Smarter and Faster BNL Employees via a Semantic Search Engine and Customized Taxonomy

CUSTOMER

BNL is a leading Italian bank with more than 14,000 employees. They are headquartered in Rome and are a subsidiary of the BNP Paribas Group.

CHALLENGE

For internal support and enablement resources to help employees do their jobs well, they need to be able to find them…quickly. This was a challenge for BNL employees who relied heavily on manually searching for answers to their questions across numerous information sources. To establish a more efficient and reliable support process, they looked to automate their search and categorization systems.

SOLUTION

Expert.ai provided BNL with custom taxonomy and semantic search capabilities which enabled them to understand and automatically process incoming employee requests and searches.

As a result, employees were no longer forced to manually search for answers or consult the help desk for their requests. Instead, they could interact directly with the support system using natural language search terms and receive results carefully organized by a custom taxonomy. Now, when BNL employees search the internal portal for information on legislative documents, internal procedures, tutorials, data sheets, FAQs and more, the system returns the most relevant results.

BENEFITS

- Improved search accuracy via enriched content metadata
- Significant time savings improved employee satisfaction
- Compiled more than 8,000 FAQs and classified more than 20,000 documents using a custom taxonomy

> BNL received the most prestigious Italian award focusing on innovation (2017 ABI innovation award for banking services) and was recognized in the "knowledge transfer and change management" category for its semantic search engine project.