

SUCCESS STORY

FORCE Chatbot

Transforming Enterprise Support Through
GenAI-Powered Knowledge Assistance
and Intelligent Query Resolution

Company Name

MFTBC FUSO

Industry

Automotive

Location

Japan

Impact

Enabling scalable AI-driven enterprise support and intelligent query resolution

Application

FORCE Chatbot

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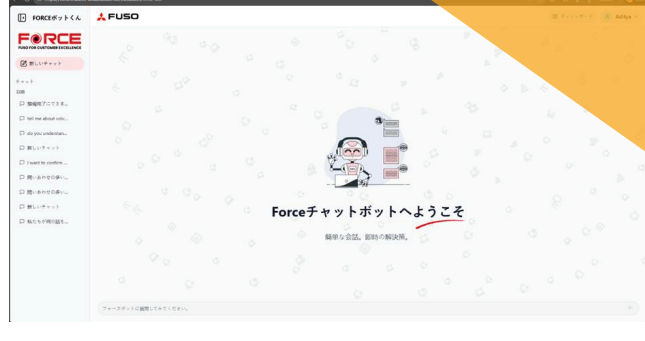
A CASE STUDY

Enabling Scalable, Governed, and Context-Aware Enterprise Support for the FORCE Platform

Background

FORCE (FUSO For Customer Excellence) is a critical enterprise platform supporting business operations across sales, service, parts, insurance, and maintenance functions. As platform adoption increased, users relied on fragmented support channels including FAQs, legacy chatbots, documentation, and manual support teams to resolve operational queries.

To improve knowledge accessibility, reduce support dependency, and enhance user experience, MFTBC sought a modern support solution capable of delivering intelligent, context-aware assistance while maintaining governance, consistency, and enterprise-grade operational control.



Problem Statement

MFTBC required a scalable enterprise support platform capable of transforming static and fragmented support mechanisms into an intelligent, conversational, and knowledge-driven assistance model. The challenge was to improve query resolution, simplify knowledge access, reduce manual support effort, and ensure controlled AI-driven responses while maintaining enterprise governance and operational reliability.

Solutions

Cubastion designed and implemented the FORCE Chatbot, a hybrid GenAI-powered enterprise support platform that combines structured knowledge retrieval with conversational AI to deliver intelligent and governed query resolution. The solution was developed as a centralized support layer within the FORCE ecosystem, enabling users to interact through guided flows, natural language queries, and conversational interactions within a single interface.

- Enterprise AI-Powered Support Platform**
 Cubastion designed and implemented a centralized GenAI-powered support platform that combines conversational AI, structured knowledge retrieval, and semantic search to deliver intelligent and scalable user assistance.
- Intelligent Knowledge Access and Retrieval**
 A hybrid retrieval architecture was introduced to provide both exact-match responses and context-aware knowledge discovery, enabling users to obtain relevant information regardless of how queries are phrased.
- Context-Aware Conversational Experience**
 The platform enables natural language interactions while maintaining conversational continuity, allowing users to engage in multi-step discussions without repeatedly providing context.
- Controlled and Governed AI Responses**
 A comprehensive governance framework was implemented using prompt engineering, domain restrictions, response controls, and knowledge validation mechanisms to ensure reliable and enterprise-appropriate outputs.
- Knowledge Governance and Administration**
 A centralized knowledge management framework was established to support continuous updates, structured content management, role-based administration, and long-term maintainability.
- Enterprise Analytics and Operational Visibility**
 The solution provides real-time visibility into usage patterns, user interactions, response effectiveness, and support trends, enabling continuous optimization and data-driven decision-making.

Business Outcomes

The implementation of the FORCE Chatbot delivered measurable improvements across support operations and user experience:

User Adoption Growth

1,100+ Users onboarded since platform launch.

Monthly Active Engagement

650+ Average monthly active users utilizing the platform.

Conversational Query Resolution

4,000+ User conversations successfully handled through the platform.

Query Understanding Accuracy

99.2% Accuracy achieved in query understanding and response generation.

Positive User Satisfaction

78% Positive feedback rating received on chatbot responses.

Enterprise Support Scalability

24x7 Intelligent support availability without proportional growth in manual support effort.

The Impact

Reduced Manual Support Dependency

- Automated handling of routine queries reduced reliance on manual support teams.

Faster and More Intuitive Query Resolution

- Enabled users to obtain information quickly through conversational and guided interactions.

Improved Knowledge Accessibility

- Simplified access to enterprise knowledge and increased utilization of existing information assets.

Centralized Support Visibility

- Provided actionable insights into user behavior, support trends, and platform effectiveness.

Scalable Enterprise Support Operations

- Established a sustainable support model capable of supporting future growth without significant operational overhead.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across diverse cultures. Learn more about Cubastion at www.cubastion.com

Challenges Faced

Business Challenges

• Growing Dependency on Manual Support

Support teams were increasingly required to handle routine and repetitive user queries, creating operational overhead and slowing response times.

• Fragmented Knowledge and Support Experience

Users had to navigate multiple channels including documentation, FAQs, and support teams, resulting in inconsistent experiences and reduced productivity.

• Limited Knowledge Accessibility

Although information existed within the organization, users struggled to locate relevant answers quickly and efficiently.

• Inconsistent User Experience

Legacy support mechanisms lacked conversational continuity and contextual understanding, forcing users to repeatedly explain issues.

• Lack of Support Analytics and Visibility

Limited insight into user behavior, query patterns, and support effectiveness restricted opportunities for continuous improvement.

Technical Challenges

• Exact-Match Query Limitations

Traditional FAQ-based approaches relied heavily on keyword matching and could not effectively interpret user intent.

• Context-Aware Query Understanding

Supporting ambiguous, conversational, and multi-step queries required deeper contextual understanding and intent recognition.

• AI Response Governance

Ensuring AI-generated responses remained accurate, relevant, controlled, and aligned with business requirements was critical.

• Hallucination Prevention and Domain Restriction

The solution needed to prevent non-domain responses and ensure generated content remained grounded in approved enterprise knowledge.

• Hybrid Knowledge Retrieval Architecture

Building a scalable architecture capable of combining structured knowledge retrieval with semantic search and generative AI responses.

• Role-Based Knowledge Management

Supporting secure administration, knowledge governance, and operational visibility across multiple user roles.

Key Areas of Expertise Demonstrated

• Enterprise Generative AI Solution Development

Designed and delivered enterprise-grade AI solutions that combine business knowledge, governance, and operational requirements to solve real-world support and productivity challenges.

• Conversational AI and Intelligent Virtual Assistants

Built intelligent conversational systems capable of understanding user intent, supporting natural interactions, and delivering contextual assistance across diverse enterprise use cases.

• Retrieval-Augmented Generation (RAG) and Semantic Search

Implemented advanced knowledge retrieval mechanisms that combine structured information with semantic search techniques to improve information discovery and response relevance.

• AI Governance, Prompt Engineering, and Response Control

Established robust governance frameworks to ensure AI-generated responses remain accurate, consistent, domain-aligned, and compliant with enterprise requirements.

• Enterprise Knowledge Management and Information Retrieval

Developed scalable knowledge management capabilities that enable efficient organization, maintenance, and utilization of enterprise information assets.

• Scalable AI Platform Architecture and Deployment

Engineered secure, scalable, and enterprise-ready AI platforms capable of supporting growing user adoption, evolving business needs, and long-term operational sustainability.

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