

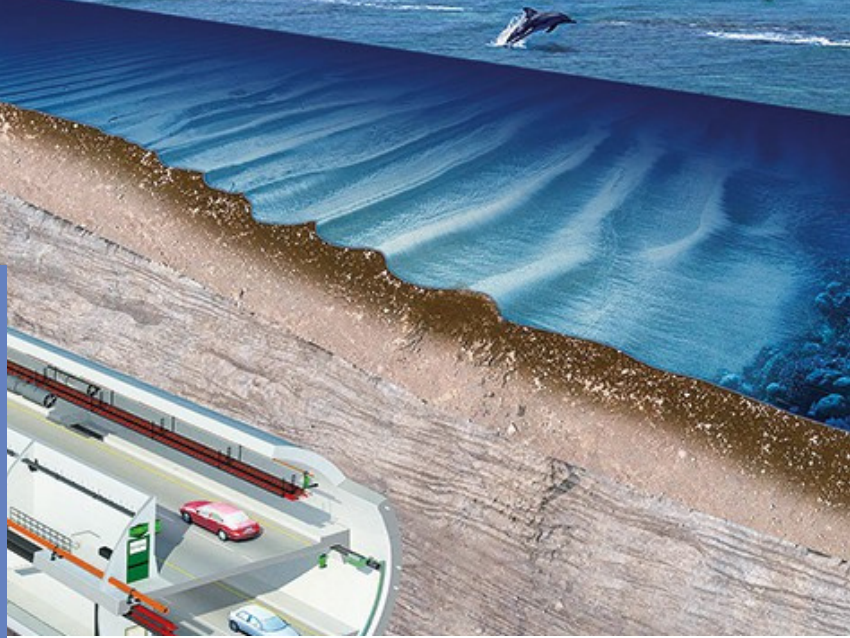
CBOT & Eurasia Tunnel :

The Story of Transformation with GenAI

Need

Before its GenAI transformation, the Eurasia Tunnel's virtual assistant had an intent classification-based structure focused on specific topics. This system played a significant role in customer service processes by providing quick and consistent responses to frequently asked questions. However, as technology advanced, user expectations began to change. Instead of being limited to static content, capabilities such as access to real-time information, tracking context, and interpreting open-ended questions by better understanding user intent became more prominent. In line with these expectations, there emerged a need for the existing system to evolve into a more flexible, intelligent, and adaptive structure. Particularly, there was a need for a virtual assistant that could work integrated with dynamic data such as current campaigns, toll fees, and corporate announcements, and establish a more natural dialogue with users.

- Context-aware digital employee
- Live data integration
- Structure that learns from documents



The Eurasia Tunnel is an advanced engineering infrastructure project that connects the two sides of Istanbul beneath the sea, offering a direct roadway passage between the continents of Asia and Europe. Located on the D100 highway, one of the busiest routes in Istanbul, the tunnel significantly accelerates urban transportation, especially between Kazlıçeşme and Göztepe.

More than just a transportation project, the Eurasia Tunnel serves as a model in terms of time management, sustainability, and smart urban planning. By providing passage for light vehicles, it helps reduce bridge traffic and offers drivers an alternative route. This system enables intercontinental travel within minutes, ensuring the safe passage of thousands of vehicles each day with its user-friendly design and infrastructure equipped with advanced technology.

Users access the information they need more quickly, exert less effort, and experience a more satisfying digital journey.

Solution

As CBOT, we implemented a GenAI transformation that redefines the digital customer experience of the Eurasia Tunnel. At the core of this transformation lies a next-generation artificial intelligence infrastructure based on a large language model (LLM). Unlike traditional dialogue systems, this structure can understand users' previous messages, follow context, and maintain multi-step conversations. It can also provide consistent and accurate answers to open-ended, ambiguous, or complex questions.

Not only has the quality of conversation improved, but access to information has also been transformed. Frequently changing data such as toll fees, campaigns, and announcements are now integrated with real-time systems. This enables users to always access up-to-date information without the need for manual updates. Additionally, corporate documents have become part of this intelligent structure. Privacy policies, sustainability reports, and information notes have been introduced into the system in a format that AI can comprehend. When users ask questions based on these contents, the assistant can provide responses directly sourced from the original materials.

With this three-layered solution, Eurasia Tunnel customers now experience a smarter, faster, and more reliable digital assistant.



Context-aware Digital Employee

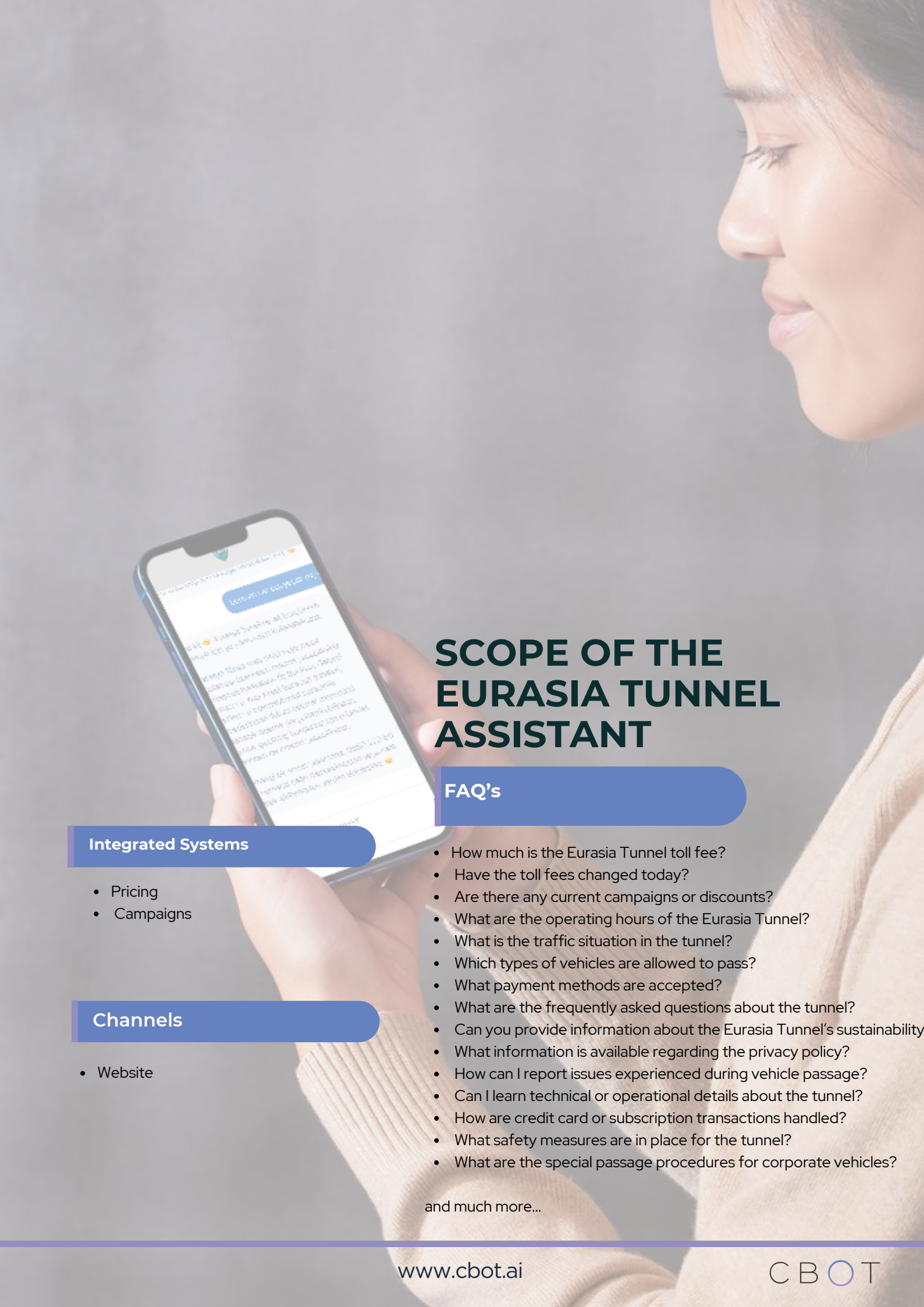
Going beyond the traditional keyword and intent classification approach, this structure can understand the user's previous messages and question history. It can maintain multi-step conversations, respond to open-ended questions, and deliver a more natural communication experience by preserving contextual consistency.

Live Data Integration

Frequently changing content such as toll fees, campaigns, and corporate announcements has been integrated with real-time systems in the background. This allows users to always access up-to-date information through the assistant, eliminating the need for manual updates.

Structure That Learns from Documents

Customer-specific content—such as privacy policies, sustainability reports, frequently asked questions, or corporate guides—has been introduced to the AI. As a result, when users ask detailed questions related to these documents, the assistant can provide accurate and reliable responses directly based on the relevant sources.



SCOPE OF THE EURASIA TUNNEL ASSISTANT

FAQ's

Integrated Systems

- Pricing
- Campaigns

Channels

- Website

- How much is the Eurasia Tunnel toll fee?
- Have the toll fees changed today?
- Are there any current campaigns or discounts?
- What are the operating hours of the Eurasia Tunnel?
- What is the traffic situation in the tunnel?
- Which types of vehicles are allowed to pass?
- What payment methods are accepted?
- What are the frequently asked questions about the tunnel?
- Can you provide information about the Eurasia Tunnel's sustainability?
- What information is available regarding the privacy policy?
- How can I report issues experienced during vehicle passage?
- Can I learn technical or operational details about the tunnel?
- How are credit card or subscription transactions handled?
- What safety measures are in place for the tunnel?
- What are the special passage procedures for corporate vehicles?

and much more...

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.