

## FORD & CBOT:

### *Enhancing Operational Efficiency with GenAI:*

### *The Success Story of a Strong Partnership*

## Need

Ford, with its global operations and multi-layered organizational structure, has made it a priority to ensure that employees can quickly access accurate information. In human resources processes, recurring questions and requests increase the workload of support teams; the process of accessing information could sometimes put pressure on operational efficiency.

Easy and fast access to information on topics such as leave, benefits, and payroll emerged as a critical need for assistant HR user experience and the sustainability of processes. In this context, Ford needed an artificial intelligence solution capable of providing quick, accurate, and consistent answers to frequently asked HR-related questions. This need formed the basis of the myHR assistant, developed with CBOT technology, which offers employees 24/7 access to information.

- 
- Speed and Ease of Access to Information
  - Reducing the Workload of Support Teams
  - Consistent and Up-to-Date Information Delivery



Ford Motor Company was founded by Henry Ford in 1903 and has remained one of the global leaders in the automotive industry ever since. Operating with over one hundred thousand employees, numerous production facilities, and an extensive dealer network worldwide, Ford offers a broad range of products and services—from passenger vehicles to commercial vehicles, from electric models to mobility solutions.

In Turkey, the company operates through its partnership with Ford Otosan and also serves as a regional hub for engineering, manufacturing, and exports. This large and multi-layered structure brings with it the need for digital solutions to ensure effective information flow and operational efficiency within the company.



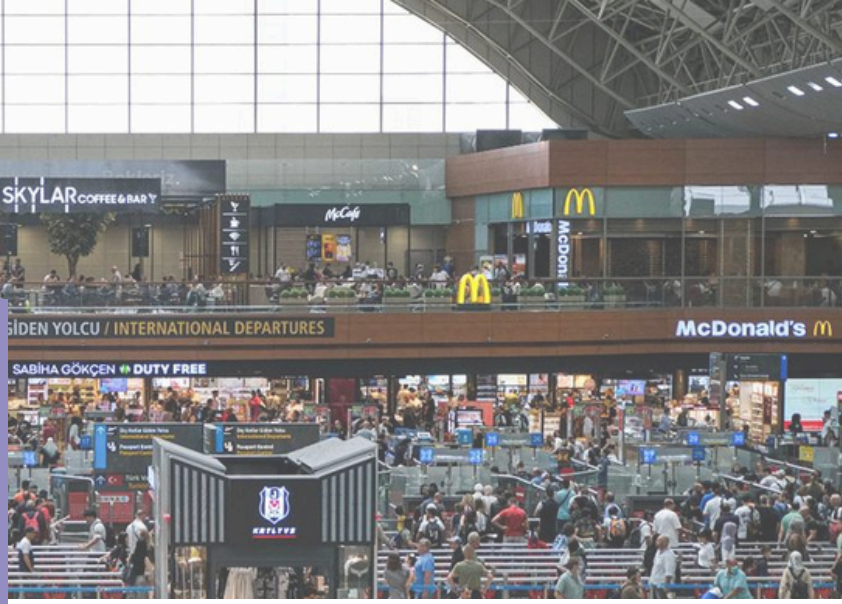
“Receiving quick responses to employees' questions plays a critical role in increasing workplace efficiency and motivation. Fast feedback allows employees to carry out their tasks without interruptions, speeds up problem resolution, and strengthens team coordination. This not only enhances individual performance but also positively impacts the overall success of the company.”

## Solution

Ford implemented the myHR assistant solution, developed with CBOT's artificial intelligence technology, to enhance employee experience and increase efficiency in human resources processes. This virtual assistant simplified the information access process by instantly and accurately responding to frequently asked employee questions about salary, leave, benefits, and payroll.

Working in integration with the company's information infrastructure, myHR assistant ensured corporate accuracy while enabling users to directly access the information they need at any time, without delay. As a result, assistanth employee satisfaction increased and the operational burden on support teams was reduced. Automating frequently repeated HR questions allowed support teams to focus on more complex and strategic processes. Additionally, the assistant's 24/7 availability enabled employees to access information without being restricted by time.

Ford's investment in the myHR assistant was not just a technological innovation, but also a step toward an employee-centered transformation.



### Speed and Ease of Access to Information

Employees can access information on topics such as salary, leave, and payroll within seconds. There's no longer a need to send emails or search through documents. myHR assistant instantly provides users with the answers they need.

### Reducing the Workload of Support Teams

Since frequently asked questions are answered through the assistant, the repetitive workload on HR teams has decreased. This allows the teams to focus on more value-added tasks.

### Consistent and Up-to-Date Information Delivery

As the assistant operates in connection with centralized information sources, it delivers the same accurate and up-to-date information to all users. This prevents information clutter and communication errors.



**%100**  
GENAI



# Ford myHR

## Integrated Systems



## Channels

- Teams
- Ford Employee Portal

## FAQ

- How many days of leave have I used, and how many do I have left?
- How can I submit a leave request?
- Where can I access my payslip?
- What are the deductions from my salary?
- What is the coverage of my private health insurance?
- Is flexible working possible?
- What documents are required during the offboarding process?
- What is my notice period?
- How is overtime calculated?

Are my family members covered by the health insurance?

# About CBOT

Since our establishment in 2017, we have been empowering organizations with comprehensive AI solutions through our advanced, enterprise-grade AI-powered platform.

At CBOT, we offer companies and public institutions the ability to develop virtual assistants and chat-based automation systems that interact with end users or employees, leveraging advanced Generative and Conversational AI technologies. Our platform is trusted by over 100 businesses, particularly excelling in financial services, e-commerce, telecommunications, and customer service sectors.

In addition to being featured in Gartner market reports, we are recognized for our partnerships with global technology leaders such as Meta, Google, OpenAI, and Microsoft. Our award-winning, no-code AI platform seamlessly integrates with Large Language Models (LLM) and Natural Language Processing (NLP) systems, providing hybrid models that enhance customer and employee experiences.



## Why CBOT?



### Industry Focus

Since 2017, we have been at the forefront of enterprise-level chat-based AI projects.



### Next-Generation Technology

By developing our own technologies and collaborating with the world's largest technology platforms, we aim to lead the way in innovation.



### Speed & Quality

Thanks to our comprehensive, end-to-end, no-code platform, we reduce project timelines to just 2-4 weeks.



### Dedication

We take full responsibility for the entire project process with our experienced team, allowing our clients to implement virtual assistant projects without needing to allocate internal resources.