Case Study
Employee Experience Enhancement for US-based Midstream Company
Client
US-based Midstream Company

Challenges
In the digital world, people are used to a high level of user experience in their personal life and expect the same in their professional environment as well. Keeping in sync with the evolving trends, the client sought to enhance employee experience by providing personalized, humanized experiences. The task was to conceptualize and execute a chat bot that would assist employees in finding the right policies based on their queries.

LTI Solution
LTI adopted a design thinking-led approach to conceptualize the bot. Solution approach:
- User sensing sessions to identify needs
- Natural language processing and artificial intelligence-enabled bot
- Employee feedback integration
- Personalized communication
- Deployed on Facebook Workplace

Business Benefits Delivered
- Policies spanning across support services covered
- Interactive bot to enable employees find the right policies to their queries
- Integration of employee feedback to enable continuous improvement

Highlights
- 100+ Policies implemented in the pilot phase
- Policies span across HR, IT, Supply chain, Travel and expenses and more
- Real-time reporting of bot’s popularity and employees’ feedback

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