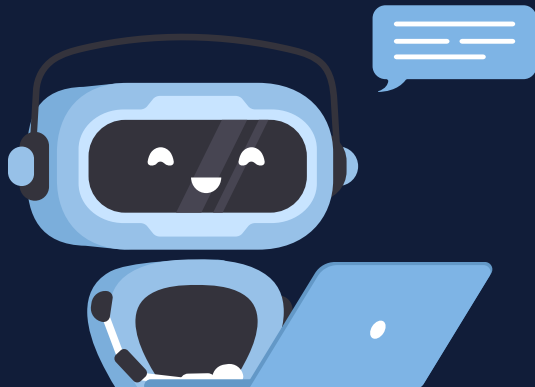




CASE STUDY

Gofillform reduces complexities of form filling with AI chat bot





The client

Gofillform is an innovative online digital platform owned and operated by Formiverse Technologies Pvt. Ltd. Gofillform aims to simplify and streamline the process of form filling for applicants, allowing them to complete various application forms using pre-saved profile information. This platform bridges the gap between applicants and institutions by enabling a single-point application process, while maintaining the uniqueness of each application. By transforming the traditional and often cumbersome form-filling process, Gofillform empowers institutions to transition to digital solutions, enhancing operational efficiency and overall user experience.



Business situation

Formiverse Technologies recognized a growing demand for more efficient user interaction and support on their Gofillform platform. As the user base expanded, so did the volume and complexity of user queries. These inquiries ranged from basic navigational questions to more intricate issues concerning form completion and application tracking.

The existing customer support methods, which relied heavily on email and phone interactions, were becoming increasingly inadequate. Response times were lengthening, user satisfaction was waning, and operational costs were escalating due to the need for a larger support team.

Thus, Formiverse Technologies sought a scalable, cost-effective, and user-friendly solution that could operate 24/7 and provide immediate assistance to users.





The challenges

- **High volume of queries:** The growing user base resulted in a surge of inquiries about the form-filling process, application statuses, technical difficulties, and more.
- **Scalability issues:** The existing customer support structure could not scale efficiently to meet the increasing demand, leading to longer wait times and an overwhelmed support staff.
- **Rising operational costs:** Expanding the customer support team to manage the volume of queries was proving to be financially burdensome.
- **User experience:** Traditional support methods did not provide what end users expected, leading to frustration and decreased user satisfaction.
- **Integration requirements:** Any new solution had to integrate seamlessly with the existing Gofillform platform without disrupting ongoing operations or the user experience.





The solution

To tackle these challenges, we proposed and implemented a comprehensive AI-powered chatbot solution. This chatbot was designed to handle a wide array of user inquiries, from simple frequently asked questions to more complex, specific issues related to the platform.

Key steps in the solution

- **Needs assessment:** We conducted a detailed analysis of the types and frequency of queries received. This assessment helped us understand common user issues and identify areas where the chatbot could provide the most value.
- **Design and development:** Utilizing advanced natural language processing (NLP) technologies, we designed a chatbot capable of understanding and responding to user queries in a conversational manner. The chatbot was programmed to handle various scenarios, providing accurate and helpful responses.
- **Integration:** We ensured that the chatbot could seamlessly access user profiles and application statuses on the Gofillform platform, providing personalized assistance and accurate information.
- **Training:** The chatbot was continuously trained using historical data and real-time interactions to improve its accuracy and effectiveness.
- **Testing and deployment:** The solution underwent rigorous testing to ensure reliability, effectiveness, and a smooth user experience. A phased deployment approach was adopted to monitor performance and make necessary adjustments.

Important features of our solution

- **24/7 availability:** The chatbot operates around the clock, providing users with instant assistance whenever they need it.
- **Natural language processing (NLP):** Advanced NLP capabilities allow the chatbot to understand and respond to user queries in natural, conversational language.
- **User profile integration:** The chatbot can access pre-saved user profiles to offer personalized assistance, making the form-filling process more efficient.
- **Scalability:** The solution is designed to handle an increasing number of queries without additional operational costs, ensuring that the platform can scale seamlessly.
- **Automated responses:** For common queries, the chatbot provides instant, automated responses, significantly reducing response times.
- **Live agent handoff:** For complex issues that the chatbot cannot resolve, users are seamlessly transferred to a live support agent, ensuring that no query goes unanswered.
- **Data analytics:** The chatbot collects and analyzes data on user interactions to continually improve its responses and identify new areas for enhancement.



Outcomes

The implementation of the AI chatbot resulted in significant improvements across various metrics and operational aspects of Gofillform:

Enhanced user experience:

Users now receive instant responses to their queries, leading to higher satisfaction and increased engagement with the platform.

Reduced response times:

The average response time for user queries decreased from several hours to just a few seconds, providing timely support and reducing user frustration.

Cost efficiency: The need for a large customer support team was reduced, resulting in substantial cost savings for Formiverse Technologies.

Increased scalability: The AI chatbot can manage an unlimited number of queries simultaneously, allowing Gofillform to scale without compromising support quality.

Higher user retention: Improved support and user experience contributed to higher user retention rates, as users found the platform more reliable and user-friendly.

Valuable insights: Data collected from chatbot interactions provided valuable insights into user behavior and common issues, guiding further improvements to the platform and support services.

Conclusion

By implementing the AI chatbot, Gofillform not only addressed its immediate challenges but also positioned itself for future growth. The chatbot provided a robust, scalable support system that enhanced overall user satisfaction, making the platform more efficient and user-friendly. This solution exemplifies how integrating advanced AI technologies can transform customer support operations and significantly improve business outcomes.

About Briskon

Founded in 2005, Briskon is a full-service digital marketing and custom software development company that operates from Bangalore, India.

Briskon is a highly process-driven organization with extensive experience providing excellence in the digital world. The young and vibrant team at Briskon consists of highly skilled, forward-thinking managers, analysts, programmers, marketers, designers, developers, and QA personnel who have been working together to deliver world-class quality products and solutions. Our unerring commitment to quality and continuous learning to stay abreast of the latest technologies enable us to consistently deliver customer delight.

Our approach extends our innovative technological capabilities to serve clients across all domains. Briskon's solutions expand to cover the entire spectrum of IT, software products, digital transformation, digital marketing, and professional services.

Contact us today for all your software development and digital marketing needs.

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