



Transforming Customer Experience and Agent Experience Journey through GenAI Summarize Assist

Challenge

A leading pharma company was facing issues in handling complaints and summarizing lengthy investigation reports which is labor-intensive and slow. Reducing turnaround time (TAT) for customer complaints was essential for the organization.

Approach

Gramener helped the organization implement GenAI Summarize Assist to automate the summarization of lengthy reports into concise paragraphs for quick customer communication. Key features included:

- > **Automated Summarization:**
Converts detailed reports into concise, four-line paragraphs.
- > **Multi-shot Prompting:**
Ensures sensitive information is protected while providing necessary details to customers.

Outcome

This solution enabled regulatory adherence and enhanced customer satisfaction. The TAT was significantly reduced, freeing precious resources for other skilled tasks.

Key Results

>40% reduction in TAT for closure letters

50% reduction in manual summarization effort

About Straive

Straive is a market-leading content technology enterprise that provides data services, subject matter expertise (SME), and technology solutions to multiple domains, such as research content, eLearning/EdTech, and data/information providers. With a client base scoping 30 countries worldwide, Straive's multi-geographical resource pool is strategically located in seven countries - the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.

