



ADC - A5

Unlocking customer insights in 3 weeks: Driving increased NPS with Amazon generative AI

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Increasing NPS with Gen AI on AWS



x



Informa

400+ live and on demand event brands

Over 1.6m live event visitors

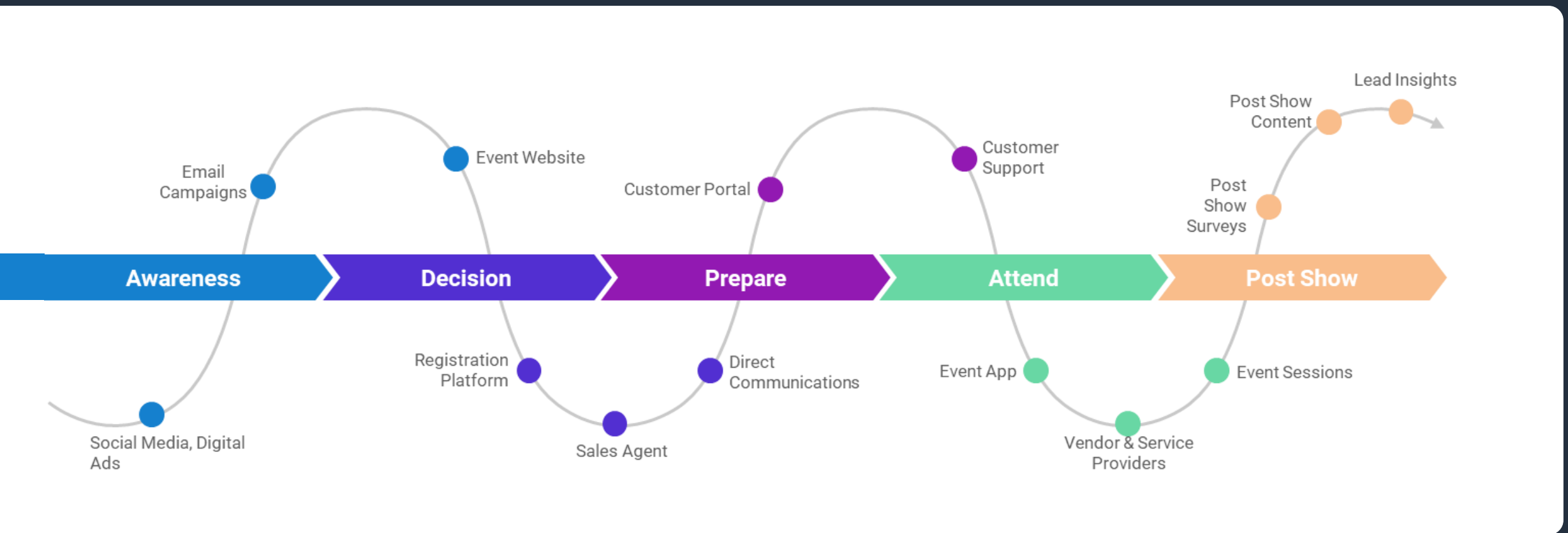
Global events drive large proportion of revenue

Tens of 1000s of pieces of feedback and customer enquiries from each event

The need for actionable insights to improve our event experience

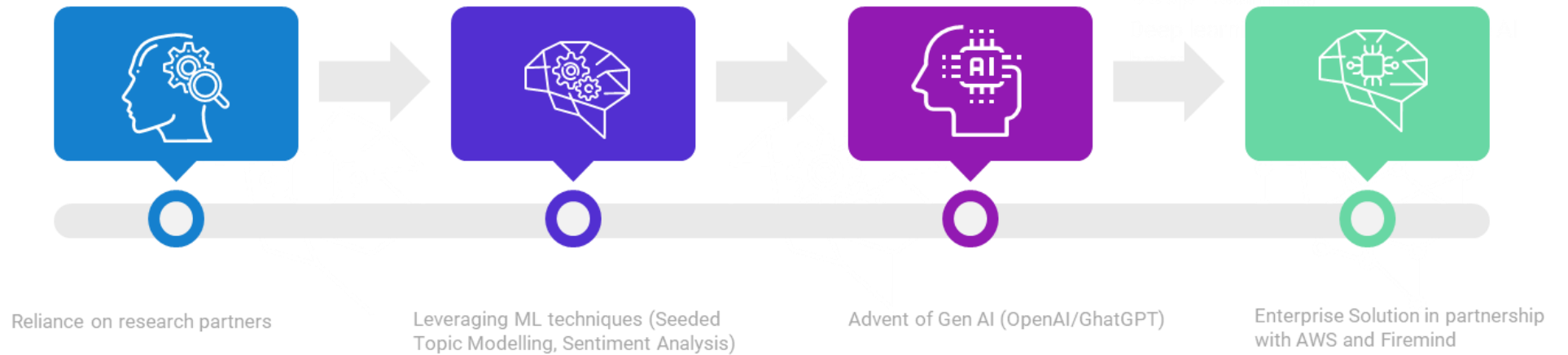


Informa Markets – Customer Journey



Insights: From Enigma to Enlightenment.

Informa's Insights Journey



The screenshot shows the Firemind dashboard interface. At the top left, the logo 'firemind.' is visible. The top right corner contains a notification bell, a settings gear, and a user profile for 'John Smith'. Below the navigation bar, the main heading is 'Dashboard' with a 'Submit new data' button to its right. The dashboard is divided into several sections:

- Live Prompts:** A card showing '24 Active successful prompts'.
- Saved Results:** A card showing '42 Last month'.
- Latest Prompt:** A card with a 'View' button, showing a status of 'Running' and a prompt: 'You are an AI Customer Experience Expert that extracts insights from customer feedback to identify key negative themes.'
- Latest Results:** A section with a 'Most Recent' dropdown menu, containing four result cards:
 - Customer Experience Expert:** Status 'Running', Completed on 25th July 2023, 11:12 am.
 - First line chatbot negative reviews:** Status 'Successful', Completed on 24th July 2023, 13:42 am.
 - Positive customer service reviews:** Status 'Not started', Draft on 21st July 2023, 10:32 am.
 - Suggested improvements from survey:** Status 'Successful', Completed on 18th July 2023, 15:55 am.

The screenshot shows the Firemind AI interface. At the top, there's a navigation bar with the Firemind logo, a search bar, and a user profile for John Smith. The main section is titled 'Prompts' and contains a list of pre-defined prompts. A modal window titled 'Add a new prompt' is open in the center, allowing the user to create a new prompt. The modal includes a text input field for the prompt, a 'Save' button, and three sliders for configuring 'Temperature', 'Top P', and 'Response length'. The background shows three prompt cards: 'Customer Experience Expert', 'First line chatbot negative reviews', and 'Positive customer service reviews'. Each card displays a prompt and a table of parameters (Max token count, Temperature, TopP) and an 'Enabled' toggle.

Max token count	Temperature	TopP
300	1	1
300	1	1
300	0.5	0.5
300	1	1

firemind.

Submit new data

Submit new data

Submit new data

Data format requirements
Make sure that you're uploading a .csv file that has one column called "Data". It is expected that the first row is the header row.

Provide a job name
This is a nice friendly name to identify the job
New Feedback Data

Prompts (optional)
Specify prompts for this job, these will override the globally enabled prompts
All prompts

Private job
Specify if you want to set this job as private, so only you can see it
 Private

Data format requirements
Make sure that you're uploading a .csv file, it is expected that the first row is the header row.

Pick existing data
Use pre-defined data uploaded by your team
Browse

Upload new data
Select a data file to upload
Drop your file here
Or click here to select a file

Cancel Save

The screenshot shows the Firemind AI interface. At the top left is the 'firemind.' logo. On the right, there are icons for a bell, a gear, and a user profile labeled 'John Smith'. Below the logo is a hamburger menu icon. The main header area contains a home icon, a breadcrumb '> Results', and the title 'Results' in large white font. A blue button labeled 'Submit new data' is positioned to the right of the title. The main content area is divided into two columns. The left column is titled 'Prompt' and contains the text: 'You are an AI Customer Experience Expert that extracts insights from customer feedback to identify key negative themes.' The right column is titled 'Summarised result' and contains the text: 'Overall, the customer reviews are positive. Many customers are pleased with the delivery times, communication, and product quality. Some customers have had negative experiences with delivery and after-sales support, but overall, the company receives many positive reviews.' Below this, there are two sections: 'Inputs' and 'Results'. The 'Inputs' section contains two text boxes. The first input box contains a customer review: 'I just received my order from this company, and I couldn't be happier! The delivery was super fast, and the product quality is excellent. The communication throughout the process was great too. However, the packaging was slightly damaged when it arrived, but luckily, the product inside was fine. They might want to improve their packaging to prevent such issues in the future.' The second input box contains another review: 'I had a really good experience shopping with this company. The delivery was quick, and the product matched the description perfectly. I had a question about my order, and the customer support team was really helpful and polite. They resolved my issue in no time. On the downside, the product I received had a minor defect, and getting a replacement was quite a hassle. It took a while for their after-sales support to respond, and the whole process was slower than I expected.' The 'Results' section contains two corresponding analysis boxes. The first result box states: 'The first customer review exhibits a generally positive sentiment towards the company's services. The customer highlights the fast delivery times, excellent communication, and high product quality as key points of satisfaction. However, there was a minor drawback mentioned regarding the packaging being slightly damaged during delivery. Despite this, the customer remains satisfied with the overall experience and appreciates the effort put into ensuring the product's safety. This review reflects the company's strengths in delivery and communication, with a minor...'. The second result box states: 'In this review, the customer expresses a highly positive experience with the company's services, particularly praising the quick delivery and accurate product description. The customer support team's responsiveness and effectiveness in resolving queries are also commended. However, a minor issue arises concerning a defective product received, which required a replacement. The review emphasizes the company's efficient delivery and supportive customer service, with a suggestion to enhance the handling of product issues to maintain consistent customer satisfaction.'

Insight Outputs

Themes:

1. Quality of exhibitors: Customers prioritise meeting high-quality exhibitors who can offer valuable products and services
2. Event organization: Customers appreciate clear signage, easy flow of traffic and efficient check-in processes. Customers expect to receive prompt and professional assistance when they have questions or issues before, during and after our events. Responding to customer concerns in a timely and effective manner should be a top priority.
3. Networking opportunities: Many customers attended our events to network with other businesses in their industries and would appreciate more opportunities to make meaningful connections.
4. Value for money: Customers want to ensure they are getting the most out of their investment and enjoy value-added through additional features such as workshops, seminars and networking events

The Results

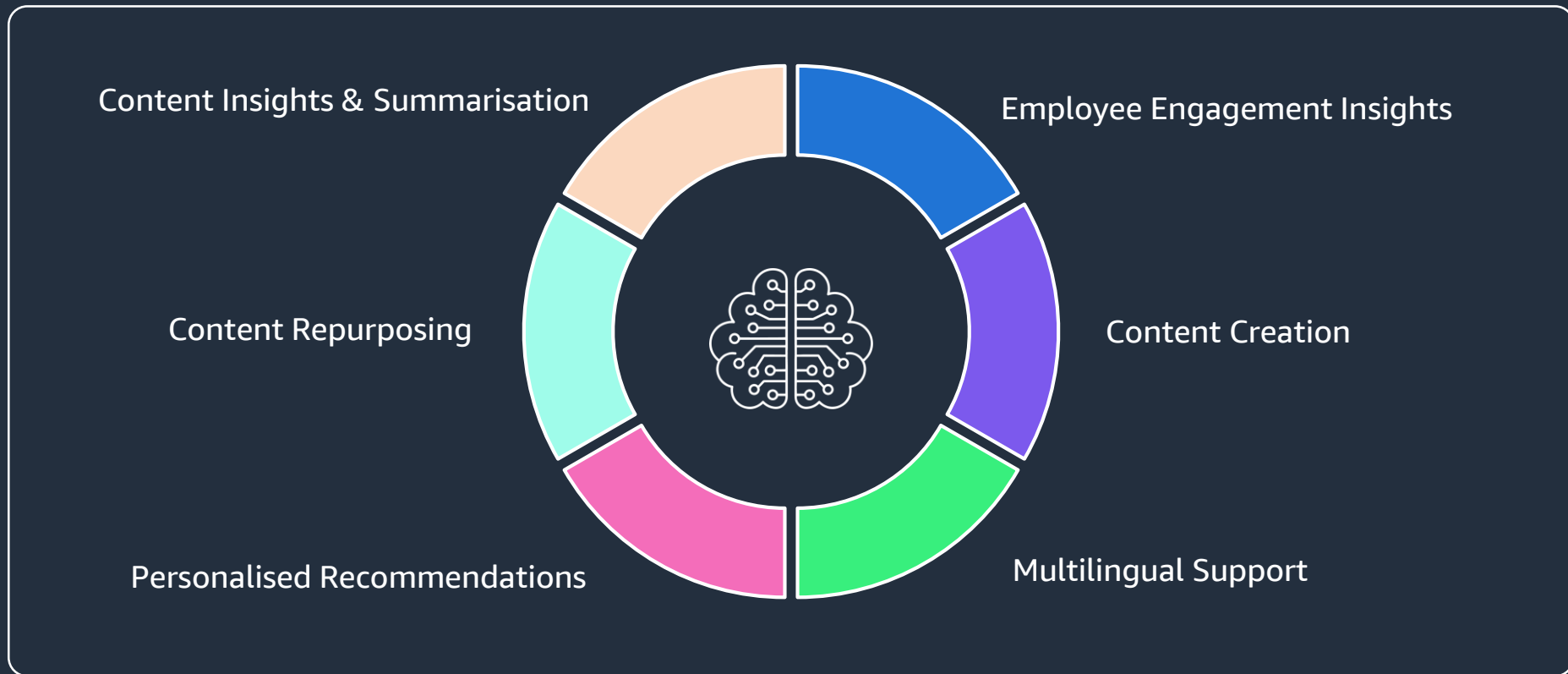
Direct improvements in NPS driven by actionable insights

- **What Really Matters To Our Customers**
- **Understanding Customer Sentiment**
- **Qualitative insights into Customer ROI**
- **Helping to Inform Pricing Strategy**



The Future

Harnessing Generative AI for continued innovation.





Hey. We're Firemind.

We combine AI, data platforms and modern data strategies to unlock long-lasting business value.

Modern Data Strategy

Databases, Data Lakes, Analytics, Visualisation, Machine Learning, Migrating to AWS.

AWS All-In

We are all-in on AWS & use 100% AWS Native Services. DevOps & Automation in everything we do.

Time to Value

We build and open-sourced accelerators to deliver projects faster and in production, using AWS best practices.

3rd most recognised partner in EMEA



Rapid 3-6* Week Generative AI Proof-of-Concept

Week 1

Discovery & adoption roadmap

Identify relevant data sources and assess infrastructure requirements. Evaluate AI use cases based on business value, success criteria, and implementation complexity.

Identify easy to implement use case that aligns with goals, and showcases early success. Create plan for the deployment, including tasks, timelines, and milestones.

Weeks 2-5

Build & deploy

Deploy and configure the PoC in the customer's AWS development environment. Complete architecture, documentation, & replication instructions.

Weeks 3-6

Demo & production roadmap

Full walkthrough of PoC. Plan to scale solution for production and refine TCO estimate. Evaluate success and provide recommendations based on solution results.

Ready to unlock hidden value with Generative AI?

Partnered with AWS, we help you accelerate your time to value with Generative AI.



Why prompt engineering is so important

Scenario	Method
There is no data or only contextual data	Prompt engineering
There is data that changes frequently	Prompt engineering and RAG
There is static data that's been verified, or there's a specific requirement for output style (eg such as language tone of text generation)	Prompt engineering with fine-tuning (and RAG if there's a requirement for dynamic data)
There is a requirement for a very specific way the transformers need to reason (for example new type of physics calculations, different language comprehension, very specific input parsing, specialist output requirements, etc...)	Training, fine-tuning, prompt engineering, and RAG if there's a requirement for dynamic data

We should always be doing prompt engineering

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There is static data that's been verified, or there's a specific requirement for output style (eg such as language tone of text generation)	Prompt engineering with fine-tuning (and RAG if there's a requirement for dynamic data)
There is a requirement for a very specific way the transformers need to reason (for example new type of physical formula, different language comprehension, very specific input parsing, special output requirements etc...)	Training, fine-tuning, embedding, and RAG if there's a requirement for dynamic data

95% of all use cases

We should always be doing prompt engineering

Data-driven Everything

DATA



SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



ACTIONABLE (USEFUL)





Thank you!

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**Book time with Ahmed
and Firemind**

Scan the QR code, to book a free 1-hour
session with Firemind.



**Ready to unlock hidden
value with Generative AI?**

Partnered with AWS, we help you accelerate
your time to value with Generative AI.





Please complete
the session survey