

Many Birds, One Stone

Optimize Manufacturing Maintenance and Support Operations with AI-Powered Search and GenAI Assistants



Empower Employees and Customers to Efficiently find answers while doing Maintenance and Support tasks

Manufacturers are under constant pressure from supply chain issues, economic shifts, and worker shortages. To stay competitive, they need to make the most of their existing resources and keep valuable knowledge within the company. Generative AI (GenAI) is helping with this. The 2024 Forrester report «The State of Generative AI, 2024» shows that over 70% of companies are using GenAI to streamline their operations, especially in areas like maintenance and support.

Quick access to information is now more critical than ever. By 2027, [Gartner](#) predicts that more than half of GenAI models will be industry-specific, making it easier for employees and customers to handle complex tasks. These AI tools, combined with enterprise search systems, help workers find the information they need faster. GenAI can even process various data types, like text, images, and machine data, to provide more accurate answers.

Real-World Efficient Customer Service Issue Resolution

AI-powered search and GenAI Assistants enable insight applications used by support and maintenance teams at leading manufacturers like Airbus Helicopters and Siemens.

Airbus Helicopters saw a more efficient resolution of customer questions using AI-powered search and GenAI Assistants. For simple requests, 20% of technical inquiries are answered using technical documentation available to customers, and 80% found answers directly from the search results. On complex requests, they saw a 5-10% reduction in turnaround time by identifying previous cases and solutions that matched the current issues—avoiding the need to involve the design department. As a result, their customer satisfaction improved by 6 points, achieving 85% delighted customers.



*We lost a lot of time searching through our various databases and existing tools, along with drawings and technical documentation. We asked ourselves what we could do to help our team find the information they needed more rapidly and efficiently. So, we selected **Sinequa's search engine** because of its high performance and the fact that **it's straightforward to index databases.***

Frederic Antoine, Technical Support Network Manager, Airbus Helicopters

To improve customer service & support, Siemens created the SIE Portal: an integrated platform for all product and support information powered by Sinequa's search platform. The portal serves customers, call center support engineers, and field engineers, handling 450,000 questions daily. Support calls to agents decreased after the search deployment, and Customer self-service and satisfaction increased **without needing 16 call centers and incremental headcount**, saving several million dollars. Field engineers use the SIE Portal to quickly find information in complex technical documentation and expertly diagnose and repair products. Siemens can now handle more customer requests with the same amount of support engineers.

*If Siemens only knew what Siemens knows; that was the initial challenge...now our employees find insight more efficiently - **we're 30% faster with Sinequa.***

Dr. Thomas Lackner



Sinequa Powers the Customer Support Experience

Overall, manufacturers using AI-powered search and GenAI Assistants see immediate results, including increased first-call resolution efficiency and reduced average handle time. The world's largest and most complex manufacturing companies continuously improve customer engagement with AI-driven self-service and agent-assist search solutions. With these tools, manufacturers can quickly build a unified view of all relevant information needed to accelerate question-answering and problem resolution.



AI-Powered Search and GenAI Assistants' Differentiated Capabilities

✦ Universal connectivity

GenAI-powered search ensures that all relevant data from various sources—whether it's CAD systems, Office 365, ServiceNow, or Salesforce—are integrated and indexed seamlessly, making it easily discoverable. By incorporating GenAI, this capability is enhanced to analyze patterns, provide suggestions, and deliver enriched content more effectively, providing stakeholders with quick access to the most relevant information.

✦ Best relevancy

AI-powered search combines statistical, NLP, and Neural Search technologies to provide accurate and reliable results. With GenAI, this capability extends to generating relevant insights, drafting responses based on historical data, and predicting needs—boosting productivity and empowering users to make faster, data-driven decisions.

- **Rapid Deployment and Delivery**

AI-powered search, integrated with GenAI Assistants, allows quick deployment across Cloud, Hybrid, and on-premise environments. Its flexibility accommodates changing IT requirements while offering advanced capabilities like real-time content generation and contextual suggestions that evolve with business needs.

- **Enterprise-grade security**

Maintaining existing access rules and enhancing security, AI-powered search with GenAI Assistants ensures that sensitive information is protected while still providing insights and answers, ensuring compliance with enterprise-level security standards.

Leading organizations trust Sinequa

Sinequa transforms work by providing employees with AI-powered Assistants that enhance productivity, accuracy, and security. These Assistants streamline workflows, simplifying access to enterprise information, so employees can focus on impactful tasks. Combining enterprise search with generative AI, Sinequa offers a secure, customizable, and efficient conversational experience. Learn more at www.sinequa.com.

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