

CASE STUDY

Empowering Frontline Teams Through AI-Driven Information Access

When TouchPoint Support Services identified a need to streamline how frontline teams accessed critical documentation, they responded with innovation. In February 2025, the organization launched TouchPointGPT, an AI-powered chatbot powered by Qlik Answers and trained exclusively on TouchPoint company documents. The result: faster, more accurate, and more convenient access to policies, procedures, recipes, and safety information – anytime, anywhere.



Too Much Paper, Not Enough Access

Across hospitals and healthcare facilities, binders lined with policies and procedures once served as the lifeline for frontline operations. But finding the right information quickly – especially the most up-to-date versions – could be a daily challenge. Associates needed a modern, mobile, and compliant way to locate essential data without sifting through outdated documents or complex intranet folders. TouchPoint recognized the opportunity to overhaul information access and deliver a digital solution designed for speed, accuracy, and simplicity.



The beauty of Qlik and TouchPointGPT is that all our documentation is available and easily searchable. Instead of losing time hunting for facts or specific data points, teams are driving outcomes for our business.

— Max Mosky

Senior Vice President of Strategy, Operations, and Analytics, TouchPoint Support Services



9,000+
uploaded and
searchable
documents

1,500+
chatbot
conversations
in first 30 days

45%
active user
adoption
in the first month

83
hours spent
using the tool in
the first month

Snapshot Stats

- Mobile-accessible for frontline convenience
- Two-factor authentication and secure login for data integrity
- Deployed across Qlik environment
- Each database built in <30 minutes after initial setup



Solutions & Impact

Speed and Efficiency Through AI

TouchPointGPT eliminates the friction of outdated paper-based documentation by allowing associates to ask natural-language questions and get instant answers.

- Searchable database built from 9,000+ company documents
- Average database build time reduced from 2-3 weeks to under 30 minutes
- Deployed through Qlik, enhancing integration with existing workflows
- Associates can now find information in seconds, not hours

Accuracy and Compliance

Maintaining compliance across operations is essential in healthcare. TouchPointGPT was designed to ensure that only the most accurate and up-to-date policies and procedures are accessible.

- AI trained exclusively on TouchPoint content
- Web access restricted to prevent data contamination
- Two-factor authentication protects sensitive information
- Regular updates ensure current documentation is always available

Accessibility and Continuous Improvement

Built with mobile-first convenience in mind, TouchPointGPT meets teams where they are – on the floor, in the kitchen, or moving between units.

- Compatible with phones, tablets, and iPads
- Feedback loop incorporated for ongoing refinement
- Popular with new managers seeking quick orientation
- Next phase to expand subject areas and grow adoption

Empower Your Teams and Experience
the TouchPoint Difference, Firsthand.

www.touchpointsupportservices.com

