



Let's Solve

Case Study

Voice-enabled VA Redefines Experience
for Leading Media & Entertainment Company



A Larsen & Toubro
Group Company

Client

The client is a global media music conglomerate, based in the US.

Challenges

- High TAT for basic queries
- Cumbersome scanning systems of records
- Complicated information architecture

LTI Solution

LTI integrated Alexa with Salesforce, and empowered Alexa to address multi-dimensional queries. This involved the following steps:

- User speaks to Alexa to fetch/update information in Salesforce
- Utterance is resolved in Alexa Lambda using intents and actions
- For a given intent/skill, the backend service to Salesforce is invoked to fulfil the request

This provided real-time assistance to the client's Sales team on the field.

Business Benefits Delivered

- Highly-empowered sales executives now spend 30% less time waiting for the requested information.
- Easy, intuitive and fast query resolution, using natural language interface, resulting in quick decision-making.
- Information easily available, on-the-go, 24x7.

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