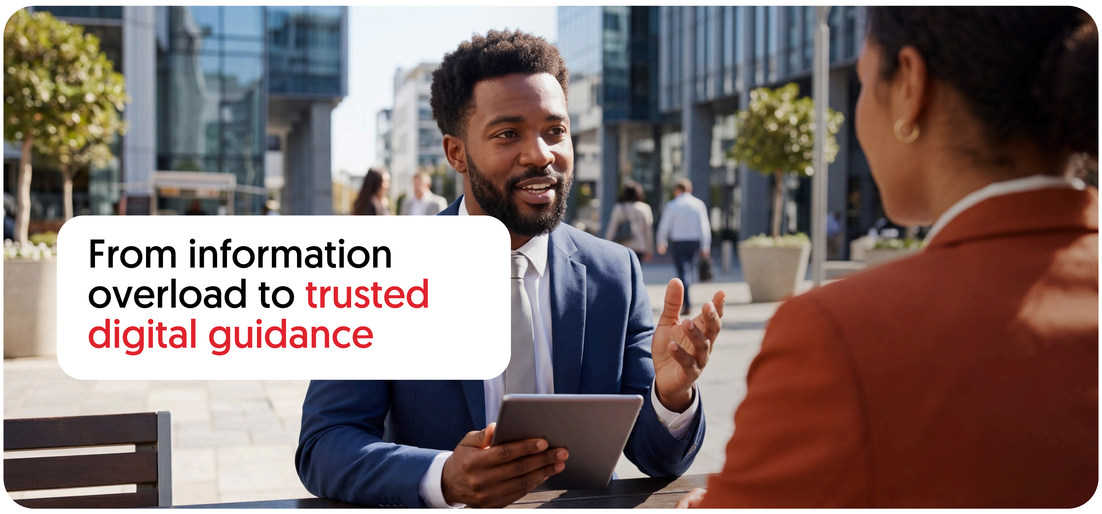


From information overload to trusted digital guidance

A BCX client needed a smarter way to help users access complex information quickly and accurately without overwhelming support teams. The goal was to improve self-service while ensuring responses remained reliable, governed and supported by human expertise when needed.

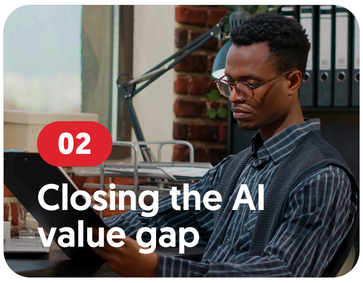


01 The business challenge

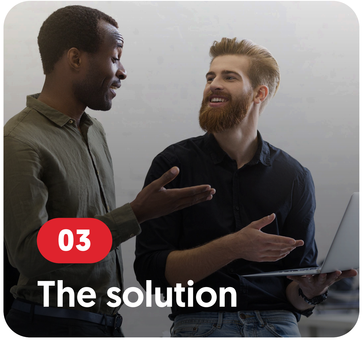
The challenge was making information easy to find, trustworthy and accessible. Users needed guidance across a broad range of topics, often requiring them to navigate large volumes of content and multiple service channels.

The organisation also needed a scalable first-line digital service that could answer natural-language questions, remain grounded in approved information, escalate more complex enquiries to human support and provide insight into changing user needs.

A conversational AI tool alone would not solve the challenge. The real opportunity was to build a trusted digital service that combined conversational AI with approved knowledge, governance and human support.



02 Closing the AI value gap



03 The solution

BCX designed and implemented a secure, cloud-hosted AI assistant that provided users with quick access to approved information across digital channels. Responses are grounded in approved knowledge sources and include references to improve transparency and build confidence.

Built-in guardrails keep conversations within the intended scope, while more complex enquiries can be seamlessly escalated to human support.

Business outcomes

By embedding AI into its digital service environment, the organisation made trusted information easier to access while improving operational visibility.

Early adoption demonstrated strong engagement across digital channels, while interaction insights helped identify emerging information needs and opportunities to strengthen the user experience.

Ready to make trusted information easier to access?

Whether you're supporting customers, employees or stakeholders, BCX can help you design AI-powered digital services that make information easier to find while maintaining governance, transparency and access to human expertise.

Contact the BCX AI Team

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