

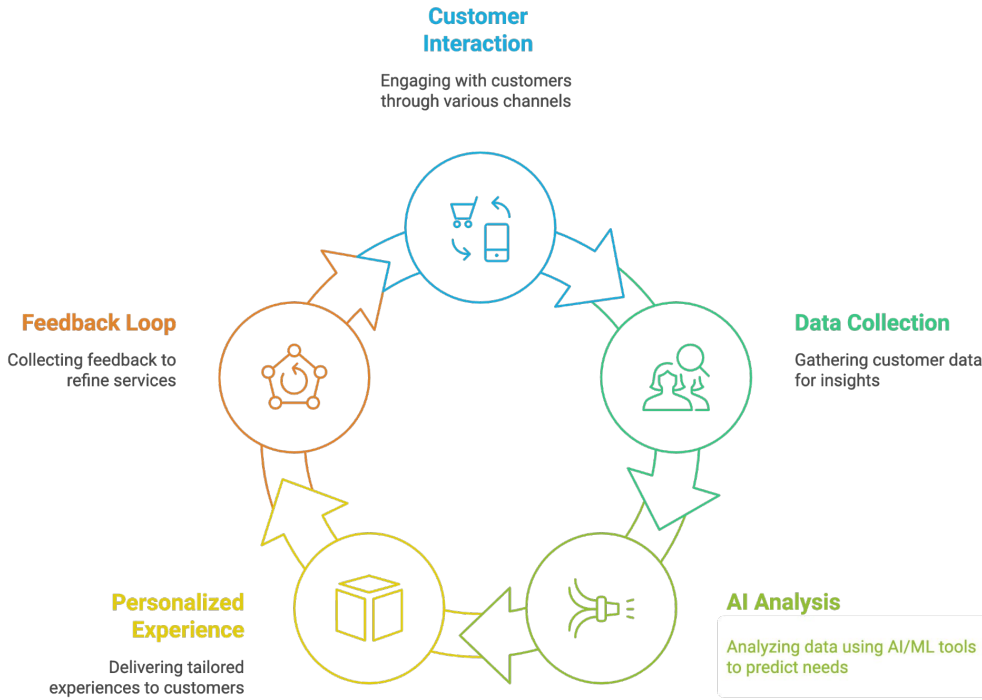
Enhancing Customer Experience Using LLMs: Applied Patterns

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Customers expect relevant, timely experiences tailored to their financial situation



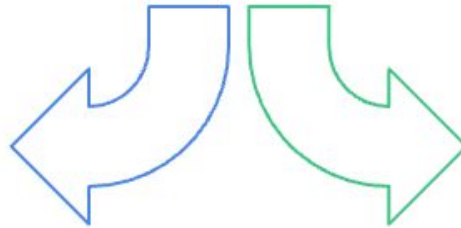
- Hyper-Personalized Products and Services
- Seamless and MultiChannel Engagement
- Predicting Customer Needs and Critical Life Moments

“Everything should be made as simple as possible, but not simpler”

**Which system architecture to
implement for LLMs?**

Workflow

Offers structured control
through predefined paths,
ensuring predictability and
reliability



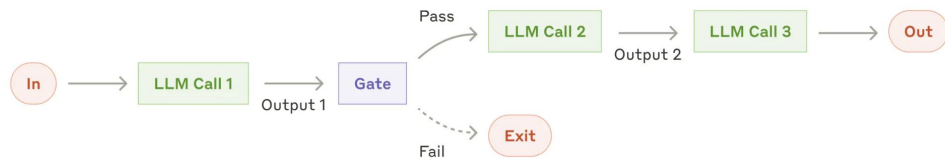
Agents

Provides flexibility and
adaptability, allowing LLMs
to self-direct and optimize
processes

Workflow systems include LLMs and tools orchestrated through predefined code paths

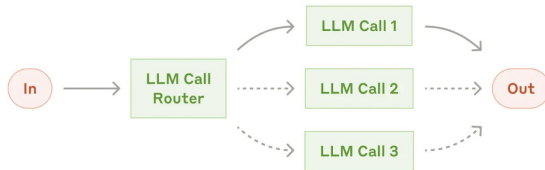
Prompt Chaining

Decomposes tasks into fixed subtasks for accuracy.



Routing

Directs queries to appropriate models for efficiency.



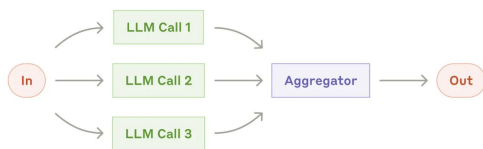
Orchestrator-Workers

Dynamically assigns work to specialized models.



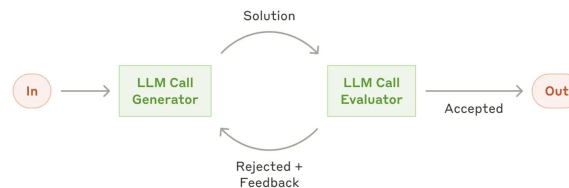
Parallelization

Splits tasks into independent subtasks for speed.



Evaluator-Optimizer

Iteratively refines outputs based on feedback.



Agents include systems where LLMs dynamically direct their own processes and tool usage, maintaining control over how they accomplish tasks



Task Clarification

Understanding task requirements



Independent Planning

Developing a task plan



Execution and Feedback

Performing tasks and gathering feedback



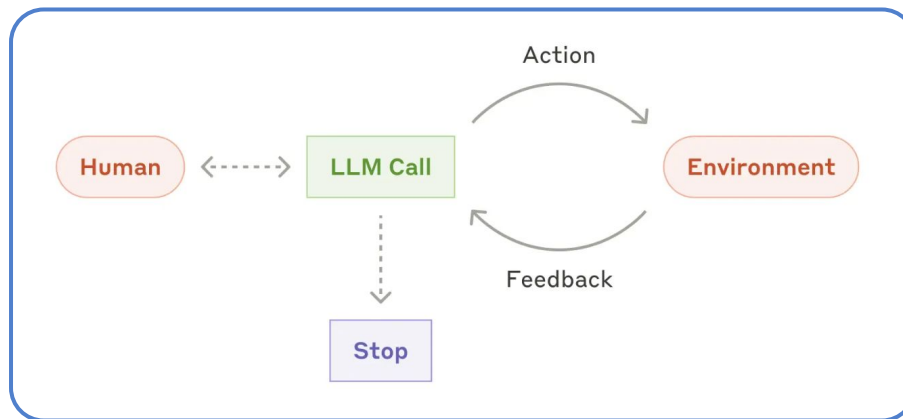
Progress Assessment

Evaluating task progress and challenges

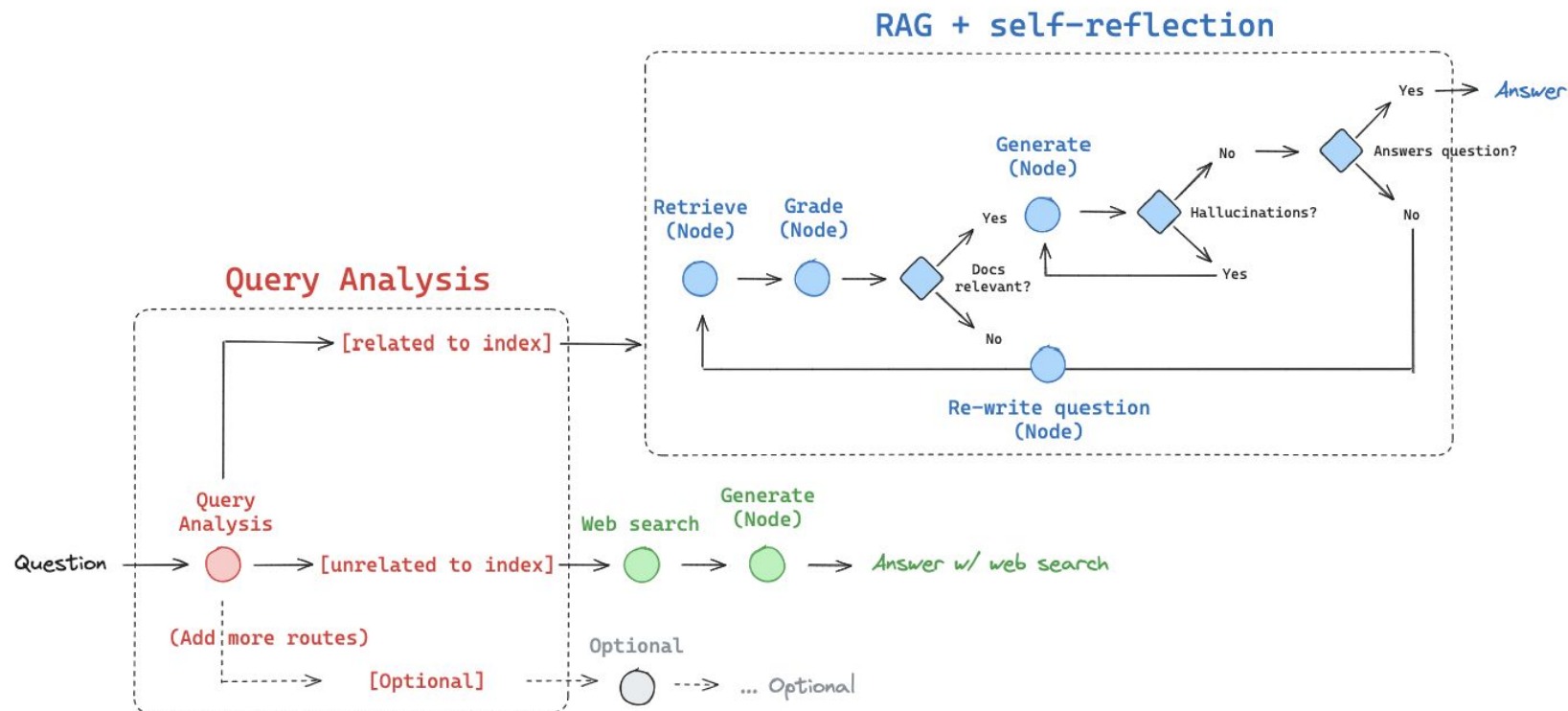


Task Completion

Finalizing and concluding tasks



Agentic RAG systems can be used to build hyper-personalized chatbots



Successful GenAI implementation hinges on aligning AI with business objectives, ensuring scalability and compliance, and building trust with stakeholders

Aligning AI with Business Objectives

Ensuring AI initiatives support and enhance organizational goals



Scalability and Compliance

Adapting AI solutions to grow with the business while adhering to regulations



Building Trust

Establishing confidence with regulators and customers through transparency and reliability

