

# Enhancing Large Language AI Model with Generative/ Conversational AI Technology

## Overview

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Given the growing scope of generative artificial intelligence (AI) and conversational AI, Tech Mahindra takes pride in partnering with clients who are among the top 10 Fortune 500 companies. In our effort to support our clients in the increased and immediate demand for AI competencies; We have pioneered the art of addressing and resolving challenges in - hiring from multiple locations, high-volume knowledge transfer, and providing support staff for immediate ramp-up.

Tech Mahindra BPS has added yet another feather on the cap: enabling our client to make information easily accessible through an AI model which is adaptable and consistent not just with one language but a wide range of languages. As we embarked on the journey into the AI world, we were immediately met with our client's effort to make the AI available in multiple languages using conversational AI and ML technology. We have conquered the odds of language-specific hiring demand across multiple locations while ensuring seamless knowledge transfer for quality improvement and enhanced user experience.

## Client Background and Challenges

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Being one among the top 10 in the list of Fortune 500 companies has no room for error. Our client is a trailblazer in providing the end users with express, explore, and explain use cases through its large language AI model -- this being one of their high-value products and with a vision to make daily life and business easier and simpler, their offerings cater to global audiences. The client wanted to address the immediate surge in language requirements to be able to teach the AI to accurately respond to user queries and prompts. These generated opportunities for machine learning, data operations, and geo-specific staffing - areas where Tech Mahindra BPS required stepping in.

## The key challenges were:

- ▶ Training the AI model on large datasets catering to user queries from specific locations
- ▶ Lack of support staff to facilitate the immediate ramp-up
- ▶ Hiring of candidates across multiple locations for specific languages
- ▶ Ensuring seamless knowledge transfer through multiple tasks and varying scenarios while maintaining quality standards



## Our Approach and Solution

Most AI companies aim at creating responsive AI models for non-commercial use. Tech Mahindra facilitated teaching the AI model how to correctly respond to user queries/prompts through its generative and conversational AI solutions, while also catering to the increase in demand for language requirement. We thought different and here's what worked:

- Trained the AI model, which included writing responses (demonstrate), rewriting the existing responses for different geo locations (rewrite) and evaluating the responses (evaluate/ rate) which would later become the input for the AI
- Rated the user queries along with responses from the conversational AI as to whether the same is correct or not. Aspects considered during the rating included helpfulness, presentation, and fulfillment
- Created a repository of information to improve the user experience
- Hired staff across multiple channels within a country. This included vendor partner hiring (on their payrolls), direct hiring, and sub-con hiring
- Supported staffing needs through internal referrals, past employment, internal promotions, upskilling, and cross-skilling of roles
- Enabled seamless knowledge transfer through train the trainer (TTT) sessions on internal and external projects
- Trained the hired staff on the process through shadow sessions, PKTs, calibrations, gamed-based training, and peer-to-peer coaching



## Business and Community Impact

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Generated approximately 1 million user queries per month



Catered to 13 delivery locations and supported 24 languages with 350 FTEs (expected to grow by 3x)



Improved EBITDA by approximately 25%



Achieved revenue enhancement of \$1 million/month



Enabled global expansion and quick ramp-up with less than 3 weeks' TAT



Streamlined the hiring process

## Languages the AI Model is Trained On

English (US, IN, PH, UK), Hindi, Italian, French, Spanish, German, Japanese, Korean, Thai, Vietnamese, Indonesian, Marathi, Urdu, Kannada, Tamil, Gujarati, Brazilian, Portuguese, Mexican, Turkish, Arabic, Mandarin, Norwegian, and Danish



## Our Presence

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