



Driving Intelligent Support with Gen AI and Now Assist for a US Commodities Giant



A privately held global merchant firm in the energy and commodities space faced operational inefficiencies due to manual incident and request handling. ITC Infotech enabled intelligent automation and streamlined workflows, reducing manual intervention and empowering employees and customers with faster, self-service solutions.

Enhanced customer satisfaction

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CLIENT

- Privately held global merchant firm specializing in commodity trading and operates in a wide spectrum of global energy markets
- Globally located in places such as Houston, London, Geneva, Singapore and Shanghai

CHALLENGE

- Manual intervention for incidents and requests leading to delays, inefficiencies, and increased costs
- Employees and customers struggled to find answers quickly, leading to frustration and decreased productivity. Support agents also spend significant time on repetitive tasks, limiting their ability to address complex issues

SOLUTION PROVIDED

- Configured Gen AI out-of-box use cases with Now Assist
 - Knowledge article summarization
 - Chat summarization
 - Case summarization
- Performed upgrade to enhance features of GenAI

BENEFITS DELIVERED

- Enhanced customer satisfaction due to quick and efficient problem resolution
- Agents can focus on unique, complex cases, leading to improved job satisfaction