

Commerce.AI case study

MVP Health Care supercharges patient experience with Commerce.AI auto-MATE powered by Azure OpenAI

Enterprises need new ways to gain insights from unstructured data

Most enterprise data is unstructured in the form of voice, text, and images. Historically only 1 percent to 2 percent of this unstructured data gets analyzed using manual evaluation.

Limitations of traditional AI techniques in contact centers

Traditional AI methodologies, including sentiment analysis and topic modeling, often provided only a surface-level understanding of customer interactions.

Commerce.AI leverages generative AI to automate experience data

Powered by Microsoft Azure OpenAI, Commerce.AI auto-MATE helps enterprises realize a 30 percent to 50 percent increase in productivity by automating after-call tasks and exporting data to CRM systems.



Microsoft for Startups partner Commerce.AI aims to change the way commerce is done

Headquartered in Sunnyvale, California, with offices in Germany, Japan, and India, Commerce.AI harnesses the power of generative artificial intelligence to automate and accelerate business decisions at scale. Its flagship product, Commerce.AI auto-MATE, is powered by Azure OpenAI, [transactable via the Azure Marketplace](#), Microsoft Azure Consumption Commitment (MACC) eligible, and integrates with other Microsoft products and technologies, including Dynamics 365, Teams, and Power BI.

The Commerce.AI auto-MATE framework was created to address the limitations of traditional AI models in enterprise contact center scenarios. These traditional methodologies, including sentiment analysis and topic modeling, often provide only a surface-level understanding of customer interactions. The techniques identify broad patterns or sentiments but lack the precision and nuance to understand deeper intricacies and underlying themes inherent in customer conversations. For instance, sentiment analysis could identify a customer was unhappy, but it could not provide the detailed context about why they were unhappy or offer actionable insights on how to address the issue.

Built using Azure OpenAI generative AI services, the Commerce.AI auto-MATE framework is not just an incremental improvement but rather a transformative leap that bridges the gap between traditional AI methodologies and the needs of the modern business world. The solution provides a host of applications to improve contact center processes and agent experiences. These include after-call work reduction, automated QA of all interactions, centralized reporting, comprehensive call analytics, and after-interaction voice surveys. Commerce.AI estimates its customers see up to a 30 percent to 50 percent increase in productivity from the automation of after-call tasks and the ability to export data to Genesys Cloud, Dynamics 365, Power BI, and other leading business applications.

MVP Health Care supercharges patient experience with Commerce.AI auto-MATE

Commerce.AI customer MVP Health Care chose the auto-MATE framework to modernize its contact center workflow and automations. With the deployment of Commerce.AI auto-MATE, MVP Health Care can leverage advanced generative capabilities of Azure OpenAI to analyze and comprehend contact center conversations at an unprecedented depth. Recognizing the importance of security, compliance, and reliability, MVP Health Care deployed Azure OpenAI in its own tenant to take advantage of the connection bridge between Commerce.AI auto-MATE and Azure OpenAI involving layers of security and compliance infrastructure.

"We are incredibly excited to partner with MVP Health Care, a true testament to their pioneering spirit and commitment to innovative thinking," said Andy Pandharikar, CEO, Commerce.AI. "With the power of the auto-MATE framework, powered by Azure OpenAI, we're embarking on a journey to redefine patient care and experiences. MVP Health Care's choice to embrace this technology showcases their leadership and vision in setting new benchmarks for healthcare excellence."

"Through state-of-the-art auto-MATE features powered by Azure OpenAI, our representatives are now empowered to prioritize meaningful interactions by streamlining administrative tasks, allowing them to devote more energy and attention to building genuine connections with our customers."

- Melissa Greenberg, Vice President, Customer Care & Support Services, MVP Health Care