

Reimagine Experience

Through Data, Design, and AI

OVERVIEW

Reimagine Experience focuses on using AI to transform how customers, employees, and partners interact with the enterprise. By delivering personalized, intuitive, and proactive experiences, organizations can improve engagement, enhance productivity, accelerate service delivery, and create seamless digital journeys across every touchpoint.

USE CASE

Click on any of the below stories to explore the details.

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Reimagining Xperience
across personas

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AI Bot Squad - Ops, HR, Legal,
Finance, Procurement etc

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AI-assisted sketch design to
work order optimization

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Driving Operational Excellence
with AI-Powered Crew Mgmt

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Transforming Utility Operations
with Gen AI Chatbot

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Transforming Offshore Logistics
with AI-Powered Planning

Fortune 1000 Public Utility

Reimagining Experience at Scale

AI-powered workflows and microservices for faster outage recovery and improved CX

Challenges

- Lack of a 360-degree view and defined user personas.
- Siloed experience management and low user adoption.
- Legacy systems unable to scale with growing users/assets.
- Reliance on manual processes caused prolonged outages and slower resolutions.

Our Solution

- Conducted discovery workshops to identify user journeys & pain points.
- Designed and implemented a microservice-based platform tailored to key personas (demand center app and dispatch crew app).
- Migrated from monolithic to microservices for scalability & performance.
- Integrated AI for asset tagging, dispatch, and resolution.
- Delivered real-time updates, transparent reporting, and automated workflows.



Tech Stack

Microservice-based architecture | AI-enhanced asset management | Asynchronous workflow management | Real-time updates and reporting | Modern user experience management platform

Outcome Delivered

5X

Improvement in dispatch rate enabling faster outage response

2X

Higher user adoption

Crew utilization increased by **25%**, boosting efficiency and resource management

12%

System average interruption index decreased, reducing outages

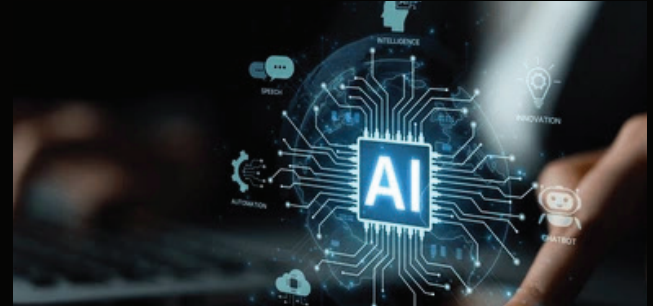
10%

decrease in system average interruption duration index
10% reduction in contract crew utilization (cost savings)

Fortune 1000 Public Utility

Gen AI-Powered Sketch Design

Cut design cycle from 1 day to 1 hour and saved \$700K annually



Challenges

- Manual sketch design processes led to inconsistent adherence to standards, resulting in frequent rework and quality issues.
- Quality assurance teams faced significant Problem Statement in verifying the accuracy and completeness of designs, often relying on time-consuming manual reviews.
- Compliance managers struggled to track, document, and enforce regulatory requirements, increasing the risk of non-compliance and audit findings.
- Design engineers spent excessive time performing repetitive checks and corrections impacting productivity and project delays.

Our Solution

- Gen AI-powered automation solution for the entire sketch design process, from input collection to final work order generation.
- Seamless integration with multiple internal databases and external systems for real-time data access.
- Automated geolocation mapping and material requirement calculations to ensure accuracy and compliance.
- Standardization of work orders to enforce consistency and regulatory adherence across all projects.
- Scalable architecture designed to support future enhancements.

Tech Stack

AWS AI-services: Bedrock | AWS Services-cloud base |
React | Dynamodb | AWS security services

Outcome Delivered

Automated the entire sketch designing process by fetching the inputs from **10+** systems

5%
Reduction in outsourcing by of total designs led to cost recovery of **\$0.7Mn per year**

Reduced cycle time from one day to one hour

Improved compliance and quality

Fortune 1000 Public Utility

Transforming Utility Operations with Gen AI Chatbot

AI-driven automation delivers 3X efficiency boost



Challenges

- Enable users for swift access to large number of documents & quick response to internal/external customers & regulatory bodies.
- Huge number of documents with large number of pages led to difficulty in getting the required information.
- High TAT as response to internal/external and regulatory bodies in specific template format was time-consuming.

Our Solution

- Built a Gen AI chat platform for instant document access and rapid query response.
- Indexed thousands of documents using AWS Kendra.
- Leveraged Langchain, Claude V3 LLM, and AWS Kendra for intelligent search and answers.
- Enabled document upload and fast information search for users.
- React-based front-end application for rich UX.
- Automated Infra setup and CI/CD for deployments.
- Automated template generation for regulatory responses.

Tech Stack

Gen AI chat platforms (Langchain, Claude V3 LLM, AWS Kendra) | Machine learning models | Azure knowledge fabric for scenario analysis | Cognitive automation and conversational AI | Snowflake as DataLake

Outcome Delivered

3X

Improvement in
operational efficiency

40%

Increase in customer
satisfaction

<1

Reduction in cycle
time for job approval

\$200,000

Saved annually by
reducing the
candidate hiring
process

Gen AI Bot Squad

Intelligent automation for faster workflows, real-time insights, and cost efficiency



Challenges

- Employees relied on fragmented systems and manual processes to access information and complete routine tasks.
- High volumes of repetitive operational activities increased support costs and slowed business processes.
- Business teams lacked real-time access to data, insights, and decision support across functional areas.
- Scaling workforce productivity without increasing operational costs remained a key challenge.

Our Solution

- Deployed 18+ GenAI-powered agents across Operations, HR, Legal, Engineering, Finance, Procurement, and Customer Service.
- Enabled conversational access to enterprise knowledge, data, and workflows through a unified AI platform.
- Automated document processing, compliance reviews, outage analysis, hiring, auditing, and engineering validation.
- Leveraged Agentic AI, intelligent search, workflow automation, and enterprise integrations to accelerate decision-making.
- Established a scalable AI foundation for rapid deployment of new business agents.

Tech Stack

Front-end: React, JavaScript, TypeScript, Tailwind CSS
| Backend (AWS): Lambda, Step Functions, ECR, Glue, SageMaker, Amplify | AWS AI Services: Bedrock (Claude Sonnet 3.5, Amazon Titan), Kendra | Security: Cognito, AI Gateway, Macie, Guardrail, Secret Manager
| Database: Snowflake, DynamoDB, SQL Server

Outcome Delivered

18+
AI agents
deployed

<1 day
approval cycle

\$2Mn+
annual savings

\$200K
hiring cost
savings

40-60%
effort
reduction

Higher
productivity &
self-service
adoption

Scalable AI foundation for
future growth

Fortune 1000 Public Utility

Driving Operational Excellence with AI-Powered Crew Management

Cut \$700K in costs, reduced 2Mn interruption minutes, and 10% productivity boost

Challenges

- **Real-time Visibility Gap:** The dispatch team lacked instant access to resource availability, hampering efficient assignment during outages.
- **Delayed Resolutions:** Manual resource matching extended the assignment and resolution times, slowing service restoration.
- **Poor Reliability Ranking:** Increased CMI pushed the client into the fourth quartile for customer average interruption duration index (CAIDI), damaging its reputation.
- **Crew Inefficiency:** Uncertainties regarding the availability of daily crew, driven by dynamic schedules, led to high downtimes and delayed work.

Our Solution

- Developed a centralized system to maintain and provide easy access to real-time resource availability data.
- Built a machine learning model to recommend optimal crew configurations based on historical schedules and crew compositions.
- **Smart Assignment Engine:** Integrated real-time crew location, event proximity, and resolution time estimates to rank and assign the best crews, minimizing customer interruptions.
- **Automated Guidance:** Created a platform to suggest crew configurations using past data, empowering dispatchers with actionable insights.
- Designed a metrics dashboard to track CMI reduction, productivity gains, and overall performance improvements.



Tech Stack

Predictive AI | Machine Learning models | BlueVerse

Outcome Delivered

Cut average crew assignment time per outage by three minutes, accelerating response efficiency

CMI reduced by two million minutes:
Significantly lowered customer interruption response durations, improving CAIDI rankings

\$700K
Contract Cost Saved:
Boosted internal crew uptime, reducing reliance on expensive contract crews

8-10%
Productivity Gain:
Enhanced crew performance, driving operational excellence and cost savings

Transforming Offshore Logistics with AI-Powered Planning

Digitizing offshore logistics operations through intelligent planning, real-time tracking, and AI-driven optimization across personnel, vessels, and critical supply chains

Challenges

- Crew movement, vessel scheduling, and material logistics operated across fragmented systems with limited visibility.
- Manual planning and resource allocation resulted in operational inefficiencies and underutilized assets.
- Compliance validation for personnel, vessels, and safety certifications required significant manual effort.
- Weather disruptions and scheduling conflicts created delays across offshore operations.
- Vendor reconciliation and performance tracking lacked real-time operational transparency.

Our Solution

- Implemented a centralized offshore logistics platform integrating helicopters, crew boats, supply vessels, offshore platforms, and vendor ecosystems.
- Enabled intelligent planning and scheduling across personnel movement, cargo logistics, fleet utilization, and offshore operations.
- Introduced AI-powered optimization and decision-support capabilities for routing, allocation, weather disruptions, and capacity management.
- Automated compliance validation, real-time asset tracking, KPI reporting, and vendor payment reconciliation.
- Delivered a single operational view across offshore logistics, improving coordination, visibility, and decision-making.

Tech Stack

Marlin Offshore Logistics Platform | AI Planning Assistant | Optimization Engine | React | TypeScript | Node.js | PostgreSQL | Azure DevOps | Kubernetes | OpenShift | SAP Integration | GIS/AIS Integration



Outcome Delivered

20-40%

reduction in logistics turnaround time through optimized planning and scheduling.

15-30%

reduction in operational costs through improved fleet utilization and resource optimization.

10-20%

reduction in fuel consumption through intelligent routing and asset allocation.

20-40%

improvement in quayside and offshore logistics efficiency through real-time visibility and automated workflows.