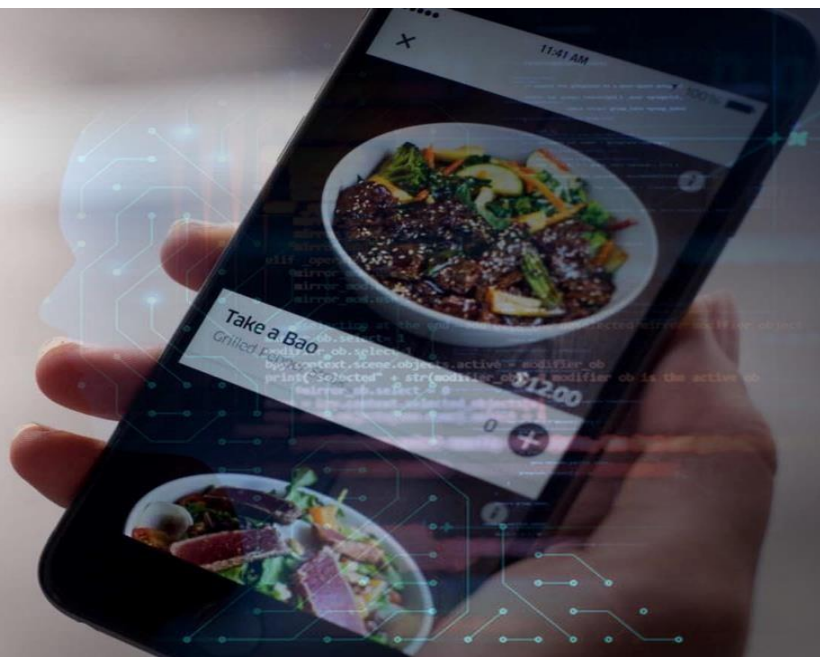


CASE STUDY

# Customer Relations Engagement Bot For an American Multinational Food & Beverage Corporation



## BUSINESS CONTEXT

- Non-availability of customer care services 24X7
- Lack of access to real time information & personalized responses to customers.
- Increased operational expenditure.
- Poor User Experience

## APPROACH AND SOLUTION

- Round the clock conversational bot solution built as self serve to customers.
- Conversational bot solution that uses NLP to understand and handle key consumer conversations with a high degree of accuracy and throughput.
- Supporting end users with General Enquiry, Complaints, Comments, Where-To-Buy and Product Information inquiries. Product Information includes Nutritional and Allergens for various flavors of customer brand.
- Chat transcript will be saved to backend database for further analysis or communication with consumer
- Bot hosted on external facing web portal.

## IMPACT & HIGHLIGHTS



Reduce Cost Per Interaction & Manage Consistent Customer Communication



Improve response times in CR and overall consumer satisfaction



Scale across multiple brands, countries and languages



Personalized self-service with superlative user experience.

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