Claritus
Clarity | Innovation | Technology

Periscope

Monthly Newsletter

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We wish you a very Happy & Successful New Year (2025)

What's Inside

Director's Column
Mmaneesh Batra

Dear Readers!

As we usher in the promising horizons of 2025, it brings me immense pride and joy to introduce the **twelfth edition** of **Periscope**, our cherished newsletter that embodies the spirit of innovation, collaboration, and growth. This milestone is not just a testament to our journey but a reflection of the collective brilliance, dedication, and ambition that drives Claritus forward..

In this edition, we delve deep into the transformative world of *Azure AI Foundry* and the emerging *AI Trends of 2025*. As AI continues to reshape industries, these insights will equip us to anticipate changes, embrace innovation, and position ourselves as leaders in this rapidly evolving domain.

I am equally thrilled to share news of our recent acquisitions, which mark a significant step toward expanding our capabilities and diversifying our offerings.

As we step into 2025, let's continue to collaborate, innovate, and excel. To our incredible team, your unwavering dedication remains the cornerstone of our success. To our clients, your trust and partnership continue to inspire us to achieve greater heights. As we turn the page to a new year, let us carry forward this momentum, embracing every challenge as an opportunity to grow stronger together.

I extend my heartfelt New Year wishes to each of you and your families. May 2025 bring abundant joy, success, and fulfillment to all. Let us make this year one for the books as we redefine boundaries and shape the future of technology.

Warm Regards!

Who We Are

580+ Clients | 280+ Highly Skilled Team | Pan India Presence

Since 16+ years, Claritus has been creating solutions that not only solve problems but make long-term impacts on your business. We combine proven methodologies to create memorable experiences for our clients, across the globe. We are committed to delivering value through our cutting-edge solutions and outstanding customer service.

We strongly believe in

Clarity: strive for clarity in our strategy coupled with transparency in our execution

Innovation: Riding on the continuous evolution of technology

Technology: We live and breathe technology and 'think digital' is at the core of every solution we offer

Our Business Verticals

- **Digital Transformation** – Blockchain | Power Platform
- **Welkin** – Cloud | Licensing
- **Upsurge** – Talent Acquisition | Staff Augmentation
- **Government** - Licensing

Our Online Store: **www.claritus.store**

Microsoft Azure AI Foundry Unlocking AI Revolution

Exciting News!

The next wave of Azure innovation: Azure AI Foundry, intelligent data, and more

In the midst of this incredible technological shift, two things are clear: organizations are seeing tangible results from AI and the innovation potential is limitless. To empower YOU—whether as a developer, IT pro, AI engineer, business decision maker, or a data professional and to harness the full potential of AI to advance your business priorities--- **Let us Introduce to you Microsoft Azure AI Foundry: A unified platform to design, customize, and manage AI solutions.**

Each new generation of applications introduces evolving requirements. Just as web, mobile, and cloud technologies revolutionized application platforms, AI is now transforming the way we develop, operate, manage, and enhance applications. According to a report, **nearly 70% of organizations have moved 30% or fewer of their Generative AI experiments into production**—so there is a lot of innovation and results ready to be unlocked. Business leaders are looking to reduce the time and cost of bringing their AI solutions to market while continuing to monitor, measure, and evaluate their performance and ROI.

This is why **Azure AI Foundry got** unveiled as a unified application platform for your entire organization in the age of AI. Azure AI Foundry helps bridge the gap between cutting-edge AI technologies and practical business applications, empowering organizations to harness the full potential of AI efficiently and effectively.

For developers, Azure AI Foundry delivers a streamlined process to swiftly adapt the latest AI advancements and focus on delivering impactful applications. There's a pressing need for tools that provide clear insights into AI initiatives and their impact on the business. Azure AI Foundry enables leaders to measure their effectiveness, align them with organizational goals, and more confidently invest in AI technologies.

In a market flooded with disparate technologies and choices, Azure AI Foundry is created to thoughtfully address diverse needs across an organization in the pursuit of AI transformation. It's not just about providing advanced tools, though we have those, too. It's about fostering collaboration and alignment between technical teams and business strategy.
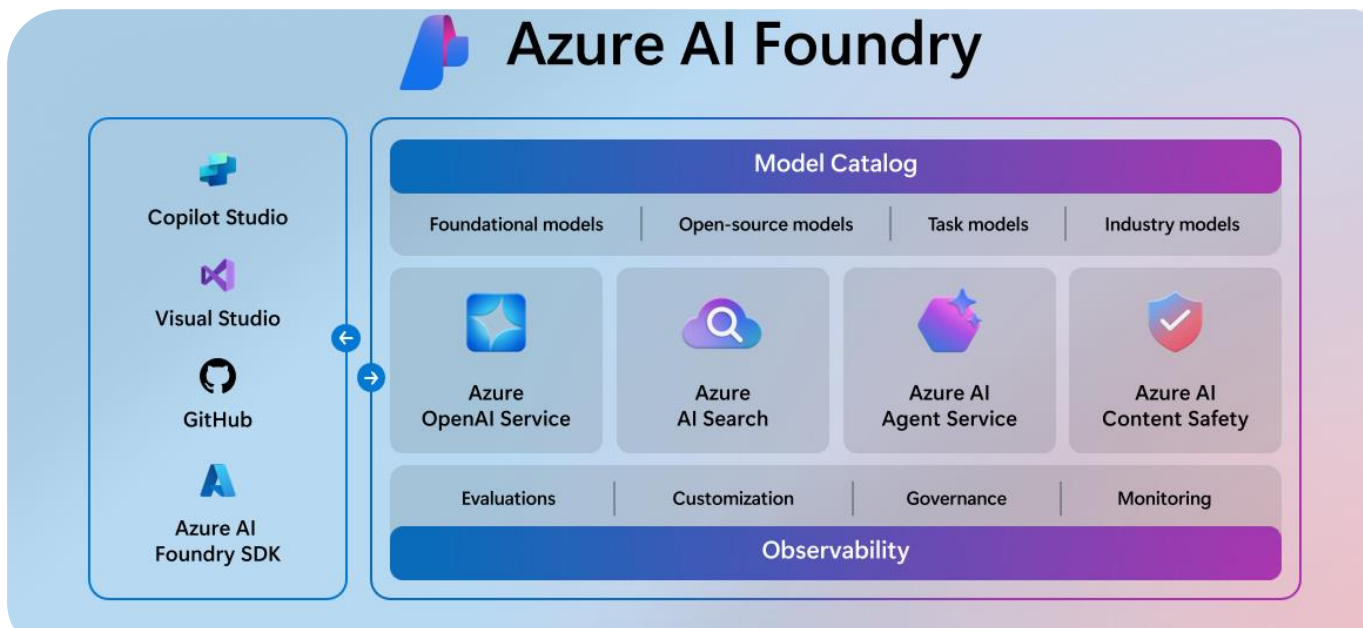
AI Trends for 2025

AI Trends you'll see more of in 2025!

In 2025, AI will evolve from a tool for work and home to an integral part of both. AI-powered agents will do more with greater autonomy and help simplify your life at home and on the job. On the global stage, AI will help us find new ways to address some of the biggest challenges we face, from the climate crisis to healthcare access.

This progress will be driven by advancements in AI's ability to remember more and reason better, among other innovations. And Microsoft will remain grounded in its commitment to help people use and build AI that is safe and secure.

AI is already making the impossible feel possible, and over the past year we've seen significant numbers of people and organizations moving from AI experimentation to more meaningful adoption. This is the start of a full-scale transformation of how this technology will change every part of our lives.

In the last year alone, **generative AI usage** jumped from **55% to 75%** among business leaders and AI decisionmakers. New AI tools will bring even more potential.

Want to know what's ahead? Here are six AI trends to watch — and how Microsoft will innovate on each — in 2025.

Over the past year, AI models became faster and more efficient. Today, large-scale "frontier models" can complete a broad range of tasks from writing to coding, and highly specialized models can be tailored for specific tasks or industries.

In 2025, models will do more — and do it even better.

Models with advanced reasoning capabilities, like OpenAI, can already solve complex problems with logical steps that are similar to how humans think before responding to difficult questions. These capabilities will continue to be useful in fields like science, coding, math, law and medicine, allowing models to compare contracts, generate code and execute multistep workflows.

These advancements will be important in model innovation, but so will progress in data curation and post-training.

Making models faster, better and more specialized will create new and more useful AI experiences, including with agents, in 2025.

There could be synergy between how we are training the models and how those models are powering agents in return. And people will now have more opportunity than ever to choose from or build models that meet their needs.

Think of agents as the apps of the AI era. Just as we use different apps for various tasks, agents will begin to transform every business process, revolutionizing the way we work and manage our organizations. With advancements in memory, reasoning and multimodal capabilities, agents will handle more complex assignments with new skills and ways to interact. Organizations can reimagine processes like creating reports and human resources tasks such as helping resolve a new laptop issue or answering benefits questions, freeing employees to focus on higher value work.

And you can build and use agents no matter your technical skill. Anyone can build an agent in Copilot Studio — no coding required — while developers can create more sophisticated agents to orchestrate more complex tasks in Azure AI Foundry.

In 2025, a lot of conversation will be about drawing the boundaries around what agents are allowed and not allowed to do, and always having human oversight. **One trend is certain**: AI will continue to drive innovation and unlock new potential for people and organizations around the globe.

Our Wins

AI Image Generation for Fashion Brand

Our client is a **renowned fashion brand** that wants to improve its marketing efforts by creating visually appealing and personalized images for their social media campaigns. They want to leverage AI technology to generate images that showcase their products unique and engaging way.

The Perfect Blend of Solution

Their primary goal is to increase customer engagement, drive more traffic to their website. They believe that using AI-generated images can help them achieve these objectives creating eye-catching visuals that resonate with their target audience.

- **Image Recognition**: We trained an AI model to recognize the key features and attributes of the client's fashion products, such as colours, patterns, and styles. This enabled us to generate personalized marketing images that align with the preferences of individual customers

- **Generative AI Models**: Next, we leverage generative AI models, such as style transfer or Deep Convolutional Generative Adversarial Networks (DCGANs), to create unique and visually appealing images. These models can generate new images by combining the desired attributes identified in the previous step with creative elements inspired by various artistic styles or themes.

- **Personalization**: To ensure maximum impact, we incorporated personalization into the generated images. Using customer data, such as previous purchases, browsing history, or social media interactions, we tailored the AI-generated images to showcase products that are most likely to resonate with each individual customer.

- **Testing and Optimization**: Throughout the campaign, we continuously tested and optimized the AI-generated images. By monitoring customer engagement metrics, such as click-through rates, conversion rates, and social media interactions, we identified the most effective image variations and further refined our AI models to improve performance continually.

The Outcome

- **Increased Customer Engagement**: The AI-generated images attracted more attention on social media platforms, resulting in higher likes, shares, and comments. This increased customer engagement and boosted brand visibility.
- **Improved Conversion Rates:** The personalized and visually appealing images provided a more tailored shopping experience for customers, leading to higher conversion rates and increased sales.
- **Cost Savings:** By automating the image generation process with AI, the client reduced the time and resources required to create custom marketing visuals, resulting in cost savings.

Overall, the client was impressed with the effectiveness of AI-generated marketing images and plans to incorporate them into their ongoing marketing strategies. Subsequently, the client used RPA to integrate SendGrid APIs to target customers-based geo specific, gender and age group parameter via mass email campaigns.

Contact Us: www.claritusconsulting.com

AI-Powered E-commerce! Smarter Shopping

Our Client, a **Global E-commerce company operating within the retail industry** sought to enhance customer service efficiency, reduce resolution times, and improve customer satisfaction. They wanted Claritus to implemented an Azure AI-based Intelligent Customer Service Platform.

The Challenge

- **High Customer Query Volume**: The company faced an overwhelming volume of over 10,000 customer queries daily, received through email, chat, and phone channels. This high quantity of interactions made it difficult to manage and respond to each query promptly and efficiently.

- **Inconsistent Resolution Quality:** Due to the manual nature of their existing response system, the quality and accuracy of answers provided to customers varied significantly. This inconsistency led to confusion and dissatisfaction among customers, as they received different levels of service depending on the agent handling their case.

- **Extended Resolution Times:** The average first-response time was about 24 hours, which was not ideal for maintaining high levels of customer satisfaction. Customers expect quick and timely responses to their inquiries, and the lengthy resolution times were negatively impacting their experience with the company.

- **Scalability Issues**: During peak seasons, the existing customer service systems struggled to handle the increased load. This inability to scale effectively during high-demand periods resulted in further delays and reductions in service quality.

Our Custom Tailored Solution

- **Azure Cognitive Services** was utilized for understanding and processing customer interactions. This included Language Understanding (LUIS) to interpret and classify queries, Text Analytics for sentiment analysis and key phrase extraction.

- **Azure Bot Service and Azure OpenAI** were employed to develop an intelligent chatbot capable of managing common customer queries automatically and generating context-aware, human-like responses.

- **Azure Machine Learning** formed a crucial part of the solution by building predictive models that routed complex queries to the most qualified agents and forecasting customer satisfaction scores based on interactions.

- **Azure Logic Apps** automated workflows for routing queries and escalating unresolved issues, ensuring efficient and timely query resolution.

- **Azure Monitor and Application Insights** enabled real-time monitoring and analytics to track performance and usage metrics, providing valuable insights for continuous improvement.

The Outcome

- **Automated handling of 70% of customer queries:** The intelligent chatbot developed using Azure Bot Service and Azure OpenAI was able to manage the majority of common customer queries without human intervention, significantly reducing the workload on human agents.

- **Achieved a 25% increase in Net Promoter Score (NPS):** The combination of rapid response times, accurate multilingual support, and context-aware interactions led to a significant improvement in customer satisfaction, as reflected in the increased NPS.

- **Seamlessly managed peak-season loads with over 50,000 daily queries**: The cloud-native services offered by Azure ensured that the customer service system could dynamically scale to handle large volumes of queries during peak times without any degradation in performance.

- **Reduced operational costs by 35% through automation:** By automating a significant portion of customer service interactions, the company was able to cut down on labor costs and operational expenses, leading to considerable savings.

- **Delivered multilingual support with high accuracy:** The integration of Azure Translator and other Cognitive Services enabled the system to support 12 different languages, ensuring effective communication with a diverse customer base across the globe.

Our New Acquisitions

ncrtc

WILDCRAFT

SWIFT
Swift Securitas

BLUEROSE
TECHNOLOGIES

in time tec
CREATING ABUNDANCE

RADIANT
appliances & electronics

SUDARSHAN

games
24x7

motherson

Peregrine
SERVICE WITH DIGNITY

PINNACLE

Soteria

CMR
For a better tomorrow

PUNCH IT
THE LEADING EDGE OF IT

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