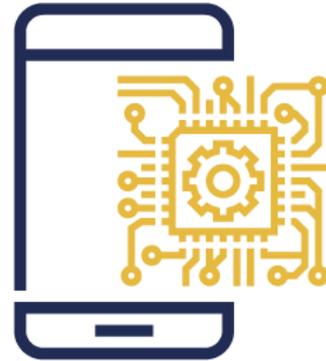


MEPS

Mobile Ecosystem Pervasive Sensing



Company Name: ServisBOT

Funding: Enterprise Ireland Matched
Innovation Voucher



Profile of Company

The goal of the ServisBOT technology is to be a disruptive platform transforming how online service providers handle customer service. It will have an immediate impact on service providers and its value to them will grow through continuous learning about their organisation and customers.



Problem to Be Solved

The goal of this voucher was to build a non-production ready version of the primary statistical learning components of the ServisBOT product. In particular, these were components related to Response Recommendations, and Pertinence Analysis, i.e. can we be sure a user query is relevant, and if so, can we answer it correctly.



How Gateway Delivered Solution for Industry

TSSG utilised their machine learning knowledge to identify appropriate technology platforms for NLP extraction and pattern matching. These tools were then used to validate our hypotheses around the ability to accurately classify unseen text to a store of FAQ data. Several classification models were trialled, e.g. Naive Bayes, Support Vector Machine, Logistic Regression, and Random Forest. We were able to effectively demonstrate the limitations of this common approach, and together with ServisBOT, propose a more novel, robust classification approach.

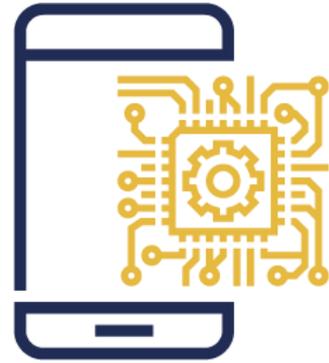


Impact for the Company

This work helped ServisBOT quickly assess common approaches to solving these problems. Importantly, it helped them understand exactly how many of their competitors would try and tackle these problems, and how they themselves could differentiate with a more novel approach.

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Problem to Be Solved

The focus of the innovation voucher was to build on the work of the first voucher, defining and implementing the AI process for the initial release of the ServisBOT product. Critical to this was the prototyping of the Feature Extraction, Matching, and Recommender system.



How Gateway Delivered Solution for Industry

Working closely with ServisBOT we defined and implemented the components required for accurate text classification. By then focusing our efforts on wildly differing datasets, we helped ServisBOT validate the genuine effectiveness of this new classification technique.



Impact for the Company

This work helped ServisBOT formalise the AI strategy for their product. The in-depth analysis of specific customer datasets then allowed them to validate and promote their product with a real-world use case.