

CrushBank Case Study

Redefine Efficiency with GenAI

At a Glance

CrushBank is an AI-powered system that accelerates access to IT and company information via a private data lake, reducing search time and improving data quality. It enables quick answers for business users and speeds onboarding for new employees with IBM watsonx technology.

Key Metrics

CrushBank's solution, powered by Generative AI and improved dashboards, transformed ticket management and support efficiency. The impact is clear:



40 %

Fewer escalations



20 %

More tickets closed



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CHALLENGES



High ticket escalations and time - consuming searches lead to costly delays and inefficiencies in service response times.

SOLUTION



CrushBank implemented an AI-driven data lake that enables instant access, automatic ticket summaries, and classification..

“ Pmsquare helped CrushBank accelerate core app development with 24x5 agility, delivering innovative solutions faster and more reliably.

www.crushbank.com

BENEFITS



1

Improved Employee Experience

Automation and clear workflows allow for greater focus on more impactful work

2

Cost Efficiency

Streamlined processes and reduced escalations directly cuts operational costs

3

Scalability

The optimized system easily adapts to increased ticket volumes