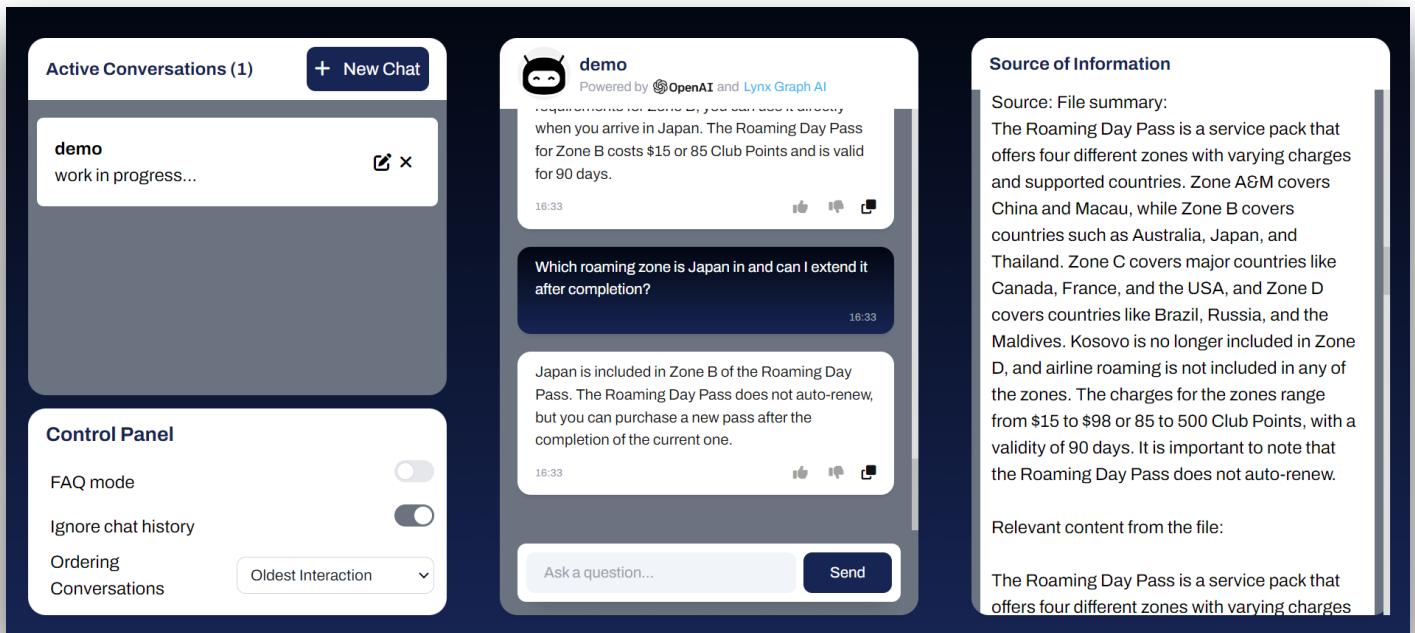


LynxScribe - A Scalable Generative AI Ecosystem Around Your LLM of Choice



Lynx Analytics has developed LynxScribe, a Generative AI solution that leverages GPT technology to enable enterprise customers to capitalize on the opportunities provided by Large Language Models (LLMs).

LynxScribe can entertain natural conversations while at the same time offer accurate information based on your specific enterprise data. It ensures factual accuracy and contextual relevance by tapping into sources of information you specify, extracting valuable insights and crafting responses that are accurate and tailored to your needs.

With LynxScribe, information security and privacy are at the top of considerations. Our solution comes equipped with end-to-end encryption and role-based access controls.

The solution also features masking of Personally Identifiable Information (PII) in case an interface with OpenAI (or another generative AI provider) is used.

LynxScribe can be successfully deployed in a number of different scenarios, acting as an employee-facing assistant or a customer-facing chatbot, and can be integrated with various messaging platforms.

Key Features

LynxScribe utilizes several advanced modules to offer a comprehensive range of functionalities.

Enterprise-Specific Knowledge Integration

LynxScribe uses Retrieval-Augmented Generation (RAG) to inject enterprise-specific knowledge into prompts, ensuring that the system's responses are not just accurate but also highly relevant and up to date. Our solution allows a high degree of transparency in outputs (e.g. list of sources for a specific answer) and ultimately greatly mitigates the issues of hallucinations.

Knowledge Graph

LynxScribe employs a unique knowledge graph architecture that supports complex graph queries, enabling the solution to distill vast amounts of information into a digestible form containing all the necessary details to answer a question. This graph structure allows for precise identification of the knowledge needed to respond to a specific query, and greatly improves the performance of the standard RAG architecture.

Marketing

LynxScribe can draft a marketing copy, analyze customer feedback, and personalize customer interactions.

Sales

LynxScribe can engage with potential clients through various channels like chat, social media and voice, to drive the sales process.

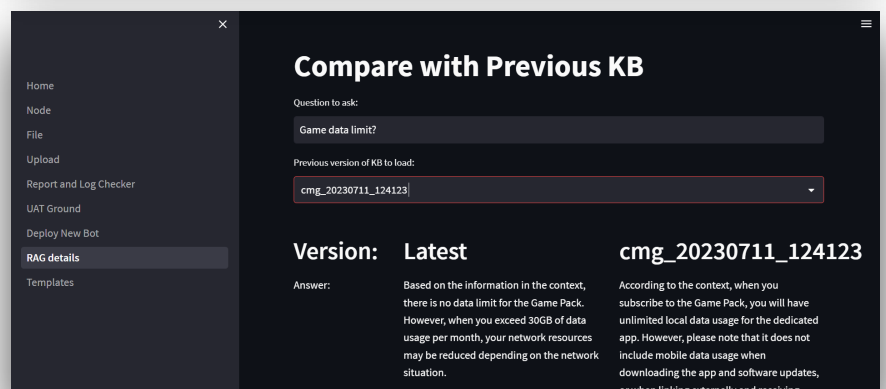
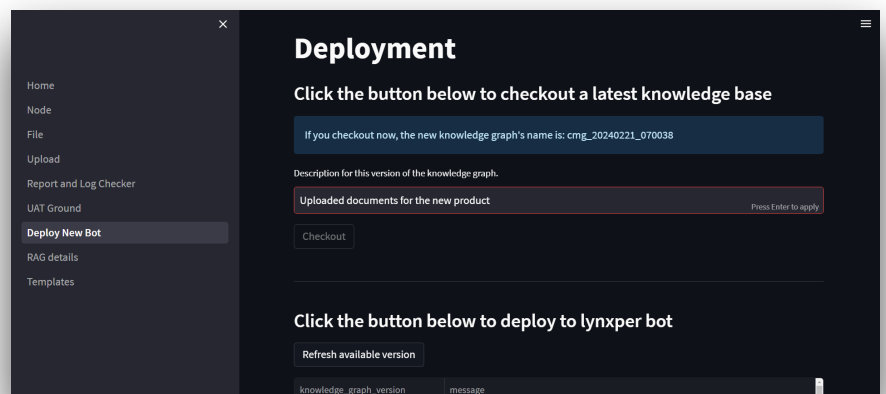
Customer Service

LynxScribe can significantly improve the quality of customer service while requiring fewer resources. It can handle a variety of tasks, from answering frequently asked questions to tracking customer sentiment, thereby freeing human agents to focus on more complex issues.

Internal Processes

LynxScribe can also streamline internal processes through robotic process automation and its ability to understand content. It will enhance workforce productivity by assisting in routine tasks like report writing, data capture and organization, access to corporate knowledge, preparation of product documentation, among others.

These are just a few examples, the list of potential use cases is almost unlimited.



Named-Entity Recognition and PII

LynxScribe contains a module for detecting and filtering Personally Identifiable Information (PII), which performs especially well in multilingual contexts.

Intent Classification

LynxScribe uses a machine learning-based classifier that evaluates the intent at the start of any interaction and then identifies which conversation template should be used.

Reliability Score

Ensuring users are informed about the dependability of the system's responses is crucial. An automated score calculator is employed to predict and indicate the reliability level of each response.

Source Linker

LynxScribe retrieves the relevant information from the Knowledge Graph to provide an accurate response to various questions. The retrieved information sources are linked to the response and displayed to the user. The user can explore the various information sources with a single click and verify the accuracy of the response.

Log Analyzer

We provide a tool to monitor the performance of the system and to allow a detailed analysis of individual responses (what was the question, which knowledge resources were used, etc).

Lynx Analytics Services for LynxScribe and Gen AI

To provide a chatbot solution that is precisely tailored to each customer's unique use case and specific needs, our services encompass all key aspects of the project.

- Use case design: Analyzing the business process to be supported by the solution.
- Infrastructure setup: Establishing servers, cloud services, and other infrastructure elements.
- Integration with existing systems: Ensuring data connections with internal databases, CRM, ERP, etc.
- Security protocols: Implementing data encryption, user authentication, and compliance with privacy regulations.
- Knowledge repository: Gathering relevant information, cleansing data, and organizing it in a structured knowledge base.
- Testing and Quality Assurance: Conducting rigorous tests for functionality, performance, and user experience.

Success Stories

HKT

HKT, a prominent telecommunications provider in Hong Kong, faced challenges due to increasing volumes of customer queries and delays in response times. To address these issues, HKT implemented a LynxScribe-based chatbot. The solution was uniquely designed to assist customer service agents (not to replace them or interact directly with customers). It was equipped with features such as multi-language support, PII data detection and filtering, and was compatible with existing systems, which enabled it to efficiently manage routine inquiries. This innovation allowed human agents to concentrate on more complex customer issues, enhancing the quality of interactions and increasing overall service efficiency.

This implementation of LynxScribe resulted in multiple benefits: it streamlined operational processes, improved the customer experience, accelerated the onboarding process for new agents, and provided valuable insights into customer needs.

Large Language Model Integration

LynxScribe can be connected to various LLM providers, or a self-hosted LLM.

User Interface

A LynxScribe chatbot can be accessed via a web page, WhatsApp, or Messenger.

Knowledge Management Interface

This feature allows for the maintenance and updating of the knowledge graph, ensuring that the system is always up-to-date with the latest information.

Dashboard

Managers can track performance metrics to monitor the quality of service and identify areas that need attention.

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It allowed agents to decrease their average response time from 6 minutes to 1 minute. In addition, the agents estimated that the solution provided them with useful answers more than 80 percent of the time, compared to 25 percent when using a standard solution from a cloud vendor. Importantly, the project maintained a balance between leveraging technological advancements and preserving a human-centered approach to customer service.



Organon, a pharmaceutical company, wanted to launch a chatbot focused on women's health in Southeast Asia. Organon faced challenges in ensuring regulatory compliance and handling adverse event reports. The solution, integrated into Organon's Azure platform, featured a comprehensive response repository for contraceptive inquiries, ensuring accurate guidance. The LynxScribe-based chatbot offered features like strict adherence to compliance guidelines, sophisticated algorithms for continuous improvement, streamlined workflows for issue reporting, seamless website integration, and extensive conversation history storage for data-driven insights. It aimed to guide patients towards relevant resources, enhancing their healthcare journey.

The initiative significantly increased patient engagement and informed decision-making, with future plans to refine and expand the chatbot's capabilities. This project represents a blend of technological innovation and reliable healthcare information dissemination.