

Customer Engagement

Powerupcloud used its award winning chatbot platform IRA.AI to build an advanced customer support bot for KentRO on AWS.

Problem Statement

KentRO is a leading consumer electronics brand in India. One of its popular product is the RO filtering system branded as KentRO. KentRO is the #1 water purifier in India and boasts thousands of customers. However, such large number of customers results in large number of customer support calls. KentRO was looking to bring down the load on calls by automating customer support process through intelligent chatbots.

Proposed Solution

Powerupcloud proposed its award winning chatbot platform - IRA.AI to automate the customer support process through chatbot.

1. The chats/messages from customer touch points like Facebook Messenger, Slack, Skype, Web Chat, Mobile Apps hit IRA Logic engine
2. Based on the type of incoming request, IRA Logic engine decides to pass the request to either Amazon Lex for NLP function or IRA Decision Making AI module for Context Mapping
3. IRA Logic engine decides to integrate with 3rd party APIs based on the request type
4. The architecture is designed to scale up automatically to accommodate more concurrent requests
5. The IRA Management Portal is powered by Amazon Postgres RDS while the analytics run on Amazon Athena