



# Case Study

## AGENTIC AUTOMATION FOR CUSTOMER SUPPORT



### ABOUT US

BlueArc Technologies is a leading provider of AI-driven business process automation, empowering organizations worldwide to achieve operational excellence.

We help businesses turn inefficiencies into growth opportunities, driving innovation through tailored, transparent automation solutions that deliver measurable results and sustainable impact.

### CHALLENGE

Departments were burdened by repetitive questions, slow manual responses, frequent data lookups, onboarding delays, missed sales follow-ups, and invoice-related queries. They needed AI-driven departmental agents to automate processes and boost efficiency.

### COST OF NOT CHANGING

Without implementing automation, the organization would continue facing:

- High operational overhead from manual handling of HR, Sales, and Accounts queries
- Delayed onboarding and poor employee experience
- Lost revenue opportunities due to missed sales follow-ups
- Data inconsistencies from manual CRM and HRMS updates
- Reduced competitiveness as businesses adopt AI-driven support solutions

### SOLUTIONS

We built specialized AI Agents for HR, Sales, and Accounts to streamline operations. The HR Agent handles onboarding, policy queries, document processing, and ticket updates. The Sales Agent manages lead qualification, automated follow-ups, CRM data entry, and opportunity tracking. The Accounts Agent takes care of invoice status, payment reminders, vendor communication, and statement generation. Each agent leverages RAG-based knowledge retrieval and executes secure actions via APIs.

### OUTCOME

The Agentic Automation system streamlined HR, Sales, and Accounts processes, reducing response times and operational costs. It improved employee onboarding, accelerated sales cycles, and automated invoice management. The solution delivered scalability, accuracy, and a unified approach to departmental support, driving measurable business impact.



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