LiaPlus AI

The Executive GenAI

Consulting Guide for LiaPlus AI

Business executives are increasingly tasked with integrating AI solutions into their organizations, operations, and customer interactions. However, introducing emerging technologies such as AI-driven Contact Center solutions comes with significant challenges and risks. Stakeholders often find themselves navigating a prolonged learning curve, which can delay adoption and value realization.

This guide is designed to simplify the process, reduce risks, and maximize the benefits of implementing LiaPlus AI's Contact Center AI. It provides insights on evaluating AI systems (e.g., build vs. buy decisions), exploring different AI approaches (e.g., Retrieval-Augmented Generation vs. Fine-Tuning), and understanding practical use cases. Most importantly, it offers strategies for integrating AI-powered contact center solutions effectively, cost-efficiently, and with a focus on delivering measurable results in the shortest possible time.

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Introduction

By 2030, nearly 80% of individuals are expected to interact with AI daily, driven by transformative technologies like AI-powered Contact Centers. Yet, only a small percentage of organizations have a clear AI vision, leaving many behind in **adopting solutions like LiaPlus AI.**

Customer experience and retention are key priorities for AI investments, followed by revenue growth and cost optimization. LiaPlus AI empowers businesses to achieve these goals with intelligent, scalable contact center solutions that enhance customer engagement and streamline operations.

What Is AI-Driven Contact Center Technology?

AI-driven contact center technology leverages advanced Artificial Intelligence (AI) to generate dynamic interactions across various formats, including voice, text, and analytics. These capabilities are powered by machine learning and deep learning models that analyze patterns in customer interactions to provide relevant and accurate responses.

Sophisticated AI models, such as transformers and generative networks, enable solutions like LiaPlus AI to seamlessly handle customer inquiries, whether through conversational chatbots offering precise answers or personalized voice assistants resolving queries in real-time. This technology ensures smarter, faster, and more meaningful customer engagement.

Risks of AI for Business

While AI-driven solutions like LiaPlus AI offer significant benefits, they also come with risks. It's crucial to invest strategically in AI and manage these risks to avoid complications, unnecessary costs, and legal or ethical issues. The risks can be categorized into Business Risks and Technical Risks.

Business Risks:

Intellectual Property (IP) Infringement: AI systems can unintentionally generate content based on copyrighted material, leading to potential legal issues. As AI evolves faster than legislation, businesses must be cautious.
IP Leakage: Accidental leakage of sensitive data (e.g., customer information) into external AI systems can result in privacy violations, as seen in past incidents.

Malicious Use (e.g., DeepFakes): AI-generated content like DeepFakes can cause reputational damage or be used for fraud, including political manipulation.

Job Displacement: AI could transform the workforce by automating tasks, potentially rendering certain jobs obsolete. However, businesses can mitigate this by focusing on human-assist rather than human-replace solutions.

Hallucinations: AI systems may produce inaccurate or misleading results, often due to insufficient training data or model complexity, which can misguide decisions.

Technical Risks:

Data Privacy & Security: AI systems trained on sensitive data may expose personally identifiable information (PII), leading to potential security breaches.

Integration Challenges: Integrating AI solutions into existing systems may face compatibility issues, resource limitations, and unforeseen complexities, with a significant portion of models failing to reach production.

Benefits of AI for Business

Improve Productivity & Efficiency: AI solutions like LiaPlus AI can significantly boost productivity. A 2023 study found that Generative AI increased workplace productivity by 14%, reducing resolution times, improving customer sentiment, and enhancing retention rates. AI captures and shares knowledge from top performers across the organization, saving valuable time, effort, and costs.

Boost Creativity: AI helps businesses generate innovative content and ideas, enabling a shift from traditional approaches to more creative solutions.

Enhance Customer Experience: AI-driven solutions, like chatbots, streamline customer interactions by providing faster responses and higher-quality answers, exceeding customer expectations. For instance, AI improved self-service channels for a bank, reducing service interactions by 40% and cutting costs by over 20%.

Hyper-Personalization: AI enables businesses to create highly personalized content and marketing campaigns based on customer preferences, purchase history, and behavior, leading to greater customer satisfaction and engagement.

Reduce Issue Resolution Time: AI-powered chatbots can resolve customer issues faster, improving efficiency. One study found that AI increased issue resolution by 14% per hour, reducing the time spent on each issue by 9%.

By integrating LiaPlus AI, businesses can harness these benefits to streamline operations, enhance customer experiences, and drive growth.

Knowledge-Oriented GenAI Use Cases with LiaPlus AI

LiaPlus AI revolutionizes information retrieval and knowledge sharing. Key use cases include:

Question Answering (Q&A): Get instant, accurate answers to complex queries, replacing traditional search methods for faster results.

Conversational AI: Power AI-driven virtual assistants that handle customer support and provide real-time responses through voice or text.

Data Analysis: Accelerate research in sectors like finance and healthcare by analyzing large datasets and uncovering relevant insights quickly.

Semantic Search: Improve search accuracy by understanding user intent, offering precise, context-aware results for SaaS, eCommerce, and other applications.
With LiaPlus AI, businesses can enhance efficiency, customer experience, and innovation.

Is Your Company Ready for GenAI with LiaPlus AI?

Having strong AI ambitions alone isn't enough to fully embrace GenAI. To successfully integrate LiaPlus AI, companies should focus on three key pillars:

Organizational Preparedness: Define clear principles for AI to ensure its responsible application and to avoid misuse. These principles will guide decision-making around the use of AI across the organization.

Data Preparedness: Data needs to be governed and AI-ready. Proper rules, metadata tagging, and avoiding bias in the training sets are critical for ensuring the accuracy, fairness, and enrichment of AI-generated content.

Security: As GenAI evolves, so do security challenges. Organizations must implement new security techniques like digital watermarking and LLM Grounding (Retrieval Augmented Generation or RAG) to safeguard data, minimize misinformation, and protect sensitive information.

Building vs. Buying a GenAI Solution for LiaPlus AI's Call Center

When it comes to building a GenAI solution for an AI-powered call center, like the one LiaPlus offers, there are two primary approaches: building it yourself or buying a pre-built solution. Each has its own set of pros and cons, and choosing the right path will depend on your specific business needs, resources, and objectives.

Build Your Own GenAI Solution

Building your own GenAI call center solution from the ground up requires constructing both the underlying platform infrastructure and your actual business applications. Here's what goes into it:

The Process:
1. Data Integration (ETL) and Customization
Extract, transform, and load (ETL) processes are needed to bring customer interaction data (e.g., call transcripts, chat logs) into your platform, which must be parsed and chunked to optimize AI responses. For LiaPlus AI, you'll need to ensure the system can handle varied data formats from customer interactions and integrate with your existing CRM tools.

2. Retrieval LLM & Custom AI Training
LiaPlus's AI-powered call assistants will require the integration of retrieval models to pull relevant information for customer inquiries. Fine-tuning these models to suit your business use cases, such as handling specific customer queries in BFSI or retail, is a key task.

3. Vector Storage & Advanced Data Management
Storing customer interaction data requires specialized databases, like Pinecone or Qdrant, which support fast retrieval of information needed to train and operate your call assistants effectively. LiaPlus AI will need a sophisticated data pipeline to handle high-volume transactions in real-time.

4. Generative LLM for Content Creation

The generative part of the solution, such as GPT or LLaMA, is essential for content generation in response to customer inquiries. For a seamless customer experience, you'll need to ensure these models can generate precise and contextually relevant responses across different verticals.

5. Platform Integration and Continuous Development

To tie everything together, you'll need robust code to orchestrate the platform, including ensuring low latency and fast response times. Custom code or open-source frameworks like LangChain will be required to integrate the entire system and ensure scalability.

6. Ongoing Maintenance and Security

Building your own system means maintaining it over time. This involves continuously upgrading models, ensuring data security, and complying with legal/regulatory frameworks (such as GDPR). Regular updates and enhanced features will also need constant attention from your team.

The Benefits:

Complete Control & Customization

Building allows you to tailor the solution to LiaPlus AI's unique business model, offering complete flexibility in how you interact with clients. You can design specialized responses for BFSI, retail, and other industries you target.

Competitive Advantage

A custom-built GenAI system could potentially offer features and responses that make your AI call assistants stand out in the marketplace, catering to niche demands of your customers.

The Drawbacks:

Higher Total Cost of Ownership (TCO)
Developing and maintaining the infrastructure, training custom models, and ensuring operational support can be expensive. This can be a burden for businesses that need to focus on scalability and business growth.

Longer Time to Value
The development timeline will be longer, delaying the release of your AI call center solution. Customers may need to wait before they can experience the full potential of your system.

Staffing Challenges
With the complexity of building your own AI call center, you'll require experts in AI/ML/DS/MLE fields, which can be difficult to hire and retain. The turnover rate in the AI/ML field is also high, and maintaining such a team requires continuous investment.

Buy a GenAI Solution

If building a custom solution seems daunting or resource-heavy, buying a pre-built AI call center solution from a vendor like Vectara, AWS, Google Cloud, or specialized AI platforms could be a faster and more cost-effective option. Here's how this approach works:

The Process:

Integrate Your Data
A pre-built solution typically comes with pre-configured tools for connecting your existing customer data (calls, emails, chats) into the platform. No need to build complex pipelines for data extraction, transformation, or storage.

Test Your Queries
Since the vendor provides advanced retrieval models and generative AI, you can immediately test them with real customer queries. This allows you to fine-tune responses and ensure a high level of customer satisfaction.

Build Your Application
Once your data is integrated, all you need to do is build the user-facing applications for managing customer interactions. LiaPlus AI's integration with the platform could focus on configuring workflows and ensuring AI assistants understand and respond to queries in real-time.

Quick Deployment
A pre-built solution typically comes with deployment tools and easy-to-use APIs, enabling your team to launch quickly, so your call center can start operating without long delays.

The Benefits:

Faster Time to Value
You can get your AI call center solution up and running in a fraction of the time it would take to build one from scratch. This allows LiaPlus to start delivering value to customers faster.

Lower Total Cost of Ownership (TCO)
Pre-built solutions eliminate the upfront development costs. You only need to focus on customizing the system to your business, saving on long-term operational expenses.

Ongoing Maintenance and Upgrades
Vendors typically handle ongoing maintenance, bug fixes, and security updates, relieving you of the operational burden. This allows your team to focus on improving customer engagement, not managing the infrastructure.

Easier to Staff
With a pre-built solution, you don't need to hire AI/ML specialists for infrastructure management. Instead, you can focus on hiring application developers and customer service experts who can use the system to improve customer interactions.

The Drawbacks:

Less Flexibility and Customization
While buying offers speed and convenience, you may face challenges in customizing the solution for very specific business needs. For example, integrating unique industry-specific features might be difficult, requiring workarounds or adjustments.

Dependence on the Vendor
You rely on the vendor for updates, security patches, and new features. If the vendor's roadmap doesn't align with your needs, you might be stuck waiting for enhancements or facing challenges with scaling.

Build vs. Buy: Head-to-Head Comparison

When to Build:
- No suitable commercial solution: If no existing product meets the specific needs of LiaPlus AI, like industry-specific call assistants.
- In-house expertise: If LiaPlus AI has top-tier AI talent to design and optimize a custom solution for maximum flexibility.
- Innovation momentum: If there's strong business growth and the ability to retain talent for continuous AI development.

Challenges of Building:
- Longer time to launch: Building from scratch takes time.
- High maintenance: Ongoing costs for updates, documentation, and adapting to new technologies.
- Risk of self-lock-in: Transitioning from building to buying can be difficult if the system becomes too ingrained.

When to Buy:
- Quick deployment: Pre-built solutions offer faster implementation with minimal setup.
- Cost-effective: Avoid high development and maintenance costs.
- Focus on core strengths: Outsource infrastructure management to vendors, allowing LiaPlus AI to focus on customer service innovation.

Challenges of Buying:

- **Limited customization:** Pre-built solutions may not fully meet LiaPlus AI's unique needs.
- **Vendor dependence:** Reliance on the vendor for updates and future changes.

Conclusion:

- For LiaPlus AI, if fast deployment and cost efficiency are priorities, buying is the way to go. However, if LiaPlus AI seeks deep customization and has the resources to innovate long-term, building the solution could offer a competitive edge.
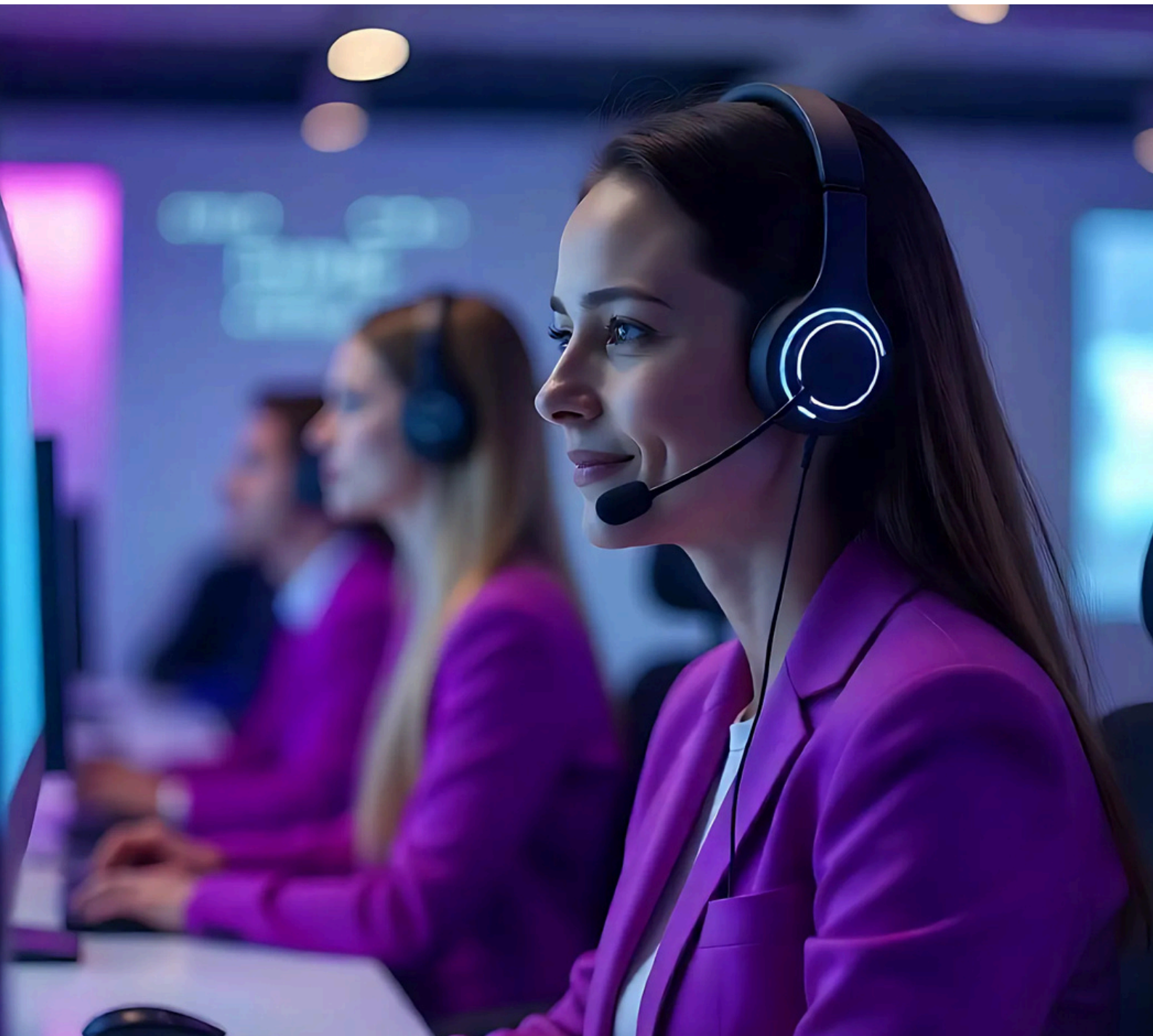
Total Cost of Ownership (TCO) Analysis for LiaPlus AI

When deciding between building or buying a GenAI solution, it's crucial to assess the total cost of ownership (TCO) over time. The following table provides a simplified TCO comparison for LiaPlus AI's use case with 1GB of data and 100,000 queries per month. This analysis does not include human capital costs (e.g., DS/ML team for Build option or ML Engineer for Buy option), but highlights key cost components to help make an informed decision.

Cost Category	Build Year 1 Cost	Buy Year 1 Cost
Platform Implementation Costs	$61,538	$0
Business App Implementation Costs	$11,538	$11,538
Hardware, Software, API calls, Subscriptions	$117,302	$19,826
Annual Platform Maintenance, Enhancement, and Support Costs	$40,000	$0
Security, Legal, Regulatory Compliance Costs	$17,500	$0
Total	$247,878	$31,364

Representative GenAI Solution TCO Comparison for Build vs Buy Options

GenAI Approaches for LiaPlus AI Call Center

To optimize performance and accuracy, LiaPlus AI uses advanced GenAI architectures:

1. Retrieval Augmented Generation (RAG):
Combines language models with a retrieval system for more relevant, context-aware responses.
Benefit: Delivers precise, domain-specific answers, enhancing customer satisfaction.

2. Fine-Tuning:
Adapts pre-existing models with LiaPlus AI's specific data to improve accuracy and relevance.
Benefit: Ensures responses align with LiaPlus AI's services and industry needs.

Key Benefits:
Improved accuracy and domain expertise.
Scalable, high-quality AI-driven support for industries like BFSI and retail.

RAG (Retrieval Augmented Generation) for LiaPlus AI

LiaPlus AI employs RAG, a hybrid approach that combines pre-trained generative AI models with advanced retrieval techniques, to deliver precise and context-aware responses.

Input Query & Retrieval:
The retrieval model processes customer queries in real-time.
It searches a customized knowledge base, including company FAQs, product support documentation, and other relevant data sources tailored to the client's needs.

Generative Response:
The generative AI integrates the retrieved information to provide accurate responses, such as concise answers or personalized chatbot replies.
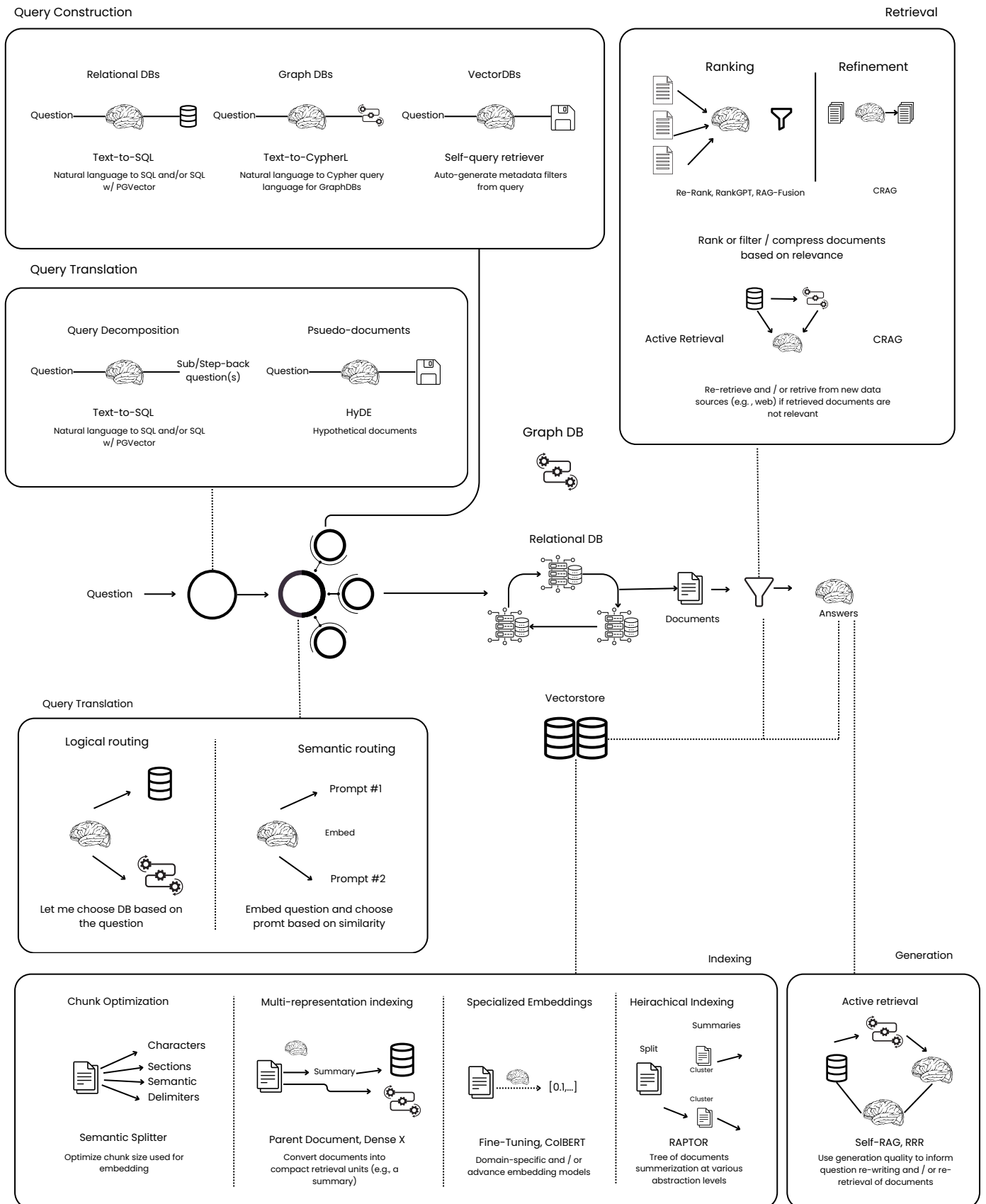
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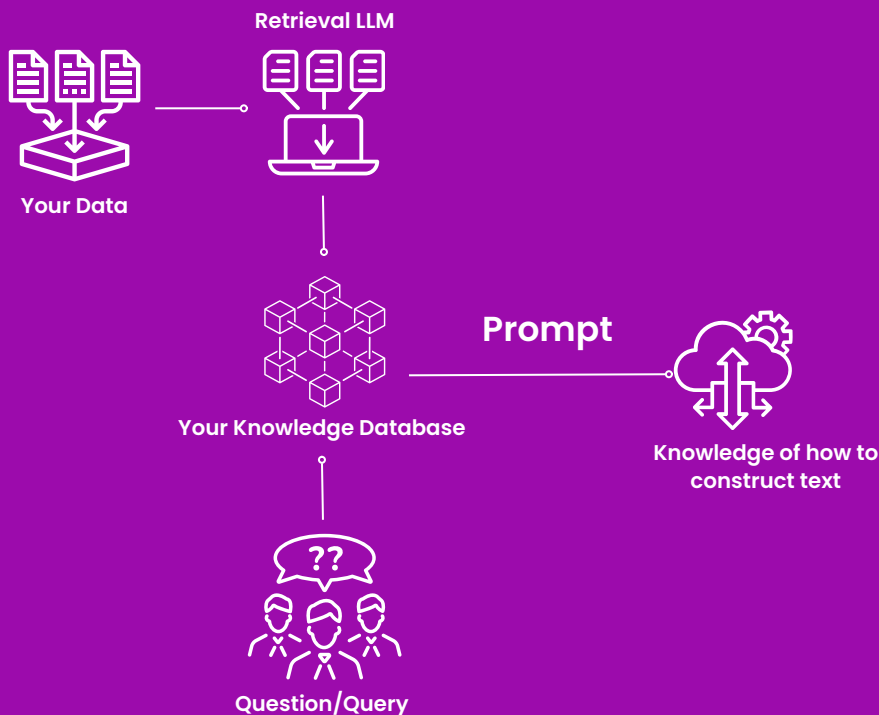
Now that we've outlined RAG for LiaPlus AI Contact Center, let's touch on what it takes to build such a system. A DIY approach involves integrating retrieval models, fine-tuning LLMs, and ensuring smooth orchestration—requiring significant effort and expertise. Detailed technical insights are beyond this guide's scope.

RAG From The Developer's Perspective

Building a RAG system for LiaPlus AI is complex and prone to failure points, requiring careful planning. Many who attempt it face challenges during production deployment and may ultimately reconsider or abandon the approach.

Query Construction

Relational DBs

Question

Text-to-SQL

Natural language to SQL and/or SQL w/ PGVector

Graph DBs

Question

Text-to-CypherL

Natural language to Cypher query language for GraphDBs

VectorDBs

Question

Self-query retriever

Auto-generate metadata filters from query

Query Translation

Query Decomposition

Question ——— Sub/Step-back question(s)

Text-to-SQL

Natural language to SQL and/or SQL w/ PGVector

Psuedo-documents

Question

HyDE

Hypothetical documents

Retrieval

Ranking

Refinement

Re-Rank, RankGPT, RAG-Fusion   CRAG

Rank or filter / compress documents based on relevance

Active Retrieval   CRAG

Re-retrieve and / or retrive from new data sources (e.g. , web) if retrieved documents are not relevant

Graph DB

Relational DB

Question

Documents

Answers

Vectorstore

Query Translation

Logical routing

Let me choose DB based on the question

Semantic routing

Prompt #1

Embed

Prompt #2

Embed question and choose promt based on similarity

Indexing

Chunk Optimization

Characters
Sections
Semantic
Delimiters

Semantic Splitter

Optimize chunk size used for embedding

Multi-representation indexing

Summary

Parent Document, Dense X

Convert documents into compact retrieval units (e.g., a summary)

Specialized Embeddings

[0.1,...]

Fine-Tuning, ColBERT

Domain-specific and / or advance embedding models

Heirachical Indexing

Summaries

Split

Cluster

Cluster

RAPTOR

Tree of documents summerization at various abstraction levels

Generation

Active retrieval

Self-RAG, RRR

Use generation quality to inform question re-writing and / or re-retrieval of documents

RAG With LiaPlus AI

With LiaPlus AI Contact Center powered by a RAG system on Vectara, the complexity is significantly reduced. Vectara handles critical components like embeddings, vector databases, retrieval, and summarization, freeing developers to focus on application building. Despite its simplicity, Vectara provides robust features, including MMR, user access controls, and APIs for management—surpassing open-source solutions with enterprise-grade capabilities.

Query	Authentication and Authorization / Metadata Filter Validation	Multi and Crosslinguality / Score Calibration / Cost/Latency tradeoff	In-memory, on disk (Cost/latency tradeoff) / Vector level ACLs
Embedding	Model Selection (Which model to use) / Model Hosting (TPU, Inferentia, GPU, Infrastructure)	Chunking strategy / Document ingestion, parsing / OCR	
Vector Store	Scalability / Vector Store selection (if Self hosted, infra and devops) (if cloud hosted which vendor)	Deduplication and Diversification of Results	
Reranking	Model Selection / Model Hosting and accelerator selection	Context Size and length / Output Formatting, Source Citation	Hallucination Detection / Vector level ACLs
Generation	Model Selection / Prompt Tuning		

Advantages of RAG for LiaPlus AI Contact Center

- Enhances the accuracy of generated responses by utilizing user-defined data sources.
- Generates content highly relevant to customer queries by accessing company-specific knowledge bases.
- Adapts to evolving business information with updated data sources, ideal for dynamic industries like retail and BFSI.
- Ensures response transparency with traceable data sources, reducing risks of biases and inaccuracies.
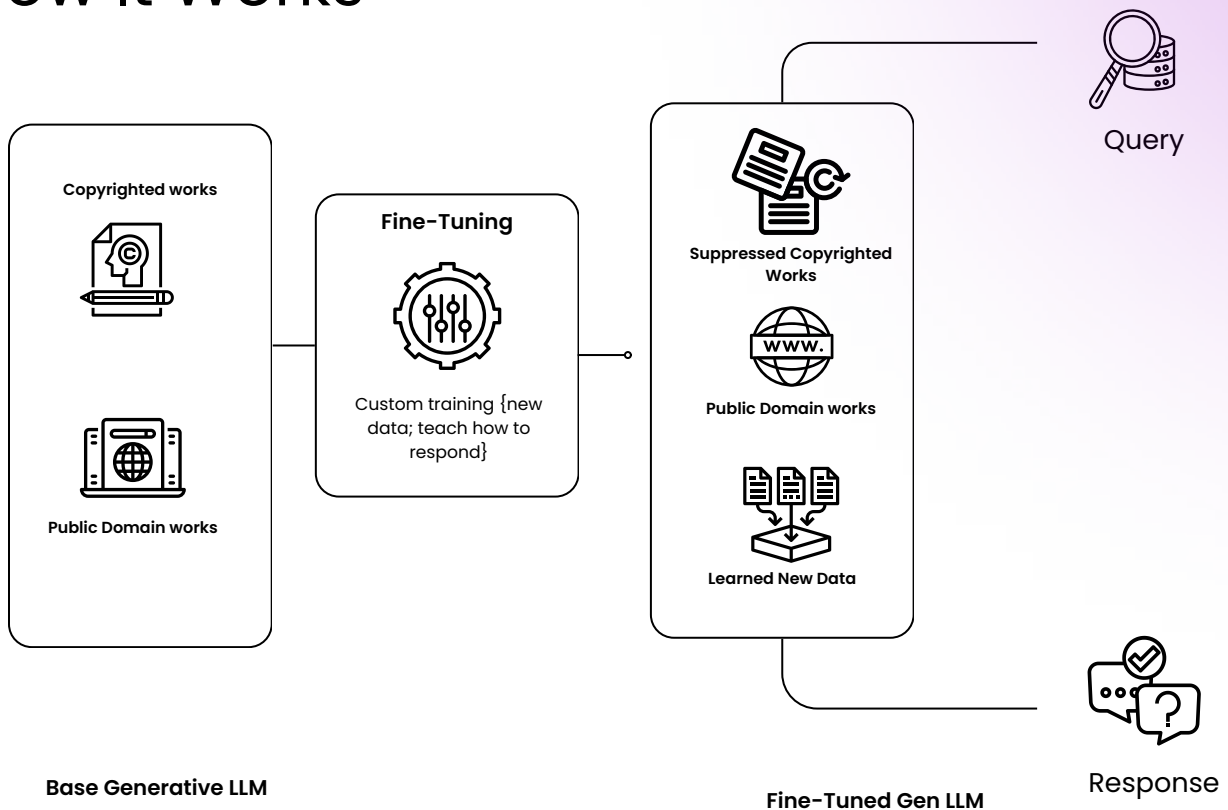
Disadvantages of RAG for LiaPlus AI Contact Center

- Performance relies heavily on the quality and comprehensiveness of the company's knowledge database.
- Adds architectural complexity as it requires managing the knowledge database, retrieval engine, and generative AI model simultaneously.

Fine-Tuning

This approach begins with a pre-trained generative LLM and enhances its performance by fine-tuning it on a labeled dataset specific to the contact center domain. The model is iteratively trained to achieve optimal accuracy, tailoring it to handle specialized customer interactions efficiently for LiaPlus AI Contact Center.

How It Works

Copyrighted works

Public Domain works

Base Generative LLM

Fine-Tuning

Custom training {new data; teach how to respond}

Suppressed Copyrighted Works

www.

Public Domain works

Learned New Data

Fine-Tuned Gen LLM

Query

Response

Advantages of Fine-Tuning for LiaPlus AI Contact Center	Disadvantages of Fine-Tuning for LiaPlus AI Contact Center
• Domain Expertise: The model becomes highly specialized in generating accurate and contextually relevant responses for contact center interactions. • Enhanced Accuracy: Provides more precise and reliable answers compared to an untrained generative LLM. • Efficient Training: Requires a smaller amount of labeled data, making it faster and more cost-effective than training from scratch. • Simplified Architecture: Only the fine-tuned generative LLM is required to perform tasks, reducing system complexity.	• Costly and Slow: Fine-tuning can be resource-intensive and time-consuming. • Hallucinations: The model may generate irrelevant or incorrect information. • Lack of Explainability: It's difficult to explain why the model produces certain responses. • No Per-Person Access Control: Fine-tuned models can't enforce specific user-level access control. • Maintenance Challenges: Updating, deleting, or maintaining knowledge within the LLM is difficult. • Model Maintenance: Keeping the base LLM updated requires ongoing fine-tuning

RAG vs. Fine-Tuning for LiaPlus AI Contact Center

RAG: Ideal for dynamic, frequently changing datasets. It can seamlessly incorporate new information without requiring constant retraining, ensuring content remains up-to-date.

Fine-Tuning: Best suited for static, domain-specific data. However, to maintain accuracy in dynamic environments, it requires periodic updates with new data, adding to latency and cost.

Accuracy of Generated Content

RAG: Generates highly accurate content by relying on specified data sources, ensuring responses are grounded in trusted information.

Fine-Tuning: Delivers accurate results within its specialized domain, leveraging deep understanding of the subject matter.

Hallucinations

RAG: Reduces hallucinations by limiting output to the specified data sources, ensuring higher relevance and accuracy.

Fine-Tuning: More prone to hallucinations since it generates content based on its trained knowledge, which may not always align with up-to-date or contextual information.

Costs

RAG: More cost-effective since it doesn't require ongoing retraining and uses the latest data without intensive computational resources.

Fine-Tuning: Involves high costs due to the computational resources needed for retraining and the time required to fine-tune the model whenever new data is integrated.

Transparency (Explainability)

RAG: Offers superior transparency by allowing generated content to cite specific data sources. This ensures traceability and verifiability of the information, improving trust in customer interactions.

Fine-Tuning: Less transparent as the content is based on the model's understanding, which doesn't reference specific data sources, making it harder to validate the origin of generated responses.

Total Cost Of Ownership (TCO) Analysis

Feature	RAG	Fine-Tuning
Knowledge Updates	Directly updates retrieval knowledge base, keeping info current.	Requires retraining to update knowledge.
External Knowledge	Efficient with external, user-defined resources like documents and databases.	Aligns pre-trained external knowledge, less practical for dynamic sources.
Data Processing	Minimal processing needed.	Requires high-quality datasets for effective performance.
Model Customization	Focuses on retrieval, may not fully customize behavior or style.	Customizes behavior, style, and domain-specific knowledge.
Interpretability	Answers traceable to specific data sources.	Lower interpretability, often like a black box.
Computational Resources	Requires resources for retrieval and data integration.	Needs significant resources for dataset curation and training.
Latency Requirements	Low latency with retrieval + LLM generation.	Higher latency, especially with additional context.
Reducing Hallucinations	Less prone to hallucinations due to evidence-based answers.	Reduces hallucinations, but still prone to them with unfamiliar data.
Ethical and Privacy Issues	Concerns about storing and retrieving external data.	Issues with sensitive data in training or LLM context.

Comparison between RAG and Fine-Tuning

The GenAI Maturity Roadmap for LiaPlus AI Contact Center

Achieving GenAI maturity requires a strategic approach to implementing use cases that balance ROI and associated risks. Here's a streamlined roadmap for LiaPlus AI:

- **Start Small:** Begin with manageable use cases, such as automating simple customer inquiries or FAQ responses, to build confidence in the system.

- **Evaluate & Improve:** Continuously assess the performance of each use case, gathering user feedback to refine the AI's responses and functionality.

- **Scale Gradually:** As confidence grows, gradually introduce more complex use cases, like personalized customer service or advanced troubleshooting, to expand the capabilities.

- **Advance to High-Impact Solutions:** Over time, move to advanced use cases that leverage full GenAI potential, such as real-time support with dynamic data updates and predictive analysis.

- **Continuous Monitoring:** Regularly evaluate the AI's impact, ensuring it adapts and scales effectively with the business needs, while minimizing risks.

Use Cases

Starter Use Cases for LiaPlus AI Contact Center

Internal Employee Q&A on Policies

Focus: HR or regulatory compliance.
Benefit: Helps HR departments manage frequent employee queries, improving response time and reducing HR staff workload.
Example: Develop a Q&A app to answer common HR or compliance-related questions.

Customer Sales/Support Chatbots

Focus: Internal use by support and sales agents.
Benefit: Assists in generating quick, accurate responses for customer issues, improving support efficiency without exposing the technology externally.
Example: Use GenAI to power chatbots that assist agents in handling customer inquiries faster.

Moderate Use Cases for LiaPlus AI Contact Center

Related Content Recommendations

Focus: User engagement through personalized content.
Benefit: Enhances customer satisfaction by recommending relevant content based on both user preferences and internal data semantics.
Example: Implement content recommendation systems for e-commerce or support documentation.

Automatic Form Fill-Out

Focus: Streamlining user interaction.
Benefit: Reduces the time users spend filling out forms by auto-populating details from past information and stored user data.
Example: Enable auto-fill features for user registration or product purchases to enhance the user experience.

Advanced Use Cases for LiaPlus AI Contact Center

Automated Actions

Focus: Automating manual business processes.
Benefit: Streamlines repetitive tasks like sending emails, submitting tickets, or other routine workflows, reducing human error and increasing efficiency.
Example: Implement GenAI to automatically respond to customer inquiries, trigger follow-ups, or update case statuses.

Automatic Document Creation

Focus: Generating complex documents automatically.
Benefit: Saves time and resources by automatically creating tailored documents like RFPs, NDAs, and SOWs. It enhances quality and accuracy while reducing manual workload.
Example: Use GenAI to generate customized support contracts or proposals based on customer interactions, reducing document creation time and improving accuracy.

Evaluating GenAI Technologies for LiaPlus AI Contact Center

Integrating GenAI into your contact center operations can significantly boost efficiency, customer satisfaction, and reduce costs. Here's how to evaluate the right technology for LiaPlus AI:

Accuracy, Precision, Recall

Importance: Ensure the GenAI solution generates highly accurate, precise, and relevant content. Look for models with high performance in precision and recall to improve customer interactions.
Example: Vectara's Boomerang model offers 54% improved precision and 39% improved recall, ensuring accurate responses.

Performance

Focus: Compare execution and response times of GenAI solutions. Assess how well the solution handles multi-language setups and large data sets.
Example: Ensure smooth, fast responses in real-time customer interactions, even during peak hours.

Security

Focus: Prioritize secure data handling and compliance with cybersecurity regulations. Look for solutions with advanced security measures like digital watermarking.
Example: Ensure GenAI meets GDPR and CCPA compliance for data privacy protection.

Cost

Focus: Evaluate the cost of implementing and maintaining GenAI. Consider the ROI for automating tasks like support ticket resolution and customer inquiries.
Example: Opt for scalable solutions to keep costs low while improving service quality.

Data Privacy

Focus: Ensure that GenAI complies with data privacy regulations, with secure data storage and processing practices.
Example: LiaPlus AI should guarantee that customer data is protected and handled transparently.

Conclusion and Next Steps for LiaPlus AI

Perform a cost-benefit analysis to evaluate the risks and benefits of GenAI.

Buy vs. Build: Assess if buying a GenAI solution is more cost-effective than building one from scratch.

Evaluate readiness: Ensure organizational, data, and security preparedness.

Choose the right strategy: Select between RAG and Fine-Tuning based on your business goals.

Start small: Implement starter use cases and scale up as your business gains confidence.

To take the next step, consult with GenAI experts and begin prototyping use cases for your contact center. Collect feedback, iterate, and improve the solution for maximum impact.

About LiaPlus AI

LiaPlus AI is a comprehensive platform designed to seamlessly integrate advanced AI features into contact center operations, delivering exceptional results. Built on a robust hybrid search foundation, LiaPlus AI ensures the fastest and most secure route to answers and actions for customer support teams.

Tailored for product managers and developers, it offers an easily accessible API to tap into the platform's powerful capabilities. LiaPlus AI's Retrieval Augmented Generation (RAG) enables businesses to efficiently and securely integrate top-tier conversational AI and question-answering into their contact center applications, without compromising customer data or privacy. LiaPlus AI never trains its models on customer data, ensuring privacy and compliance.

To learn more: Visit **liaplus.com**

Get in touch with us!

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