90% faster, 80% cheaper: A call center transformation

Deloitte worked with HumanFirst, which provided advanced natural language understanding capabilities, specially designed to extract insights within raw unstructured data in just a few clicks.

The challenge
Analyzing this raw data was a time-consuming and costly process, and extracting valuable insights was akin to finding a needle in an ever-expanding haystack. To facilitate the desired transformation, Deloitte realized they needed a more efficient system to explore, analyze, and perform topic modeling.

The solution
Using HumanFirst's natural language understanding and Google infrastructure, Deloitte could integrate robust cloud infrastructure and services that served as a strong foundation for storing, managing, and accessing the client's call center data. This direct integration between HumanFirst and Google ensured the scalability of the dataset without compromising data modeling accuracy or performance

The result
With HumanFirst's built-in AI features, Deloitte was effortlessly able to surface insights and trends within the clients' customer interactions. This enabled them to identify common pain points, call drivers, and areas for improving agent training, processes, and AI automation opportunities.

> " "It previously took a team of four people to perform topic modeling over five days using our traditional analysis methods; whereas with HumanFirst, we only needed two people and performed the same amount of work in one day. This allowed our engagement team to deliver a high-quality solution to their client within budget constraints." "
>
> Anand Nimkar, Chief Architect, Generative AI

Deloitte.

About Deloitte
Deloitte provides audit and assurance, consulting, financial advisory, risk advisory, tax, and related services to public and private clients spanning multiple industries. Deloitte serves four out of five Fortune Global 500® companies through a globally connected network of member firms in more than 150 countries and territories.
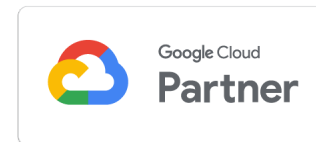
Vertical/horizontal solution: Business & Professional Services

Primary project location: Canada

HumanFirst

About Humanfirst AI
HumanFirst is a collaborative data-productivity suite that helps teams experiment with data, surface insights, and build reliable AI performance

Google Cloud Partner

Products
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