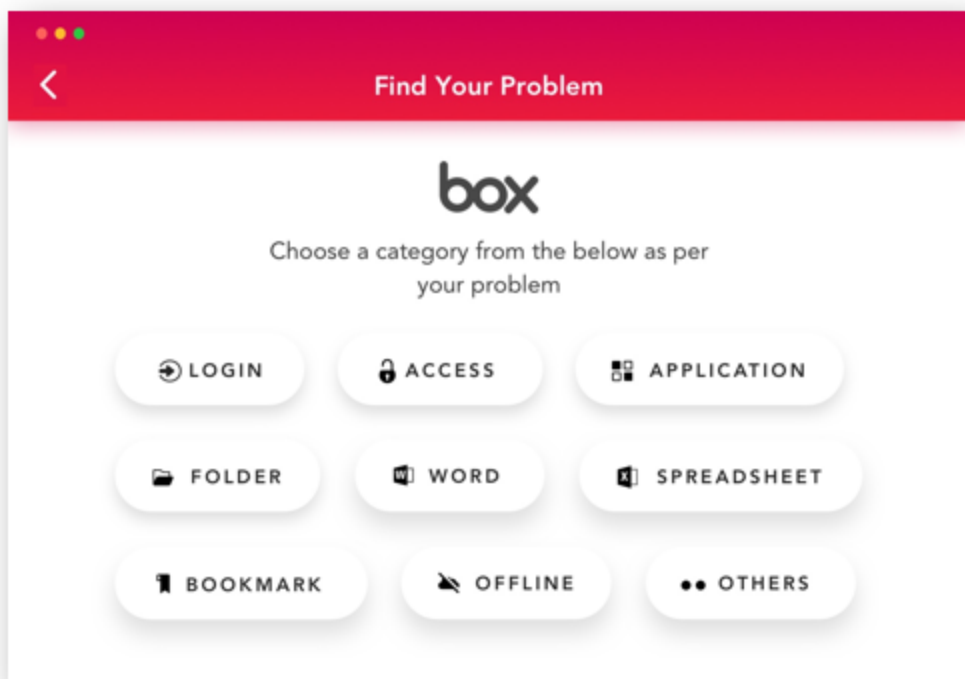
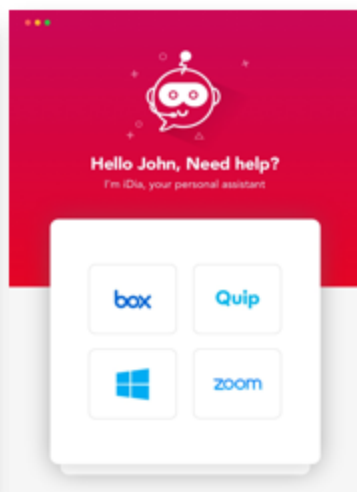
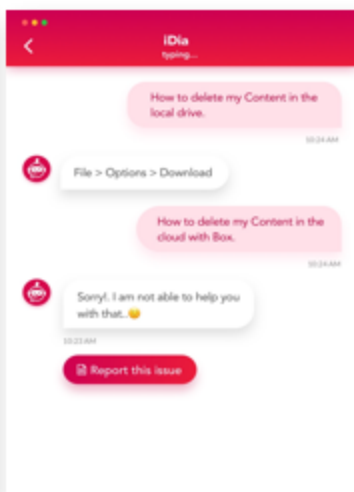
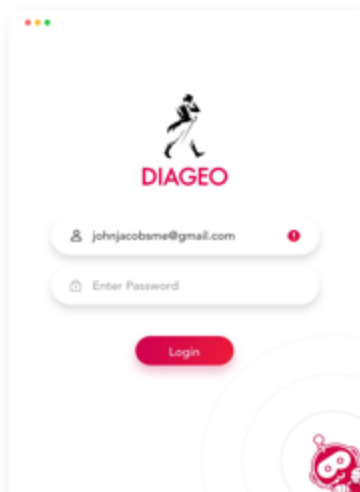
- Workflow specific User Journeys.
- Customized NLP Definitions.
- Spell-Check Validations.
- Chat-Bot Auto Training.
- Chat Analytics.
- Voice Support.
- Multi-Lingual Support.



TECHNOLOGY

- Microsoft Azure Bot Service
- MySQL & Apache
- Front-end Desktop and UI App. Development.

User Experience Demo:





DIAGEO

johnjacobsme@gm|

Enter Password

Login



Find Your Problem



Quip

zoom



COPY

DELETE

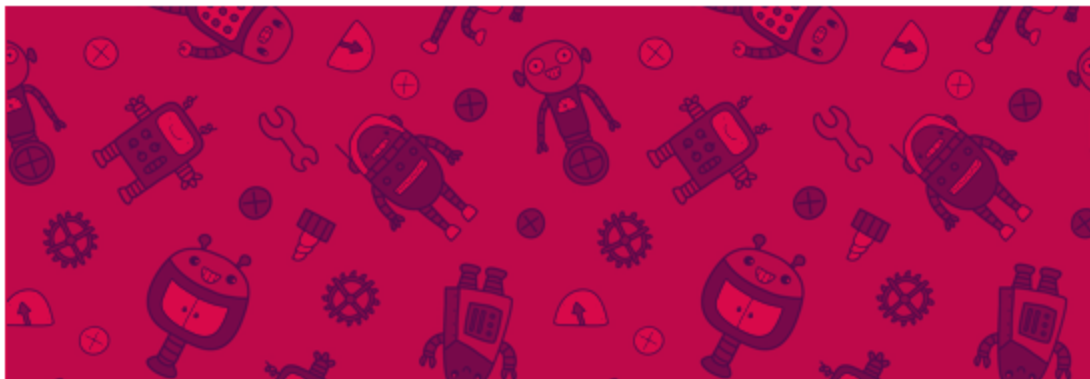
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Current State:

The first phase is being rolled out and has led to a 55% drop in help desk tickets for those use-cases.



About Hitee:

Hitee is an Industry Specific AI Enabled User Interface Bot Solution.

The key features of Hitee are

- Multiple Integrations with backend systems.
- Switch-offable Robust Agent led dynamic chat solution.
- NLP Capabilities with spell-checks.
- Customizable Industry specific Workflows for micro-conversions.



About

Mantra Labs:

- Customer Experience & Design Consultants.
- Full-Stack Developers in leading Industry Frameworks.
- Experts in AI/ML, DevOps, ERP and iRPA.

100+

PROJECTS

150+

GEEKS

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OFFICES

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