



Let's Solve

Case Study

Improved Product Quality with
Optimized Customer Support Through
Machine Learning



A Larsen & Toubro
Group Company

Client

The client is a pioneer and global leader in robotic-assisted, minimally invasive surgery.

Challenges

- Unstructured feedback (Customer complaints, Customer Support Service desk and Service Engineer field visits) on product quality
- Mining manual text data and identifying right key words to improve product quality

LTI Solution

- LTI team did a thorough system study on this and leveraged machine learning to combat the current manual and cumbersome process.
- Creation of matrix of words based on the dump of phone, investigation and causation.
- Built custom-based grammar synonyms (a max of 150 synonyms) for each keyword.
- Counted the number of keywords that appeared more and created ranking score using Naïve Bayes algorithm.

Business Benefits Delivered

- Improve regulatory compliance by proactively categorizing every customer complaint based on their true meaning.
- Assisted the Quality Assurance Team by providing data that helped in testing their parts, thus reducing failures.
- Reduced manual efforts with auto detection of keywords.
- Assisted the phone support engineer, field engineer to aid in solving the problem easily.

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