



USE CASES MARCH 2022.

# Be Lazy, Ask **Pigro**

Pigro helps people find clear-cut answers inside the ever-growing knowledge bases of their organizations.



## PROBLEM - COMPANY'S SEARCH ENGINE SYSTEMS

Current enterprise search solutions working on their **knowledge lack efficiency** and end up **wasting hours of precious time**

- effort in trying multiple keywords
- browsing in different systems/repositories
- effort in identifying the right content by its title
- effort in scrolling several pages



User  
Manuals



Product  
Sheets



Internal  
Documents

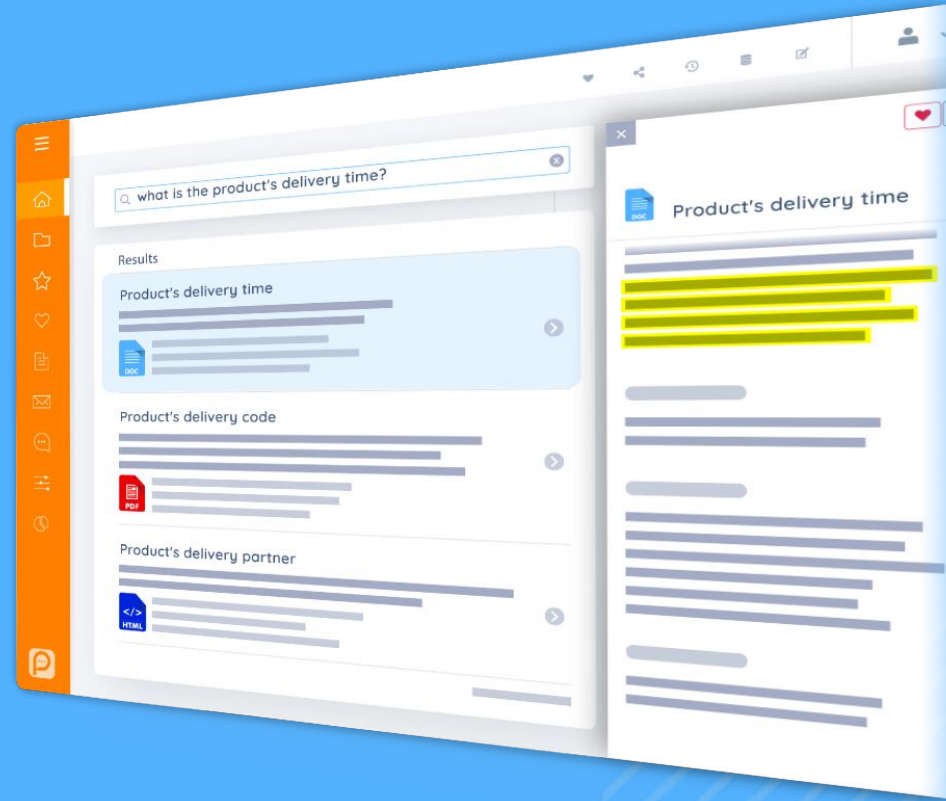


Web  
Contents

## SOLUTION

Pigro is the ready-to-use solution to **enable Intelligent Search** in the everyday user experience.

- Support for natural language queries
- Desired result in the first 2 positions in 90% of the cases
- Clear-cut answers, avoid the noise of useless content

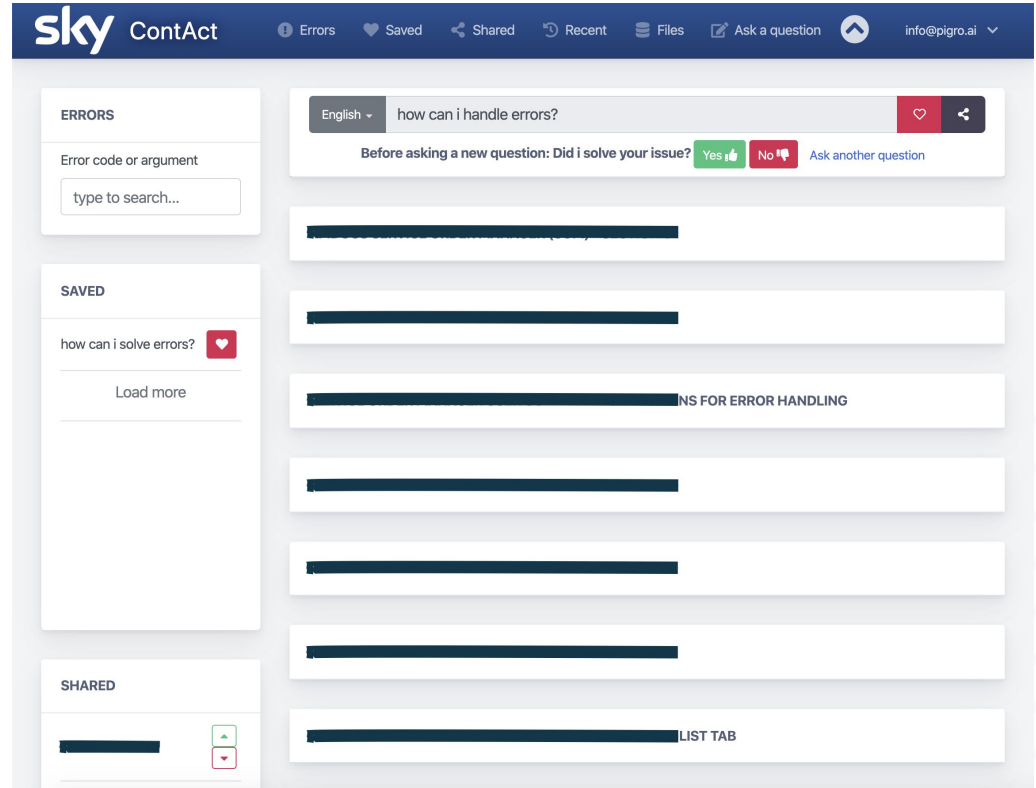


## Problem

- Direct **access to knowledge** from one **touchpoint**
- Knowledge **sharing**
- **Finding** fast the **correct snippet** from the KB

## Solution

- All the knowledge is created on the platform or **automatically imported day by day** from the company's repositories where contents are created and archived.
- **Search engine** based on natural language query (**no keywords**)
- **Multiple snippet extractions** (not just the whole document) answer the operator's query. It is always available the whole document from extract comes from



The screenshot displays the 'sky Contact' web application interface. The top navigation bar includes the 'sky Contact' logo, a user profile 'info@pigo.ai', and several utility icons: Errors, Saved, Shared, Recent, Files, Ask a question, and a home icon. The main content area is divided into three vertical panels on the left and a large search results area on the right.

- ERRORS Panel:** Contains a search input field with the placeholder 'type to search...'. Below it, a search bar shows the query 'how can i handle errors?' in English, with a heart icon and a share icon. A feedback prompt asks 'Before asking a new question: Did i solve your issue?' with 'Yes' and 'No' buttons, and an 'Ask another question' link.
- SAVED Panel:** Shows a saved query 'how can i solve errors?' with a heart icon and a 'Load more' button.
- SHARED Panel:** Shows a snippet of a document with a green up arrow and a red down arrow icon.
- Search Results:** A vertical list of document snippets. The first snippet is partially visible. The second snippet is '...NS FOR ERROR HANDLING'. The third snippet is '...LIST TAB'.



### Benefit

Supporting help desk operator in tickets' resolution -  
**cutting resolution-time by 5% (worst case)**

### Cost Saving Calculation

- Average help desk agent cost: £ 0.35 per min
- Agent's **time saving per hour: 3 min (5%)**
- Agent's time saving per day:  $8 \times 3 = 24$  min
- Sky help desk agents: 1,500 operators
- Total min saved per day:
  - $24 \text{ min} \times 1,500 = 36,000$  min
- Total minutes saved per year:
  - $36,000 \text{ min} \times 220 \text{ days} = 7,920,000$  min
- **Total saving per year:**
  - $£ 0.35 \times 7,920,000 \text{ minutes} = \text{£ } 2,772,000$

### Pigro costs

- Average setup £ 50K (just the first year)
- Average annual fee £ 100K

### 1st year ROI (£)

$(2,772K - 150K) / 150K = 2622K / 150K$

**ROI 17.48**

### Annual ROI after the first year (£)

$(2,772K - 100K) / 100K = 2672K / 100K$

**ROI 26.72**

# USE CASE 2 - Internal IT support for employees (40K in world) by ServiceNow integration

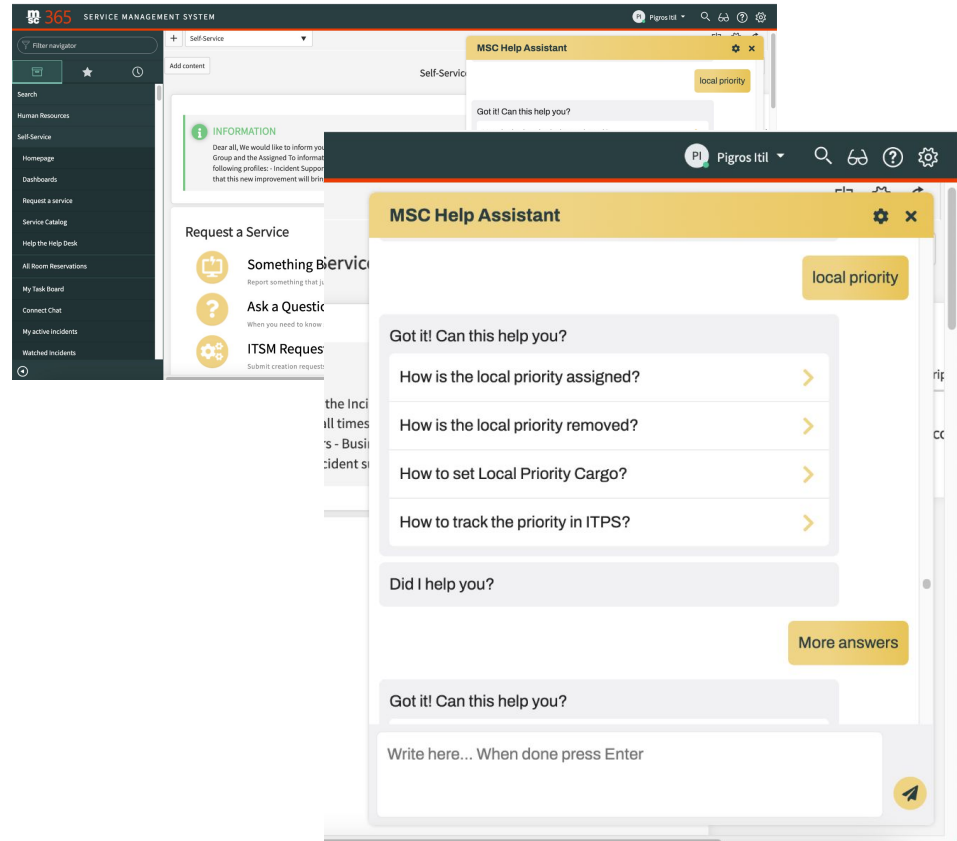


## Problem

- Service Now search engines for **help content perform poorly**
- **Articles** inside ServiceNow **are not exhaustive**
- Incidents (help desk agent escalation) are **often open to the wrong business Service agent**

## Solution

- All the **knowledge** is automatically **imported day by day from ServiceNow** where contents are created and archived.
- Automated import of tickets resolution allows to **enlarge the knowledge base available**
- Search engine is based on **natural language query (no keywords)**
- **Multiple snippet extractions** (not just the whole document) answer the employer's query. It is always available the whole document the extract comes from
- **Agent escalation: Incidents categorization** for tickets' opening to the right agent (business service)



## USE CASE 2 - Internal IT support for employees (40K worldwide) by ServiceNow integration



According to a McKinsey report, **employees spend 1.8 hours every day searching** and gathering information. On average, that's 9.3 hours **per** week!

### Benefit

- **Supporting** internal employees in **IT troubleshooting**
- **Knowledge sharing** based on previous tickets
- **Time cut-off for the opening ticket** to the right operator

### Pigro costs

- Average setup £ 50K (just the first year)
- Average annual fee £ 100K

### Cost Saving Calculation

- Average help desk agent cost £ 0.35 per minute
- **Time-saving** (worst case) **per employee per day: 10% of 1.8 hours** (10.8 min)
- Employees Pigro system adoption rate 15%: 40,000 x 0.15 → 6000 users
- Total potential saving per year per employee: £0.35 x 8 hr x 220 days = £ 616
- **Total saving per year 6,000 users x £ 616 = £ 3,696K per year**

### 1st year ROI (£)

$(3,696K - 150K) / 150K = 3546K / 150K$

**ROI 23.64**

### Annual ROI after the first year (£)

$(3,696K - 100K) / 100K = 3,596K / 100K$

**ROI 35.96**

## USE CASE 3 - Advanced search engine for easier browsing



### Problem

- Text box was **not working properly in helping users** to get the right content from the website

### Solution

- Intelligent query system** in natural language **integrated on the customer website** (chat interface on the bottom-right)
- Multiple snippet extractions** (not just the whole url) answer the user's query. Possibility to redirect to the url from which the content has been extracted

The screenshot displays the BNL website's mortgage section. The main banner features three green doors and the text "MUTUI BNL" and "Ci sono tre modi per entrare nella tua nuova casa". A "SCOPRI COME" button is visible. Below the banner, the text "ACQUISTO CASA, RISTRUTTURAZIONE E SURRO" is partially visible. The chat interface on the right, titled "Assistente Virtuale BNL", shows a list of mortgage-related topics with right-pointing arrows, a "Contattaci" button, and a "Chiamata ora!" button. The chat input field contains the text "Scrivimi... Quando hai fatto premi invio".

INDIVIDUI E FAMIGLIE PRIVATE BANKING LIFE BANKER PROFESSIONISTI E IMPRESE CORPORATE PUBBLICA AMMINISTRAZIONE SCOPRI BNL RESPONSABILITÀ SOCIALE

BNL GRUPPO BNP PARIBAS La banca per un mondo che cambia

INDIVIDUI E FAMIGLIE > MUTUI Diventa Cliente Contattaci Dove Siamo Accedi

**Assistente Virtuale BNL**

- Piano di ammortamento e rata del mutuo >
- Rata del mutuo: come scegliere la più adatta alle tue esigenze >
- Mutuo BNL Variabile >

Ti ho mostrato alcuni dei risultati più rilevanti. Sono riuscito ad aiutarti?

Contattaci

**Contattaci allo 060.060**  
Tutti i giorni fino al sabato dalle 8.00 alle 22.00

Chiamata ora!

Ho una domanda

Scrivimi... Quando hai fatto premi invio

SCOPRI L'**OFFERTA MUTUI** DI BNL E SCEGLI LA SOLUZIONE PIÙ ADATTA ALLE TUE ESIGENZE: SE STAI ACQUISTANDO UN IMMOBILE, SCEGLI IL MUTUO A TASSO FISSO O A TASSO VARIABILE. - ANCHE **PRIMA CASA** - O **RISTRUTTURANDO** UN IMMOBILE: SE VUOI **TRASFERIRE IL MUTUO** APERTO PRESSO UN'ALTRA



## USE CASE 3 - Advanced search engine for easier browsing



**6 ml unique users landing on BNL website per month - 600K tickets per month**

### Benefit

- user's easiest browsing
- Impact on **tickets opening (-5%)**
- Impact on leads generation (contact form)

### Pigro costs

- Average setup £ 50K (just the first year)
- Average annual fee £ 100K

### Cost Saving Calculation

- Average help desk agent cost £ 0.35 per minute
- Average ticket's cost resolution £ 3
- Users' Pigro adoption rate 10%: 6,000K x 0.01 → 600K users per month
- Ticket's monthly impact: - 30K agent's requests → **saving 30K x £ 3 = £ 90K per month (1,080K per year)**
- **Lead generation impact: 10% on 60K = 6K registered users per month**

### 1st year ROI (£)

$(1.080K - 150K) / 150K = 930K / 150K$

**ROI 6.2**

### Annual ROI after first year (£)

$(1,080K - 100K) / 100K = 980K / 100K$

**ROI 9.8**