

SUCCESS STORY

TIC Chatbot

The AI-Powered Assistant Redefining Customer Support in the Automotive Industry

Company Name
MFTBC FUSO

Industry
Automotive

Location
Japan

Impact
The AI Assistant that's Changing Automotive Support

Application
Chatbot

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FUSO Drives Efficiency - The AI Assistant that's Changing Automotive Support

A CASE STUDY

Background

As a leading force in the commercial vehicle sector, Mitsubishi Fuso Truck and Bus Corporation (MFTBC FUSO) understood that exceptional customer support is the bedrock of automotive business growth. However, FUSO identified several bottlenecks within its existing support operations. A key priority was empowering its technical support teams with swift access to vital information to reduce vehicle downtime and maximize service efficiency. Driven by a commitment to innovation and customer satisfaction, MFTBC FUSO sought to integrate AI to significantly enhance its technical support efficiency and overall service quality.

Solutions

MFTBC FUSO partnered with Cubastion, an AI-powered business solutions provider, to develop TIC (Technical Information Center), an AI-driven assistant designed to revolutionize technical support. TIC was envisioned as more than a simple chatbot; it was designed to be a digital companion for technicians.

- **AI-Powered Diagnostics:** Analyzes technical manuals and datasets to provide precise solutions.
- **Deflection at Scale:** Automates responses to common queries, freeing human agents for complex issues and minimizing call center support.
- **Frictionless Workshop Support:** Enables mechanics to interact effortlessly via text or voice.
- **Smarter With Every Case:** Improves responses over time using feedback and interaction data with continuous learning.
- **Multimodal Interaction:** Supports text-to-text, speech-to-text, and text-to-speech for hands-free assistance.
- **Multi-Language Support:** Available in Japanese and English for a diverse workforce.

Challenges Faced

MFTBC FUSO identified inefficiencies in its Technical Information Center (TIC), where mechanics and support teams faced delays in accessing critical technical information. Traditional support methods, such as static knowledge bases with poor searchability, unstructured data, and human-only escalation models, struggled with rising volumes and high turnover in the operations. These bottlenecks led to significant challenges included the following.

Business Challenges

- **Over-Reliance on Call Centers**
High dependency on call centers, leading to delays in issue resolution.
- **High Operational Costs**
Increased operational costs due to manual support processes.
- **Inconsistent Service Quality**
Inconsistent service quality due to varying expertise levels among support agents.
- **Scaling Support Operations**
Difficulty in scaling support operations to meet growing demand.

Technical Challenges

- **Slow Data Retrieval**
Slow retrieval of technical data from extensive manuals and service guides.
- **No Real-Time Intelligent Support**
Lack of a unified, intelligent system to assist mechanics in real-time.
- **Language Barriers**
Language barriers, as support needed to be provided in both Japanese and English.
- **Lack of Learning Mechanism**
No mechanism for continuous learning and improvement based on user interactions.



The Impact

TIC has transformed MFTBC FUSO's technical support operations, delivering measurable improvements in efficiency, cost savings, and customer satisfaction.

Conversations handled

10,000+ Covering two-thirds of all customer service chats.

Reduction in operational cost

30% Drastically reducing operational costs

Reduction in repeat inquiries

75% Due to improved troubleshooting accuracy.

Reduction in resolution time

99% Resolution time reduced from 120 minutes to under 1 minute

Availability in Japan

24/7 Supporting mechanics anytime in English and Japanese.

Active Users

1,000+ With plans to scale to 3,000+ users soon.

Key Areas of Expertise Demonstrated

- **AI-Powered Customer Support**
 - Built TIC, an intelligent assistant handling 10,000+ queries and reducing resolution time from 120 minutes to under 1 minute.
- **Conversational AI & NLP**
 - Enabled natural interactions via text, voice, and speech in Japanese and English, supporting real-time troubleshooting.
- **Operational Efficiency**
 - TIC performs the work of 30 agents, reduces repeat queries by 75%, and ensures 24/7 availability.
- **Technician-Centric Design**
 - Hands-free support and workshop-friendly interface for seamless mechanic interaction.
- **Self-Learning System**
 - Integrated feedback loops for continuous improvement and more intelligent responses over time.
- **Scalable & Multilingual**
 - Designed for 1,000+ users, with a roadmap to scale to 3,000+, supporting diverse workforces.
- **Automotive Domain Expertise**
 - Deep understanding of vehicle service workflows, delivering context-aware AI support.
- **Future-Ready Vision**
 - Roadmap includes predictive maintenance, automated diagnostics, and proactive service alerts.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at www.cubastion.com

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