CASE STUDY

Improving Productivity using Birdie

A team working on a crucial project for one of the company's major clients faced several challenges while handling remote work.

The transition to the home office proved to be time-consuming with constant follow-up calls, thus affecting the team's collective productivity and miscommunication.

With the introduction of Birdie - an AI-based assistant, the team was able to realise productivity improvements within just two weeks of deployment.

Organizations that have teams working remotely are faced with the daily task of team meetings. While it is arguably one of the critical aspects of team building, it has its downside for being long and repetitive while yielding underproductive results. Often called 'metawork,' a term that is now recognized across industries, this task is a necessary evil that is needed to perform the primary and billable work.

Some argue that the emergence of Collaboration tools has eliminated the need for constant stand-up calls. Apps like Slack and Teams have a proven record of improving the productivity of teams across industries.

However, the need to track progress and an organized platform to manage inter-team dependencies are still at large.

Do we have an answer?

The growth of Artificial Intelligence and virtual assistants seem to be the light at the end of the tunnel. For organizations handling multiple teams across continents and for team members who are heavily reliant on their to-do lists and email correspondence, AI-driven assistants can be the solution. Intuitive and user-friendly, could these cloud-based assistants mean the end of ritualistic morning catch-up calls?
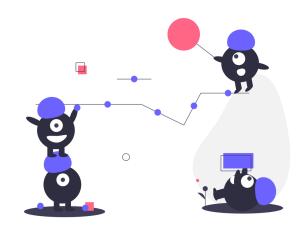

CHALLENGE

A team of 8 members had to start working remotely on a crucial project due to COVID-19. Owing to the new model of team management, the team lead had to set-up daily calls to catch up with the team. This resulted in

- poor communication of project status
- hour-long stand-up calls
- miscommunication due to connectivity issue
- incorrect status updates
- multiple channels of communication (email, virtual meetings, phone calls) - due to high dependency rate

PRODUCT IMPLEMENTATION

Purpleslate understood the need of the hour and designed an AI-driven virtual assistant, Birdie. A simple command-based tool, Birdie, is built on the logic to track the progress of the team without multiple touchpoints. Simply put, implementing Birdie eliminated the need for ritualistic morning catch-up calls with teams.

FEATURES

Notably, Birdie is not a replacement for a project management tool; it only helps improve communication with remote teams. Organizations using Slack, Teams, or Google Chat can integrate Birdie upon sign-up. Birdie simplifies the daily task of follow-up emails and end-of-day reporting to simple commands. These commands trigger the knowledge base to populate the answer within seconds to the team lead or project manager.

- Keep the communication lines open within the team
- Assist remote teams without micromanaging
- Available 24x7, across time zones
- Archived communication can be quickly searched with few short commands
- Dashboard overview allows managers to have complete insight into the team's daily tasks

RESULTS

Over a span of two weeks, several issues were resolved within the team including

1 Teams saved up to 90 minutes spent on stand-up calls

2 Improved transparency to identify bottlenecks and dependencies within the team

3 Reduce status-update overhead by 30%

4 Task dependency disparities resolved due to a single channel of communication

5 Enhanced usage of project management tools including Slack

About Purpleslate

Purpleslate is a Conversational AI startup driven by passion to reimagine next generation interfaces. Purpleslate believes humans would soon be able to have Smart Conversations with machines in the language they speak, to get things done. We help our customers with the next generation Conversational AI applications that primarily use Language as the Interface - both Voice and Text.