



Accelerate Customer Engagement with AI-Powered Conversational AI on AWS

Why Modernize Customer Engagement?

Today's prospective learners expect instant, personalised, and multilingual support — at any time of day, on any device. Training providers that rely on manual enquiry handling face growing operational costs, inconsistent lead follow-up, and an inability to serve Southeast Asia's diverse linguistic audience at scale.

By modernizing customer engagement with AI-powered conversational technology on AWS, training providers like Addestra Learning Centre can respond to every visitor instantly, capture leads automatically, and continuously improve content based on real visitor data — all without increasing headcount.



Benefits

- »» **Improved Availability —**
Respond to prospective customers 24/7 across all languages — zero after-hours enquiry loss, even on weekends and public holidays.
- »» **Multilingual Engagement —**
Serve visitors in English, Bahasa Indonesia, Mandarin, and Khmer with the same accuracy and warmth — no multilingual staff required.
- »» **Automated Lead Capture —**
Never miss a lead. Andrea collects visitor details, course interest, and contact information automatically, with instant PDPA-compliant team notification.
- »» **Data-Driven Decisions —**
Automated daily and weekly reports reveal what visitors ask, which FAQs are missing, and which courses generate the most interest — enabling smarter marketing and content decisions.

The most comprehensive path to conversational AI on AWS

Amazon Web Services (AWS) provides Addestra with a secure, scalable, and fully managed cloud foundation to deploy and operate AI-powered conversational experiences at scale. By leveraging managed AWS services, Addestra avoids the operational complexity of maintaining AI infrastructure while benefiting from enterprise-grade security, global availability, and deep integration with foundation models via Amazon Bedrock.

Combined with Google Gemini 2.5 Flash as the primary language model, Amazon Polly Services for voice, and Qdrant for semantic vector search, the Andrea platform delivers a best-of-breed conversational AI stack — purpose-built for the multilingual Southeast Asian market.

Comprehensive AI Capabilities for Training Providers

➤ Conversational AI

Hybrid BM25 + semantic search engine routes every question to the best answer — FAQ, document chunk, or human follow-up.

➤ Lead Capture & CRM

Structured lead collection with PDPA-compliant PII encryption and instant Email notification to the Addestra team via Resend.

➤ Voice & Accessibility

Amazon Polly enables full voice interaction in all 4 languages — speech-to-text, text-to-speech, and multilingual recognition.

Resources

» AWS Services Powering Andrea

- Amazon Bedrock: <https://aws.amazon.com/bedrock/>
- Anthropic Claude on Amazon Bedrock: <https://aws.amazon.com/bedrock/claude/>
- Amazon Titan Embeddings: <https://aws.amazon.com/bedrock/titan/>
- Amazon Polly Services: <https://aws.amazon.com/pm/polly/>

» Andrea AI Chatbot Platform

Multilingual conversational AI platform with FAQ automation, RAG document retrieval, PDPA-compliant lead capture, voice interaction, and automated business intelligence reporting — built for professional training providers on AWS.

<https://adestralearning.com/>



AWS Partner promotion

Shri Sai Tech's AI-Powered customer Engagement Solution on AWS helps professional training providers automate course enquiry handling, engage multilingual visitors, capture leads automatically, and make data-driven content decisions — all on a secure, scalable AWS cloud platform.

Built on Amazon Bedrock (Anthropic Claude 3 Haiku), Google Gemini 2.5 Flash, Amazon Titan Text Embeddings V2, and Amazon Polly Services, the Andrea platform delivers conversational AI in four languages — English, Bahasa Indonesia, Mandarin, and Khmer — with voice interaction, PDPA-compliant lead capture, and automated reporting.

By leveraging a Hybrid Brain Engazine combining BM25 lexical search and RAG-powered semantic retrieval, Andrea achieves 85%+ response accuracy and 90%+ retrieval precision — ensuring visitors always receive accurate, grounded answers from Addestra's own knowledge base.

Training providers benefit from 24/7 multilingual availability, 70%+ reduction in manual enquiry handling effort, automated PDPA-compliant lead pipelines, real-time visitor insights, and a scalable knowledge base that grows with the business — without requiring any technical expertise to maintain.

Action to Call

