

TAVANT

**OPTIMIZING GLOBAL
CUSTOMER SUPPORT WITH
GENERATIVE AI FOR A
LEADING LIVE STREAMING
PLATFORM**

*How Tavant Enhanced Global Support
Operations with AI-Driven Solutions*



THE CLIENT AND THE CHALLENGE

A leading live streaming platform in gaming, entertainment, sports, and real-time content, with millions of global users, faced several critical challenges in providing efficient customer support. While creators had access to live chat agents, most users were limited to FAQs, help articles, and slower ticket-based support. With a rapidly expanding user base, the company's customer support operations were constrained to U.S. business hours, leaving international users underserved. Additionally, the high volume of repetitive queries (such as password resets and account setup) overwhelmed the support team, resulting in slower response times for more urgent issues like payment and security concerns.

THE SOLUTION

Tavant deployed a generative AI-powered chatbot to enhance customer support efficiency, scalability, and user experience. The solution leverages AWS Gen AI, including AWS Bedrock, multiple LLMs, Glue, DynamoDB, and OpenSearch, ensuring real-time responses and seamless integration with the client's support infrastructure.

THE IMPACT

Tavant's AI-powered chatbot transformed the client's customer support operations, providing 24/7 global assistance while improving response times and service consistency. Automating repetitive inquiries reduced agent workload, allowing them to focus on critical customer issues. With support available in 7 languages - and plans for further expansion - the platform significantly enhanced accessibility and engagement for a diverse user base. Additionally, the scalable AI-driven architecture positioned the client for future innovations, including advanced AI agents capable of managing user accounts, subscriptions, and payments - ensuring long-term operational growth and efficiency.



AI-POWERED CHATBOT IMPLEMENTATION

Developed a conversational AI chatbot capable of handling a high volume of customer queries with natural language understanding.

▶ AUTOMATED QUERY RESOLUTION

Managed routine inquiries, freeing agents for complex issues.

▶ SMART ESCALATION

Routed complex cases to live agents or the ticketing system.

▶ MULTILINGUAL SUPPORT

Enabled interaction in 7 languages, with plans for expansion.

GOVERNANCE & OPTIMIZATION

Implemented automated guardrails, performance monitoring, and cost optimization strategies to ensure seamless AI operations.

▶ CONTINUOUS LEARNING & ENHANCEMENT

Regular AI training for improved accuracy and efficiency.

▶ SCALABLE CLOUD ARCHITECTURE

Built on AWS, allowing for future AI-driven expansions.

