Employee Support AI-based Chatbot

An Artificial Intelligence chatbot to share internal information with your teams. All they need to do is ask.

42MARU

SUCCESS STORY

CUSTOMER

About SK Innovation Co

SK innovation is Korea's first and largest energy·chemical company, currently employing over 6,500 people across 6 business divisions.

OPERATIONS
#hr #recruitment

As one of Korea's most coveted workplaces, recruitment teams regularly deal with huge volumes of inbound applicant questions regarding the hiring process.

CHALLENGES

Prior to using 42Maru, recruitment teams would manually reply to candidates through phone, instant chat and email, all causing an organisational headache and drain on time.

More than a 5000 new applicants contact SK Innovation during their open recruitment season each year, asking about work conditions, role and position details and location arrangements which differ between each business area.

From working conditions to salary incentives, recruiters encounter a wide range of questions and can have specifics within each business unit. Prior to using 42Maru, the company dedicated a team to handle inbound recruitment queries. SK Innovation wanted to automate inbound queries, while providing candidates with the information they need.

42MARU SOLUTION

1 — *Candidate asks for company information*

What is the start date for the Business Analyst graduate scheme?

2 — *Natural language query searches through FAQ and knowledge base to retrieve the answer*

3 — *Answers correctly and suggests next steps*

The start date for all Graduate schemes in 2020 is September 1st

Questions are understood by the *semantic* and *paraphrasing* engine however they are asked

APPLIED TECHNOLOGY

Semantic search seeks to improve search accuracy by understanding the user's intent instead of keyword matching alone. Topics and concepts can be linked and related information can be suggested.

Semantic

Information Retrieval technology allows for data, in various forms, to be organised for easy access and indexed for quick retrieval. Search decides what content, and in what form you see whenever you enter a query.

Search IR

Natural Language Understanding tries to deduce what questions mean, regardless of the way they are expressed allowing users to interact with the computer using natural sentences.

NLU

QA uses a combination of language manipulation and search techniques to offer a direct answer to questions posed in a natural language. It can address Closed Domain (topic-specific) questions.

Question Answer

Paraphrasing refers to machine understanding of semantic peculiarities when using varied words to infer the same meaning. Different ways for formulating questions that have a single answer.

Para-phrasing

Unstructured data → Useful for business

42MARU SOLUTION (CONT)

42Maru's HR and Recruitment chatbot automatically answers inbound candidate questions, including general and role-specific information.

Trained on previously asked questions, this project lasted 5 weeks, from preparing the datasets to launching the service and now operates company-wide to assist recruiters.
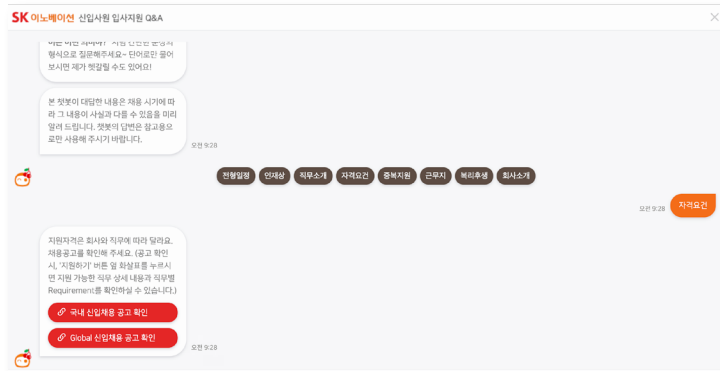
Candidates are guided through the recruitment process, giving instant answers to their questions

TECHNOLOGY HIGHLIGHT

AI-enabled FAQ: Upload your frequently asked questions, along with answers and give customers access to interact through a chatbot or voice interface. With AI FAQ, users can ask in natural language and automatically match to the correct answer.

BENEFITS

Customised for the purpose and question-answer dataset required

Removing reactive responses allows focus on higher value-adding activity

Candidates have a fast and clear interaction with sources to self-educate

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OTHER APPLICATIONS

More examples of chatbots supporting employees:

Finance and HR
Automate answering of questions for frequently asked topics including time-off management, expense tracking, HR queries

Customer service
Answer questions from client representatives, providing information on product specifications, workflows and resources

LET'S BUILD THE CHATBOT TO SUPPORT YOUR PEOPLE

42MARU

CONTACT US
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Find out how other customers are using AI Search

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www.42maru.ai/cases