

An Intelligent Chatbot for an online knowledge exchange marketplace.



partner
network

The Customer Need

IngenIO's innovative community-based tools, and proprietary web, voice, and mobile technologies help nurture valuable relationships between people for the exchange of information. The platform supports marketplaces (Keen.com, PsychicCenter.com, LiveAdvice.com, and Ether.com) connecting people in real-time (or through appointments), 24/7, for fee-based conversations.

IngenIO's core business relies on paid chat between customers and independent advisors. A virtual assist can bring in tremendous value for IngenIO in their business. So, they were looking to develop a conversational chat bot that can mimic real advisors. As millions of chat transcripts were sitting on premises data center, there was an opportunity to apply machine learning techniques to build intelligence layer for the chat bot.

Cloudwick Solution on AWS

Cloudwick used AWS Lex as an interface and stitching tool to send and get responses from the NLP machine learning models. Cloudwick used SageMaker 'Blazing Text' and 'Seq2Seq' algorithms to build the ML models.

AWS Services used: Amazon S3, EMR, SageMaker, Amazon IAM, AWS CloudFormation, AWS CloudTrail, Lambda, and AWS VPC

About IngenIO

ingenio[®]

IngenIO is an online marketplace for knowledge exchange dedicated to facilitating the exchange of ideas, information and advice. IngenIO does this by using innovative technologies in a trusted environment; embracing the challenges of a fast-paced world; and engaging communities and each other with respect, understanding, and compassion. Officially launched in 1999, IngenIO's platform has enabled over 30 million conversations between customers and independent advisors from around the globe.

About Cloudwick

Cloudwick is the leading provider of enterprise business and technology modernization services and solutions to the Global 1000 and helps enterprises gain competitive advantage from open source, data lake, big data, cloud and advanced analytics. Cloudwick is an advanced AWS partner with Big data and machine learning competency.

Cloudwick