



case study

Delivering rapid improvement

Conversation and Language

Brief

CCA's Intelligent Automation team had already built an internal natural language interface for their team to use in order to find documents and resources such as policies, procedures, strategies and assets, but user adoption remained low. We were engaged, alongside Microsoft, to help their team get more from the technology and to improve the user experience and user adoption.

Solution

Red Marble, Microsoft and CCA ran an "AI hackathon" to rapidly iterate the product, add human-centric design and extend the capabilities of the technology. We worked with the CCA team to co-create a more intelligent version of their software, increasing adoption and also shifting the mindset of the Intelligent Automation team by opening them up to a whole new set of possibilities that they could achieve through AI.

"Over the past 3 days the Emerging Tech team behind AVA have been working with Red Marble (An awesome start up specialised in AI & Bots) going through an end to end workshop to understand what users want to see in AVA for Sales.

We had hit all the use cases from day one and achieved what we set out to and more! From this, we've not only got a great prototype but also developed AVA's capability and that of our team."

- Jasper Spira, Coca-Cola Amatil