

CONVERSATIONAL AI AND AUTOMATION

Flyer

Overview

With the advancement in digital and the advent of personalized products, on-call delivery, customers have come to expect a new standard experience: fast, easy, accurate, and personalized. The need for information from the users has caused a huge spike in customer connects, which has dramatically increased the burden on contact centers across all sectors. However, in any situation, the organizations ensure that they are managing customer conversations effectively: delivering timely and personalized information at scale.

Tech Mahindra's conversational artificial intelligence (AI) powered self-service is an industry/domain agnostic solution for the contact center of any business function.

Collaborations that create unlimited possibilities

Tech Mahindra and Yellow.ai are helping organizations deploy robust conversational AI solutions.

Bot Studio

Easy to use, no-code platform that can build a bot in just a few clicks with excellent speed to market value realization.



Agent Dashboard

Seamless bot to agent handoff whilst enabling the agents to converse in 100+ languages



Smart Analytics

Track and analyze key metrics to understand user intent and increase goal completion



Insights engine

Train your bots and extract insights from available data



Active learning

Our bots crunch millions of conversations occurring across the platforms



Our Solution

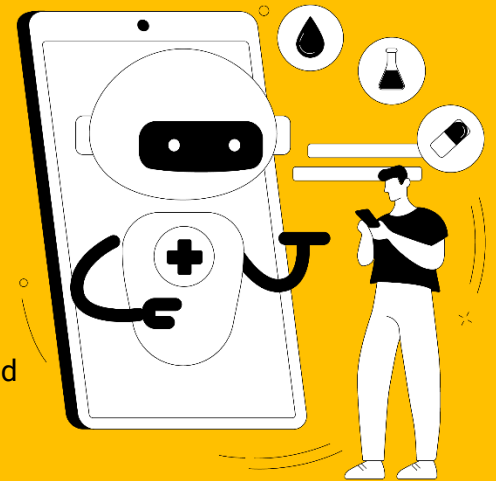
Customer support automation: Resolve customer issues 24*7*365 and transfer to live agents in the event of complex queries

Customer engagement automation: Engage customers in real-time on a channel of their choice, fostering lifelong loyalty

Conversational commerce automation: Our virtual assistants help your visitors buy faster, buy more, and come back often

HR automation: Enable your employees to scale up quality work by offloading repetitive tasks

ITSM automation: Improve process automation, resolve queries faster, and streamline ticketing with AI



Success Stories

Global Retail Major

Business Case

- Establish social touchpoint with customers, such as check item availability at stores, talk with beauty assistants, simulating the way they interact in stores
- Improve traffic in physical stores, reserve products
- Increase revenue during the “sale” period

Solution

- Integrated offline and online stores - Users can search for products on WhatsApp bot and check availability at Sephora outlets
- Dedicated beauty assistants on WhatsApp. Beauty assistants in stores use an agent app and reply to customer queries on WhatsApp

Impact numbers

- 15% of total order via WhatsApp bot
- 15000 tickets handled during peak sales season
- \$30K average monthly revenue since go-live

International Financial Services Entity

Business Case

- India’s financial market is a highly competitive and cluttered market
- Differentiate itself from the competition
- Needed a solution that would help them offer superior customer experience whilst keeping the cost under control

Solution

- Multilingual virtual assistant, BLU, which was deployed across five channels to help users across the customer lifecycle. The bot solves user queries, sells financial solutions and has become an integral part of web sales and services for Bajaj. In 2020 alone, it accounted for over \$100M in sales
- It was designed to blend into existing tool and app ecosystems and function as a unified team
- Voice bot services

Impact numbers

- 20 million conversations handled so far
- \$16 million saved over last one year
- 95% bot accuracy

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and the society to Rise. We are a USD 5.1 billion organization with over 141,100 professionals across 90 countries helping 1123 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies including Data Analytics, 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end to end digital transformation for global customers.

About Yellow.ai

Yellow.ai is the World's Leading Conversational CX Automation Platform, recognized by Gartner, IDC & G2 crowd as a leader. Yellow.ai brings the best of AI and Human intelligence together, to automate Customer Experience for large brands and enterprises.

Yellow.ai's strategic partnership with Tech Mahindra aims to change how conversations are made between Businesses and their Users, to make it more bi-directional and enriching for the user.

Trusted by 950+ global enterprises, yellow.ai has clients spread over 30 countries, with chat and voice bots in 120+ languages, across 35+ channels like Voice, Web, WhatsApp, Instagram, In-App, IVR, Contact Center, and more.

Tech Mahindra



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