



Xaltris Technologies

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Case Study

Ferox Tech Services — Building Internal Products for Operational Visibility, Workflow Control, and AI-Assisted E-commerce Content Quality

Overview

Ferox Tech Services is a business services and solutions provider focused on helping organizations navigate operational challenges. As part of its internal transformation and productization efforts, Ferox invested in building purpose-specific platforms to improve execution visibility, workflow discipline, and operational intelligence.

Over the course of this engagement, three products were built or validated:

- **Momentum**, a real-time performance and workforce visibility platform
- **Flow**, a workflow and operations management system
- **Lexel**, an AI proof of concept for e-commerce content generation and validation
- **LiveContext**, a proof of concept for on call assistance to call center agents

Together, these initiatives reflect a shift from fragmented tools to system-level visibility and control.

The Problem

As Ferox scaled across distributed teams and multiple channels, gaps emerged in how work was tracked and managed. Real-time visibility into productivity was limited, workflows depended heavily on manual coordination, and issues related to quality, bottlenecks, and SLAs were often identified late. Monitoring and reporting required significant effort, and early AI exploration lacked a clear, practical use case. Existing tools addressed parts of the problem but did not align well with Ferox's operating model.

The Solution

Rather than adopting off-the-shelf tools, Ferox chose to build internal platforms designed around its actual operating needs.

Momentum — Real-Time Performance Visibility

Momentum provides live visibility into how work happens across teams and channels. It centralizes activity tracking, time allocation, and performance signals, enabling managers to detect inefficiencies early and take timely action.

The platform supports configurable activities, real-time dashboards, intraday analysis, and an engagement signal (“Mood-o-Meter”) to balance productivity with team well-being.

Flow — Workflow and Operations Management

Flow focuses on execution discipline and operational throughput. It automates task creation and allocation, enforces SLAs, and provides end-to-end visibility into workflows across teams.

With built-in quality checks, real-time analytics, and planning dashboards, Flow helps manage volume, quality, and accountability without relying on manual tracking or ad-hoc escalation.

Lexel — AI Proof of Concept for E-commerce Content

Lexel was explored as an AI-driven system for generating and validating e-commerce website content. The proof of concept focused on comparing live product and campaign pages against a defined source of truth to detect mismatches in copy, pricing, imagery, SEO, and compliance signals.

The roadmap moved from automated detection to AI-assisted correction, demonstrating how AI could be applied narrowly and safely to reduce manual content QA effort while improving accuracy and consistency across large product catalogues.

LiveContext - Proof of concept for live assistance to call center agents

LiveContext is a call co-pilot POC that demonstrates how real-time conversational can be turned into in-call assistance without disrupting agents. Recorded calls are streamed and transcribed incrementally, with a rolling context window evaluated in the background to surface next-best actions as assist cards - fully asynchronously, with no impact on call flow.

Relevant tickets and orders are retrieved on demand, while an LLM is used only to phrase guidance, not make decisions.

Technology Approach

All three initiatives were built as cloud-native solutions with a focus on reliability and operational usability. The frontend was implemented in React, the backend in .NET (C#), and data stored in Azure SQL. Various AWS services were used for the POCs.

The systems were designed with clear data models, deterministic workflows, configurable business rules, and selective use of AI where it added value. This kept the platforms

dependable in production and easy for operational teams to adopt.

Outcome & Value

Momentum, Flow, and Lexel gives Ferox real-time visibility into performance and execution, reduced manual coordination and reporting effort, and enabled earlier detection of inefficiencies and quality risks. Together, these systems helps standardize workflows without sacrificing flexibility and allowed Ferox to explore AI in a controlled, value-driven way.