

Tickets to transformation

Accelerating retail IT support with Gen AI-based ticket classification and workflow automation

Summary

Sonata partnered with a leading US retail giant to modernize its IT service management (ITSM) system using generative AI technologies. The solution focused on improving ticket classification, reducing delays due to insufficient ticket information and automating workflows. The engagement is projected to deliver significant operational efficiency, benefiting over 100 stakeholders and generating cost savings of over \$300K in the first year.

Client Overview

A US-based retail and fintech conglomerate headquartered in Minnesota, formed through the merger of a seasoned fintech organization known for offering diverse, data-driven payment solutions and a leading direct-to-consumer lifestyle apparel group. The combined entity leverages deep analytics and a broad portfolio of fashion brands to serve a diverse customer base through innovative digital commerce strategies.

Pressure Points

Difficulty prioritizing tickets based on urgency and importance	Frequent lack of adequate ticket information	Complexity in integrating ITSM with broader IT and business systems	Inefficient workflows and escalation management
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Solutions

Sonata is implementing an AI-driven ITSM enhancement framework to improve service desk operations. The solution introduces intelligent automation to streamline ticket management, ensure comprehensive data capture and enable smart classification and routing using Generative AI. The architecture supports continuous learning and seamless integration with enterprise systems.

Self-help bot implementation for automated user assistance and query resolution	Automated supplementary information gathering to eliminate manual data collection	AI-powered ticket classification and intelligent assignment mechanisms	Service desk bot with Slack-based interaction capabilities for seamless user experience
Vector database integration for semantic context search and knowledge management	Continuous updating from enterprise knowledge sources	Multi-purpose LLM integration for NLP capabilities, content summarization and ticket classification	

Results that Speak Volumes

Benefits delivered to more than 100+ stakeholders across the organization	Cost savings exceeding \$300K achieved within the first year of implementation	Significant reduction in overall ticket volume through self-service capabilities
Measurable improvement in ticket assignment accuracy and speed	Notable reduction in ticket resolution cycle time	