

Revolutionizing user experience with Gen-AI powered chatbot integration



Introduction

Fibe, formerly EarlySalary, is a leading consumer lending app in India, focusing on young professionals underserved by traditional lenders. Their mission is to create a financial ecosystem supporting mid-income groups' aspirations. Offering short-term cash loans, personal loans, and Buy Now Pay Later plans, Fibe aims to enhance customer lifestyles and affordability at scale.



Business Need

Fibe's initial foray into chatbot technology faced hurdles due to the limitations of conventional NLP services, resulting in less-than-ideal user interactions. Acknowledging the need for a more advanced solution capable of delivering accurate responses to a wide range of inquiries, Fibe embarked on an upgrade. This enhancement was geared towards empowering the chatbot to adeptly address unforeseen queries, thus enhancing the overall user experience.

» Industry

Fintech

» AWS Services

Amazon S3, Amazon Bedrock, Amazon API Gateway, AWS Lambda, Amazon DynamoDB, Amazon EKS, Amazon VPC, Amazon EC2, Amazon ECR

Implementation

Our team of AWS Certified Solutions Architects facilitated comprehensive workshop sessions with the Fibe team to thoroughly comprehend their current infrastructure, obstacles, and specifications. Throughout the discovery phase, we meticulously documented the inefficiencies within their existing chatbot system and devised strategies to optimize its functionality.

We introduced a revolutionary solution powered by generative AI to the customer, implementing the following solution approach with best practices:

- » Utilized Amazon S3 for storing static content and CSV/Excel files, ensuring seamless scalability and accessibility.
- » Following best practices, a secure network with VPCs and subnets was established, prioritizing data protection and scalability.
- » AWS Lambda played a pivotal role in data processing, enabling efficient processing of both static and dynamic data.
- » Adopted Amazon Bedrock's Claude Anthropic model unlocked the potential of generating human-quality text, driving innovation in content creation.
- » Integration of API Gateway facilitated seamless user interaction, routing queries to appropriate microservices for a smooth experience.
- » Custom APIs and vector databases hosted on Amazon EKS were leveraged to retrieve necessary data for text generation, ensuring efficient data management.
- » Hosting the Qdrant Vector Database on Amazon EKS provided efficient data storage for the Claude Anthropic model, optimizing processing and retrieval.
- » Amazon DynamoDB was used for storing session-based chat history and other dynamic data, ensuring streamlined data storage and accessibility.



Reaping Rewards

- » The advanced Claude Anthropic model delivers accurate responses to diverse queries, ensuring superior user satisfaction and engagement.
- » Rapid response generation, within 2-6 seconds, minimizes user wait times, enhancing overall user experience.
- » Integration with custom APIs and vector databases enables personalized responses, deepening user engagement and loyalty.
- » Leveraging AWS services ensures seamless scalability and cost-effective operations, optimizing resource utilization.
- » The Claude Anthropic model's flexibility in handling various question styles and phrasings accommodates diverse user preferences, enriching the conversational experience.
- » Utilizing AWS infrastructure simplifies management and maintenance tasks, allowing businesses to focus on innovation and growth while reducing operational overheads.

