

# CGI assists Konica Minolta in selecting the right Conversational AI technology



In 2023, almost all companies prioritize providing an optimal customer experience. Global Technology company Konica Minolta is no exception and has made improving customer experience their top priority. To achieve this, they wanted to leverage Conversational AI (CAI).

Implementing CAI enables Konica Minolta to optimize their business processes while also offering their customers a better experience through faster and more efficient interactions. Within Konica Minolta Europe, CAI was first adopted in countries such as Germany and the United Kingdom, and later in the Benelux.

## The challenge

Each Konica Minolta country had its own approach and focus on its own challenges. For example, Konica Minolta Germany and the United Kingdom independently implemented CAI to optimize their respective processes. In these countries this resulted in working with different technologies and teams, each with a different approach. CGI knows out of experience that this not only causes organizations to lose control of their bot landscape but also to fragmented processes that limit scalability within the organization.

## The solution

To prevent Konica Minolta from losing control over its bot landscape and solution scalability, CGI first analyzed the actual problem and how CAI could provide a solution. A Request for Proposal (RFP) was then created to define the challenge and list all technical requirements, such as integrations, language support, and data privacy, and how various CAI platforms score on these points. After the RFP, three potential technologies were shortlisted, and a deeper investigation was conducted. The three technologies were compared



technically, including how to build a flow, how entities work, and how to make an API call. From this research, two technologies remained.

A hackathon was then organized to experiment with these two technologies by developing one user story as a proof of concept. The hackathon's outcome was the final selection of one platform. To become familiar with the selected technology, an internal Minimum Viable Product was developed in the form of a chatbot named 'Sofie.' Sofie assists engineers in supplying a blocked part by releasing a notification. The introduction of Sofie has made the work of logistics helpdesk staff at Konica Minolta easier, leading to higher employee satisfaction of the service engineer because they were served quicker and cost savings.

## The results

By selecting the right central technology, CGI has ensured that Konica Minolta regains control over its bot landscape and has helped find a scalable solution that can grow with future use cases. Konica Minolta has also gained insight into the necessary steps for further scaling CAI in its customer processes. Technologies previously chosen in the past have also been converted to the new CAI platform.

In addition to assisting in selecting the right technology, CGI also helps with its implementation. Another chatbot is now live, supporting the Konica Minolta BPO helpdesk in Romania by answering questions about invoice status. In April, CGI is organizing a hackathon with the business and IT to experiment with Generative AI and create new potential use cases for Konica Minolta. In this case, Generative AI refers to large language models such as GPT or LaMDA that generate text based on user prompts. CGI's Conversational AI team aims to help our customer responsibly and efficiently utilize these emerging technologies, adding the most value by automating processes and improving the user experience.



**KONICA MINOLTA**

## About CGI

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We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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