

Ashok Leyland's ASK AI: User Feedback Analytics with GenAI

As the technology partner, we architected and implemented a secure, scalable GenAI solution on Google Cloud for Ashok Leyland. We enabled multilingual, text/audio service query support, feedback analytics, and automated data pipelines for users.

The challenge

Ashok Leyland, one of India's largest commercial vehicle manufacturers, was aiming to enhance service experience by creating a GenAI powered conversational interface for its internal users and service technicians at its dealerships. The interface had to continuously monitor, learn, and improve responses based on user feedback, ensuring a closed loop architecture for an effective process.

The solution

We built ASK AI, a GenAI enabled Digital Co-pilot for M/s Ashok Leyland Ltd using Vertex AI, Dialogflow, Cloud Run, and Datastore to handle multilingual, audio/text-based queries. Docs are ingested via automated pipelines. Logs and queries as Feedback is captured via Pub/Sub & CFs, stored in BQ with row/column-level security. Dashboards provide insights into agent performance and user behavior.

The result

ASK AI has reduced manual data retrieval and improved response time. It has enhanced service quality through better prioritization and quicker insight delivery. It allows daily user feedback analysis, enhancing decision-making speed and efficiency. This solution significantly improves service quality and efficiency.

ASK AI is a secure, scalable GenAI Digital Co-pilot designed on GCP combining a conversational bot with automated data ingestion. It allows end-users to interact with Vertex AI backend, resolve queries, and provide feedback on bot responses. Feedback is stored in databases for timely decision-making across business functions. The system has automated data pipelines for file uploads to databases.



ASHOK LEYLAND

About Ashok Leyland

Ashok Leyland is the second-largest manufacturer of commercial vehicles in India and a significant global player, particularly in the bus manufacturing sector.

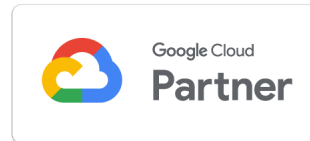
Vertical/horizontal solution: Manufacturing & Industrial

Primary project location: India



About ATGEIR SOLUTIONS PRIVATE LIMITED

We are passionate about Data and the power of the Cloud. We provide services to our enterprise customers in the areas of Data Analytics on the Cloud.



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