

# MEET



## m.ai.a

INTELLIGENT VOICE AUTOMATION

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# THE THREE W'S OF m.ai.a

## WHO IS m.ai.a

### TechM BPS Intelligent & Cognitive Voice Bot

m.ai.a is an essential and evolving AI powered solution offering from TechM BPS in the space of Conversational AI(CAI). The industry agnostic and evolving nature of m.ai.a makes it an undisputed layer of Next Gen technology for enterprises looking to enhance and cost effectively improve their customer service. m.ai.a uses platforms like Google CCAI, Amazon Lex to build solutions for multiple use cases across verticles.

## WHAT CAN m.ai.a DO FOR YOU

m.ai.a harnesses the power of latest conversational AI and Natural Language Processing to provide swift resolutions to simple or complex customer queries in a human-friendly conversation. This cognitive voice automation solution helps companies maintain their competitive edge in the midst of technology advancement with personalized, multi-modal engagement features and Always-On customer service.

The conversational Artificial Intelligence platform helps increase customer satisfaction, lifetime value, and loyalty while boosting employee morale, productivity, and significantly reducing costs for enterprises.

A well designed, configurable voice assistant like m.ai.a has the potential to adapt to customer journey of the organization and maintain a fluid customer connection with the brand. m.ai.a can increase an organization's revenue growth through cross selling and upselling with no compromise on the speed and accuracy of delivery.



Reduced wait time by leveraging conversational AI



Effectively handle seasonal spikes in volumes



Reduce Average Handle Time (AHT) by gathering information before interacting with a live agent



Deliver enhance customer experience to increase customer support increasing brand recall value



Eliminate basic queries leaving agents to support complex issues



Improve contact center staffing through contact avoidance reducing cost



AI and ML driven self-learning capabilities

## WHY m.ai.a

In today's digital world, customers are experiencing a rapid explosion of products, brands, experiences, and personalized choices which is fueling their patterns of interaction with various organizations. **Given the alternatives present in the market, customers no longer base their loyalty on brands or products but services received, the level of satisfaction and experience with the brand.**

### CHALLENGES IN THE INDUSTRY TODAY.

Customer service or contact centers in an organization are particularly inundated with evolving customer expectation challenges. Today's customers need on demand instant solutions at the command of their voice. Customer's experience with the brand service defines their possibility of return while

The rising cost of production  
Low employee morale and declining efficiency  
Maintaining a seamless flow of effectiveness

Are a few of the other challenges which need daily attention daily.

**In a volatile market like this, an equipped customer service fair quickly than legacy contact centers which depend on conventional methods of operations.**

**89% of businesses are expected to compete mainly on customer experience - Gartner**

**Globally, 96% of consumers say customer service is an important factor in their choice of loyalty to a brand - Microsoft**

**When asking consumers what impacts their level of trust with a company, offering excellent customer service is ranked number one. Zendesk**

m.ai.a's unique feature to configure & adapt to customer workflow, journey and type of interaction while learning from experiences and enhancing its core capability makes it a convenient and ready to implement model in customer centers.

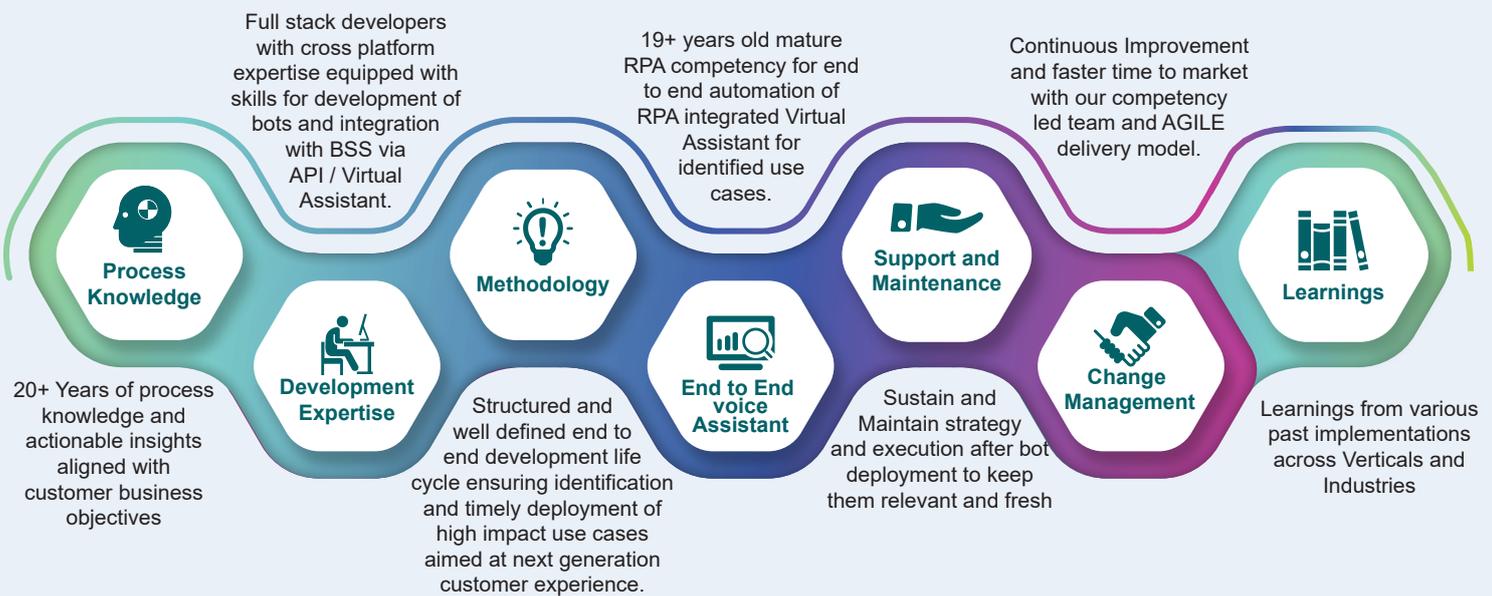
# BENEFITS AND CAPABILITY



## Benefits of m.ai.a

m.ai.a manages the conversation with cognitive intelligence making it capable of deciphering intent, sentiment, queries and allowing human-like conversations in real-time. The bidirectional and contextualized two way interaction of m.ai.a makes it capable to solve both simple and complex client queries. m.ai.a sources information from a centralized knowledge repository which enhances learning with every conversation done by it.

### WHY Tech Mahindra



### m.ai.a INTEGRATIONS

m.ai.a integrates with Home Devices & Virtual Assistants along with telephony platforms. m.ai.a capability to integrate with these platforms, can

Create seamless experience through natural language processing for customers

Reduce IVR navigation time

Eliminate queue times

Call redirection to the right agent, the details are served for quicker resolution.

adapt to ongoing & upcoming platform adoption in various industries.

The increasing number of home device usage in Customer, makes m.ai.a a best fit for many industry verticals whose digital disruption is taking turns towards new age conversation and personalized interaction methods. Giving brands a channel to improve experience, lower operational cost and find proactive means to increase sales.

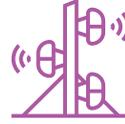
# INDUSTRIES



BANKING



RETAIL



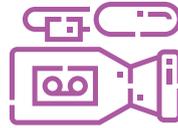
TELECOM



INSURANCE



HEALTHCARE



MEDIA &  
ENTERTAINMENT



SERVICE DESK

## MEET m.ai.a IN BANKING



Digitization in banking and Financial Institutes is exponentially increasing intending to achieve “AnyBank, Anytime, Anywhere”. While Customer are becoming more and more tech-savvy, the need to create a frictionless experience is a priority. Although, banking and financial institutes are the early adopters of digitization, the challenge to keep pace with Customer demand for fast resolution and maintaining a two-way communication is still an opportunity for advanced tech.

Rising complexities are found in mapping the customer journey as channels used by the Customer is continuously changing and becoming more composite. Customer still prefer interacting online and offline with banking institutes and expect thorough, secured and personalized experience in the journey. To reduce the cost, improve the experience and for greater efficiency, the basic aptitude of customer needs to address either proactively or ease of use for the end users.

**m.ai.a utilizes Artificial Intelligence, Natural Language Processing and Machine Learning to generate a two way interaction and streamline the customer experience operation.**

1

Improve Collections: A frictionless & proactive experience to offer the customer an option to interact regarding queries or reference to a financial institute to rework the loan terms

2

Cross Sell/Up Sell : An additional revenue generation opportunity by increasing sales by checking the customer profile. m.ai.a can suggest personalized products that may interest the customer. Based on response this can then be deflected to the respective flow.

3

Quick response to queries regarding account balance, et al.

4

Reminders & Notification: With more and more people opting for reminders to take actions on the right time, m.ai.a can remind customers of upcoming financial events and commitments.

5

m.ai.a can also notify expiring card points for redemption making it a seamless experience for the customer.

6

Financial Review reminders: m.ai.a can remind customer of product review and set time with Advisor according to convenience.

7

m.ai.a can also provide daily/weekly update on portfolio status.

m.ai.a is capable of handling a lot more based on the organizational workflow and need for automation.

**m.ai.a has a library of use cases to implement in the banking & financial institute. Let us know your unique use cases we can help develop.**

## BENEFITS OF m.ai.a

The commonalities across banking & financial institutes are very persistent like, duplication of efforts leading to tedious and time consuming tasks, digitization based on instruction or manually driven interfaces, balancing risks and process adoption for various self-service platforms et al.

### m.ai.a IS CAPABLE OF

1 Escalating complex queries to the right support saving navigational time.

2 Assists in finding the right information faster.

3 Eliminates abandonment for close ended queries.

4 24/7, multi lingual support.

5 Integrate with home devices to give a seamless and easy experience to Customers.

6 Strong and proven NLP, NLU capabilities - from simple micro conversations to long, multi-level, complex instructions.

7 Reduce support costs.

m.ai.a is the key game changer in the banking industry. While, deploying simple to complex processes for m.ai.a can sound challenging, Tech Mahindra's deep and prolonged expertise in this industry makes the deployment and process workflow mapping a much easier task. m.ai.a improves cost efficiency and effectiveness of banking and financial institutes while greatly enhancing customer experience.

Get in touch with us to know more about m.ai.a and how we can enhance your institute with Nxt Gen Technology.



# MEET m.ai.a IN RETAIL



In the digital-first era, technology disruption in the retail eco-system has orchestrated a business model that is not just focused on a transactional approach but an objective to maximize brand loyalty and customer lifetime value. The fundamental dogma of this approach is to invest and transform the capabilities of the entire retailing network to be agile and highly responsive to the ever changing and dynamic Customer needs.

Digital Technologies are proactively helping to capture the customer journey by cognitive, AI Self Learning systems, Robotics and Process Automation measures. Although the line between brick and mortar business and digital is blurring by the day, the need for personalized and phygital experience for Customer has never changed. The transition of Customer exerts greater demand on the customer service to be sharp and agile while making the support an integral part of the retail business function.

**M.ai.a caters to this need of high customer expectation in the retail industry by involving in a human like interaction for faster resolution.** In a world of retail commoditization, m.ai.a makes customer service a competitive advantage for businesses.

## m.ai.a CAN SCALE INTO VARIOUS CUSTOMER PAIN AREAS INCLUDING

01

Returns and Refunds

02

Product Support

03

Order Placement

04

Order Delivery Request

05

Payment Related Queries

In a typical Retail industry, 'returns' hold around 31% of the total call volumes that hit the customer support. They are also the most common request for post-sale support.

Refunds and returns holds the key to lose customers due to lack of vigilance.

Technology disruptions like Artificial Intelligence are dynamically changing the behavior of customers who look for touchless interaction and quick information. A pioneering technology like m.ai.a becomes the first point of contact to answer queries related to refunds, order delivery, payment issues et al with a capability to scale according to organization requirement. m.ai.a adapts to the customer need and panels an innovative layer to legacy system to make Customers synergy efficient with the brand.

m.ai.a proficiently integrates with smart speakers to handle simple ecommerce customer service queries and reduces the time spent by Customers.

### WHAT MAKES M.AI.A ADOPTION A TRANSFORMATIVE REQUIREMENT IN THE RETAIL INDUSTRY

1 According to a Research Institute - 70% of people will gradually use voice assistants to replace visits to a store in the next three years.

2 Customers satisfaction has increased to 72% from 61% with voice assistants

3 Customer service interactions after making a purchase rose to 52% of Customers from 37%, the survey found

4 (76%) have seen quantifiable benefits from voice or self-serv assistants.

5 58% said that the benefits had met or exceeded their expectations.

6 Customer service costs by more than 20% as Customers turned to voice assistants instead of humans.

As Customers are growing to trust technology, the adoption of new innovative methods to serve customers will be willingly accepted.

The smart device market revenue worldwide will increase to \$27.8 billion compared to \$11.8 billion in 2018 making it the most preferred channel of interaction used by the consumer.

m.ai.a's unique integration factor with not just telephony devices but also with smart devices makes it a flexible and fluidic framework to be implemented across interactive channels.

## m.ai.a CAPABILITY

It is fairly acknowledged by now, how m.ai.a can transform and add an additional layer of efficient experience in customer service.

### m.ai.a CAN

1

Eliminate wait time for customers

2

Reduce time for resolve of generic to complex issues, dependent on the workflow configured for m.ai.a

3

Redirect call to right agent with details for complex queries.

4

engage in human like conversation with Customers with content based interaction.

5

multi lingual around the clock support

6

Integration with various devices scales efficiency.

7

Reduction in training cost of customer service agents.

8

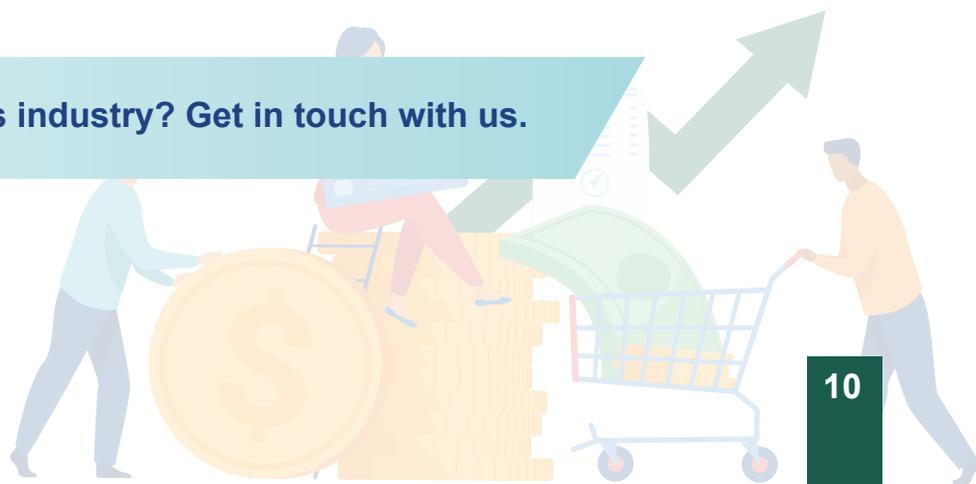
Uniquely contributing to customer lifetime value

9

m.ai.a empowers agents to take elevated roles.

Use of artificial intelligence (AI) in customer service may be nascent, with just under one-quarter (24%) of teams using it today. But 56% of service decision makers say their organizations are actively looking for ways to use AI, which signals a third customer service trend: a growing role for use cases such as chatbots, text and voice analytics, and more. In fact, AI adoption is forecasted to surge by 143% over the next 18 months. According to customer service trends - salesforce.

**Looking to transform your retails industry? Get in touch with us.**



# MEET m.ai.a IN TELECOM



Current situation in the world has unconventionally created a major rift in the market which can be seen throughout industries. The buzz words like **‘Work From Home’** has become quite common in today’s business landscape making **Communication Service Providers** more relevant than ever before. The new environment of communication is spiking the need of wireless data and telecommunication technologies which requires tremendous bandwidth of network quality and connectivity. This increasing demand is influencing huge call volumes, rise in customer queries and insisting enhanced customer experience.

The networking infrastructure is now in demand of accelerated digitization and automation to provide agile customer support, retain loyal subscribers while giving the business an opportunity to find new streams of revenue growth.

A report from Deloitte states - With stores closed across the globe, telecoms are adapting to new ways to sell products and provide services to customers, with self-service becoming increasingly important.

Businesses are exploring transformational technology as it is experiencing higher than normal call volumes, and reduced availability of agents. Another report also projects the increased use of artificial intelligence (AI) to augment call center and retail stores, providing greater customer experience and improved response time.

## IMPACT ACROSS TELCO ECOSYSTEM - A BIRD EYE’S VIEW

*COVID-19’s Unprecedented global spread has placed immense pressure on organizations for **CUSTOMER SELF SERVICE** at Unprecedented Scale.*

### Front Office

- Call centers are swamped, as anxious consumers, look for answers and assurance.
- Long wait times and dropped connections
- Call centers are short-staffed
- AHT, CXX, Volume etc

### Back Office

- High transaction with minimal man power
- Bad impact on CXX, cycle time, TAT
- Huge Revenue/Sales loss

### Network Load/Data

- Due to lockdown customer are using more data & thus impacting network traffic
- Customer are not able to get proper information on network/data due to high wait time in front & back house

### Supply/Demand Effect

- COVID-19 will delay 5G delivery
- Major decline in new product launches due to economic adversity
- Accelerating Digitization & Automation



How do I manage and support my workforce?

Can Cloud Based virtual agent platforms help innovate quickly?

What digital channels can come to my rescue in current situation?

How can I reduce wait times and long call Q's?

Is there a possibility of deflecting call volumes to different channels?

### What Next?

**Conversational AI powered Customer Self Service** solution allows organizations to manage unprecedented spikes of queries in a consistent, timely manner and :

- It ensures consistency across all customer interactions
- It delivers information immediately, any time of day.
- It allows for immediate scalability to meet spikes in demand.
- It caters need of contact centre of any horizontal function of any given industry.

## CAPABILITY OF M.A.I.A

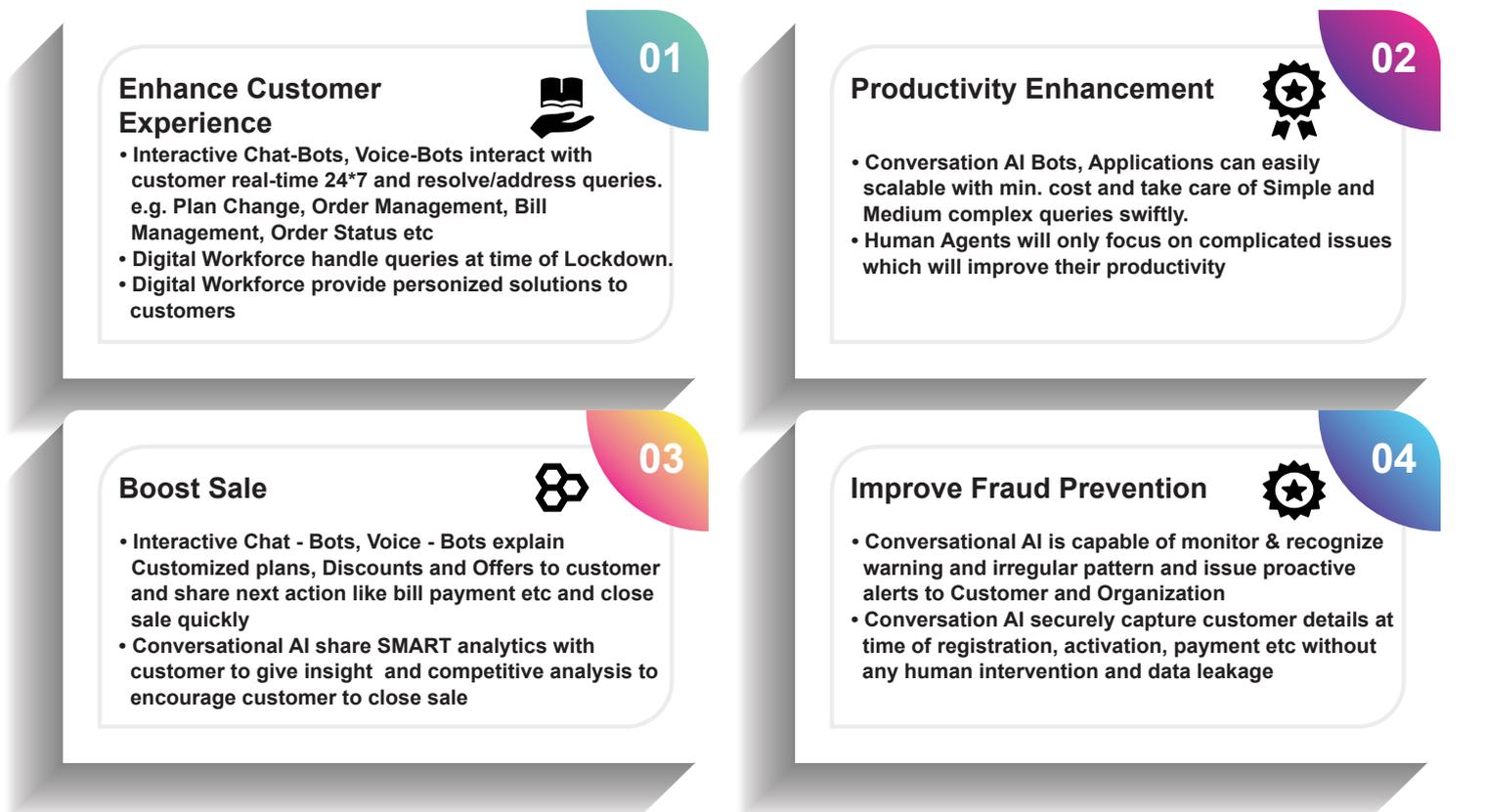
With new norms and services in place from the telecom industry most of the queries rising from the customer are around



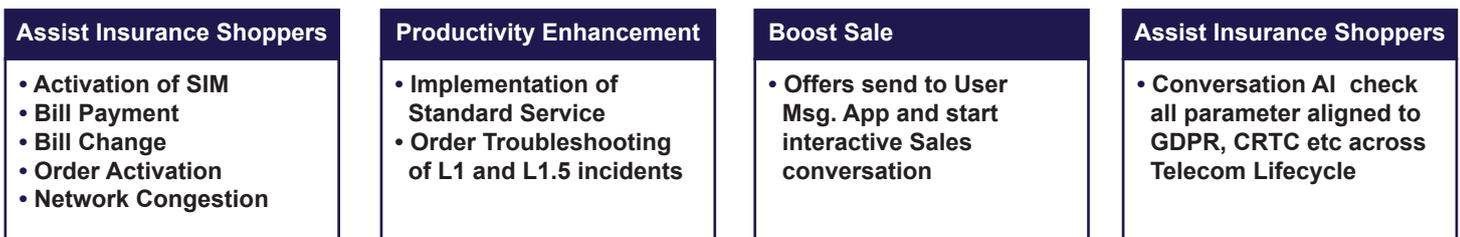
With m.ai.a in place, the large no. of calls made to understand details around their usability and billings can be resolved by giving the user the right information about their queries.

The need for Customers to interact with live agents has never changed. m.ai.a is capable of interacting with users in a human like conversation which not only helps the telecom industry to solve complex or easy queries, but also suggest/recommend offers which has an impact on better services to customer and revenue generating opportunity to the company.

## STRATEGY DEFLECTION



## POTENTIAL USE-CASES ACROSS TELECOM LIFECYCLE



### Benefits



## WHY m.ai.a

1 m.ai.a becomes the first point of contact to resolve customer issues with a faster response time.

2 m.ai.a creates a next gen level of self-service making it easier for enterprises to deflect calls which are repetitive and mundane.

3 m.ai.a cognitive intelligence helps in maintaining real time conversation with the end user to resolve complex to simple queries in lesser time.

4 m.ai.a eliminates wait time.

5 High degree of reliability.

6 Personalized communication

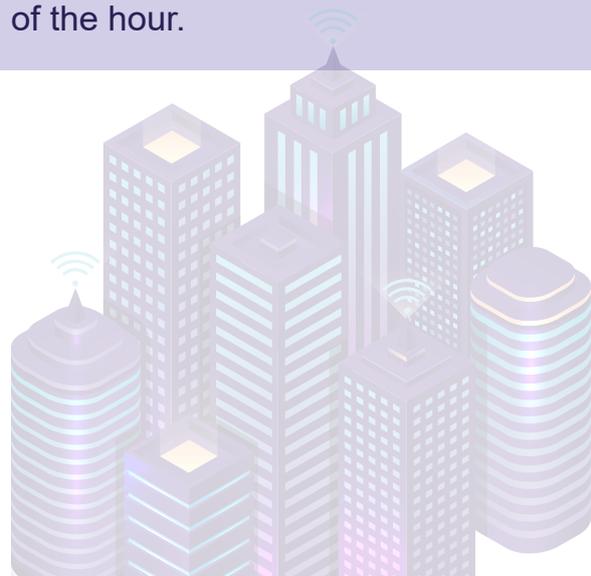
7 Available around the clock

8 m.ai.a is capable of diverting complex queries to the right agent with the right set of information.

9 It can be configured according to the industry process and workflow.

10 Easy to deploy and implement.

As per reports 77% of consumers are no longer loyal to brands but heavily dependent on customer service to create a brand lifetime value. Hence, to improve loyalty and stay relevant in the competitive market, implementing high level customer experience, streamlining processes and means to boost the bottom line, is the need of the hour.



# MEET m.ai.a IN INSURANCE



## Who is m.ai.a

Insurance is always known as a data-intensive industry and continues to be one of the most progressive when it comes to engaging with their customers via digital means. While Insurance firms are continuously adapting to maturing markets and economic chaos, success for the insurance industry lies in the ability to introduce advanced technology, and innovation.

The insurance industry has always been resilient in economic turbulence and faces myriad challenges compared to other industries. It is a common truth in every industry that digitization is setting a higher benchmark for customer expectations and firms need to adapt to keep themselves afloat in the competitive market.

With a pool of firms and aggregators promoting various policies, Customers are well informed and look quick and more personalized experience. Customers and policy holders are always on the lookout for better support, clarity and 24/7 support.

**m.ai.a is a business voice with Next Gen CX. m.ai.a's core capability to create a two-way cognitive interaction can be easily induced with insurance process to cater to customer needs around the clock in multiple language.**

## WHAT CAN M.A.I.A DO IN THE INSURANCE INDUSTRY.



### Assist Insurance Shoppers

- m.ai.a drives low cost direct to Customers sales
- m.ai.a can assist Customers with product comparison, risk assessment, policy /plan recommendation



### Customer Experience

- m.ai.a initiates human like conversation to provide 24/7 customer Experience which helps in customer retention
- Existing Insurance holders can be assisted by m.ai.a to answer Policy queries, guide insurance renewals with appropriate offers



### Agent Training & Support

- m.ai.a cuts the cost of training agent repeatedly and allows robust and ongoing assistance to agent queries.
- m.ai.a can walk agents through the commercial selling process pre integrated by the organization.



### Onboarding Assistant

- m.ai.a improves member satisfaction.
- m.ai.a helps members onboard quickly, find in-network physicians, and better understand their plan coverage.



### Underwriting

- m.ai.a assists in Underwriting & Risk Assessment based on dynamic data gathered in the conversation with the customer
- m.ai.a can verify eligibility in uncomplicated Insurance plans eg. Travel Insurance.



### Claims Advisor

- Seamless assistance in starting the claims process by registering the First Notification of Loss (FNOL) and tracking the status of the claim



### m.ai.a for Employees - Lead and Activity Manager

- Helps staff plan customer visits, prospecting activities and update their central repository for productive daily functioning.

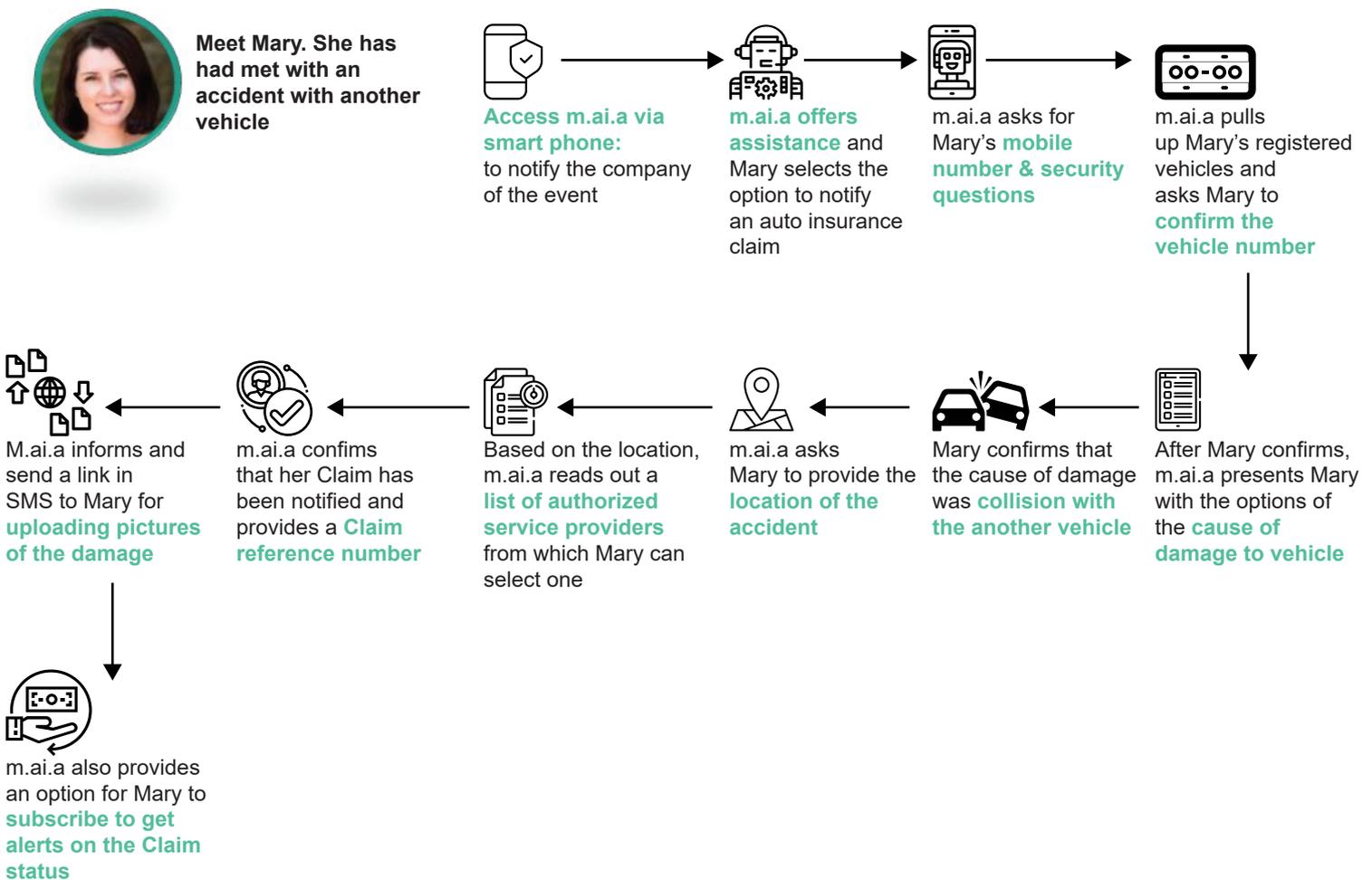
# M.AI.A INTEGRATION

Along with integrating with home devices, telephony systems and phone assistance, m.ai.a also integrates with multiple customer systems for the above capabilities.

Assist Insurance Shoppers	Customer Experience	Assist Insurance Shoppers	Claims
<ul style="list-style-type: none"> <li>• CRM/Customer DB</li> <li>• Products Knowledgebase</li> <li>• Quotes</li> <li>• Agent Scheduling System</li> </ul>	<ul style="list-style-type: none"> <li>• Policy Management</li> <li>• CRM/Customer DB</li> <li>• Products Knowledgebase</li> </ul>	<ul style="list-style-type: none"> <li>• Product DB</li> <li>• Agent App</li> <li>• Quotes</li> <li>• Sales Knowledgebase</li> <li>• Agent Scheduling System</li> </ul>	<ul style="list-style-type: none"> <li>• Policy Management System</li> <li>• CRM/Customer DB</li> <li>• Partners DB</li> </ul>

m.ai.a can integrate with varied customer systems according to their process and utilization.

## m.ai.a WORKFLOW



## m.ai.a INTERACTION & CAPABILITY

---

- 1 Voice, free-form text conversations with natural language processing
- 2 Guided navigation with complex interaction redirected to the right agent.
- 3 Pre-populated online Forms.
- 4 integrates with home devices, telephony devices and phone assistance
- 5 24/7/365 support, no interruption in information
- 6 Training time of agents are reduced significantly.
- 7 Reduced cost
- 8 Multi lingual support.
- 9 Highly configurable and adaptable to process. Evolve with interactions and learning.

While digital space keeps evolving in the dynamic environment of insurance industry, organizations must keep up with the transformation to achieve the united goal of revenue generation and excellent customer experience.



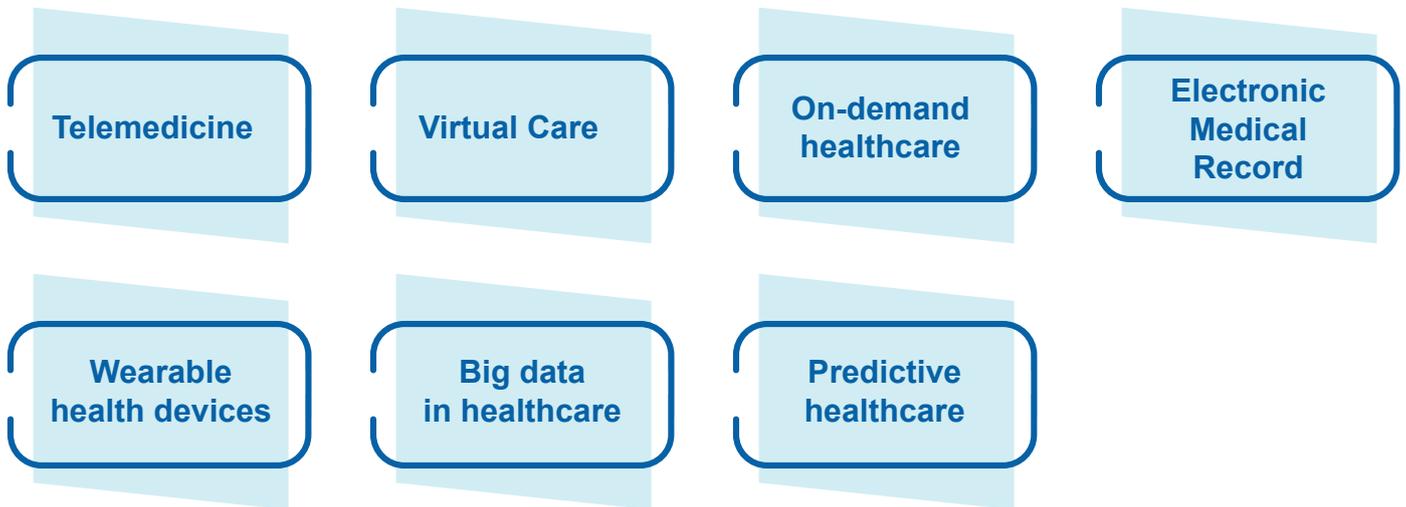
# MEET M.AI.A IN HEALTHCARE



When the world has been left stranded and confined to indoors, the healthcare industry emerged as the ultimate saviors. While the spirit exhibited by them is exemplary, the COVID-19 pandemic highlighted some industry wide need of improving digital infrastructure.

A survey by the Healthcare Information and Management Systems Society (HIMSS) revealed that while the need for digitalization is undeniable, only about 7% of healthcare organizations have deployed a digital healthcare strategy. Other verticals are standing at 15% digitalization. Therefore, healthcare has a long way to go. A positive aspect of this is that around 66% of the healthcare organization is trying to go digital in some way.

Healthcare was already undergoing a digital transformation, albeit at its own pace. The COVID-19 crisis simply fastened the whole process by making the patients more acceptable of digital technologies in healthcare. The post COVID world might see a surge in



m.ai.a can be connected with the telephony devices and other smart devices to create one interconnected network of a patient's health information and preferences across multi-channels.

## Capability of m.ai.a

m.ai.a can assist with Chronic Disease Management & Therapy Adherence by educating patients about the illness, monitoring the treatment, reminders for medication adherence and even offer self-help techniques.

### CHRONIC DISEASE MANAGEMENT & THERAPY ADHERENCE

#### Education

- About the illness (including ways to identify and avoid a relapse)
- Physical and Mental Health
- Treatment options

#### Monitoring

- Side effects & Adverse Events
- Co-morbid conditions
- Diet planning

#### Source

- Knowledge Management
- Client Website
- CRM

#### Source

- Knowledge Management
- Client Website
- CRM
- Regulatory Authority

#### Psycho-Social Interventions

- Quality of life questionnaires
- Self help techniques

#### Medication

- Medication Adherence
- Dosage/Infusion Reminders

m.ai.a can assist patients with their health insurance by addressing queries regarding the existing plan, give plan options, compare plans, related charges and even help with claim settlements queries and status updates.

### MEMBER MANAGEMENT THROUGH HOME DEVICE



#### Existing Plan related queries

- Premium
- Payment Options
- Due Date
- Coverage

#### Change/Switch queries

- Plan Options
- Comparisons
- Charges
- Benefits

#### Claim related queries

- Status
- Refund Value



- Benefits:**
- Any time Information
  - PH1 adherence
  - Therapy Adherence
  - Connected Health
  - Longer stay in a program
  - Less frequent admission to the Hospital

## OTHER SCOPES OF m.ai.a

m.ai.a can be integrated with wearable medical devices, health apps and CRMs, and can analyze multi-point data at once for the patient and precise solution to a problem like keeping patient updated on their diet plans, therapy and its adherence. It will also carry a knowledge base to keep the patient updated on the latest research and findings on the disease

m.ai.a can offer Emergency Care through Voice Command in several ways like calling the emergency number, alerting the doctor through SMS, assist with instructions for first aid usage or enable home/building alarm system

m.ai.a can assist the patients in navigating the IVR, receive information on treatments and even book an appointment

## WHY m.ai.a

1 m.ai.a's cognitive intelligence helps in deriving the right intent of a conversation with multiple interactions to provide the right solution

2 m.ai.a is available 24/7/365

3 The time to navigate to the correct information via conventional system is completely eliminated by m.ai.a

4 m.ai.a partakes in personalized communication and transmission of data

5 m.ai.a provides high degree of reliability and completeness in the information

The Healthcare industry mostly faces the challenge of rationing communication time, which results in patients and members not following through recommendations. With a proactive, intelligent human like Voice Bot m.ai.a, these challenges can easily be streamlined.



# MEET m.ai.a IN MEDIA AND ENTERTAINMENT



Tech proliferation in the Media and Entertainment industry is showing no signs of slowing down. With the nature of the industry to constantly provide relevant personalized user experiences, technology is a key enabler. Organizations will continue to make strategic investments in technology especially in the home ecosystem to build new revenue streams, enhance customer experience and ultimately help enhance revenue and reduce costs.

Today's customers do not base their brand loyalty solely on the quality of content of the provider but also on the level and quality of engagement and customer service they receive. Organizations who capitalize on new technologies to meet such customer expectations are likely to differentiate themselves from the crowd and leave long-term, positive brand imprint in the customer's mindset.

## m.ai.a's capability in Media and Entertainment.

Artificial Intelligence, Virtual Reality, Blockchain and Hyper-Personalization have already started to reconstruct the way people interact with a brand. These technologies has facilitated customer service to become more adaptable, agile and bi-directional in real time to support growth, scale profitability and engage customers to improve business prospects and meet customer demands in a better manner.

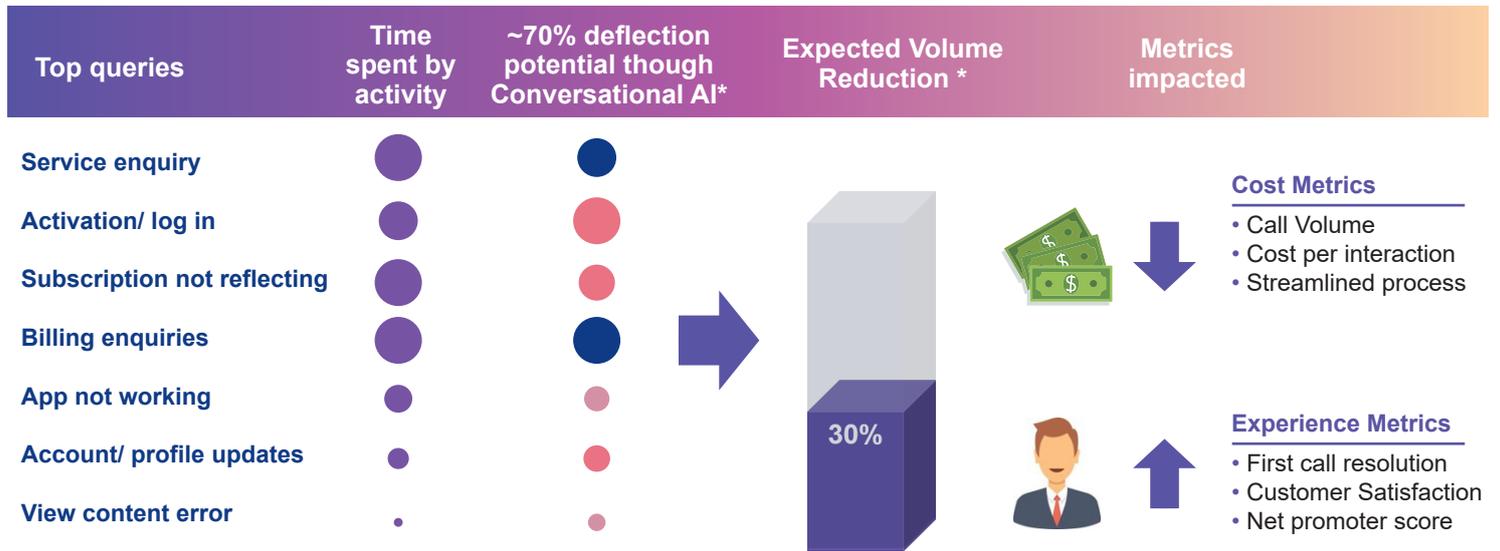
Within the customer experience spectrum for M&E, satiating a consumer's need for instant gratification through fast, accurate query resolution and round-the-clock customer support availability are vital factors. m.ai.a can help solve these challenges by

- 01** Providing Always On support
- 02** Improving query resolution speed and accuracy
- 03** Increasing rate of First Contact Resolution

m.ai.a can help Broadcasters, over-the-top (OTT) media service providers, information service providers, publishers, and production Houses stay ahead of the digital curve and help in delivering great customer experience by

- 1** Being the first point of contact and eliminate wait time required for connecting to a customer executive
- 2** Understanding consumer context to provide the right resolution faster and with greater accuracy
- 3** Capable of creating memorable digital experience
- 4** Delivering AI-assisted bi-directional dialogue flow for improving self-support experience
- 5** Improving personalized experience and improving support accessibility convenience by facilitating customer connect through telephony or other AI assistants like Alexa, Google Assistant etc.

## In general, the queries in the M&E industry can be about:



\* Dependent on user adoption assumed at 40%.  
 Assuming 70% deflection over 12-18 months.  
 Benchmarks based on our experience with similar service management

● Informational bot   ● Transactional bot   ● Conversational bot

## EXPANDED SCOPE OF m.ai.a

m.ai.a can be used for the following functions:

**Customer Queries**

Handling simple to complex queries which would traditionally be handled by alive agent.

**Subscriber Onboarding**

Guide subscribers with documentation, Welcome calls and initial subscription setup

**Account Management**

Manage address changes, plan changes, contact information etc.

**Billing and Payments**

Make payments, check status of refunds and other payment related transactions

## WHY m.ai.a

m.ai.a specializes in initiating a bi-directional human-like interaction with the customers. With its cognitive intelligence, m.ai.a can understand language, intent and emotions to create an engaging voice conversation.

### THE KEY OBJECTIVE OF m.ai.a IS TO

1

Eliminate wait time and provide better customer service thereby improving after-sales support and profitability.

2

Provide multi-lingual Always-On support

3

Empower customers through Next Gen self-service

4

Faster response and query resolution time

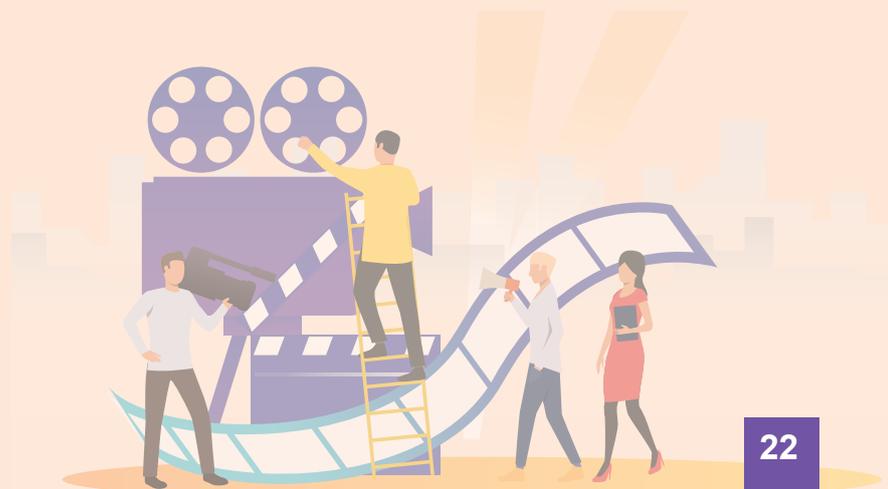
5

Improved accuracy and consistency of information

6

Drive cost efficiency by resolving significant amount of customer queries through m.ai.a

Connect with us to know how we are reinventing the way your customers interact with your brand through customer-centric personalized experiences.



# MEET m.ai.a IN SERVICE DESK



Enterprise globally are amidst a rush for Digital Transformation to converge, with an increasing demand for efficiency and cost effectiveness. While sustainability in this digital world is not complex, but certainly dependent on continuous evolving with business needs and tracking fractions of change in the market to keep up with business competitiveness.

According to IDC, spending on technologies and services that enable digital transformation of businesses will hit \$1.97 trillion in 2022. While new technologies add value to enterprise, they create new challenges for service desk to improve operational efficiency and cost reduction.

Hence to support the digital transformation and minimize business impact, a digitally equipped service desk provides the speed to drive swift resolutions and resolve to user problems giving the organization a competitive advantage and means of smooth business continuity.

m.ai.a adds to the support ecosystem of the service desk by highly improving productivity and quick resolve of issues making it a NX Gen Desk.



## m.ai.a CAPABILITY IN SERVICE DESK

m.ai.a offers a seamless voice interaction with intent discovery to reduce and manage high volume of user requests and increased user experience. The cognitive understanding of m.ai.a makes it capable to redirect complex issues to a live resource with its context.

Although the presence of Omni channel automation in service desk has proven a reduction in operational cost and improved efficiency by approx. 33%. **The scope can greatly be improved by another 15% - 20% considering the no. of tickets generated through voice calls.** Deflecting the queries to m.ai.a can greatly improve the time required to addresses repetitive and mundane queries and help service desk agents focus on complex interventions.

Introducing m.ai.a to a service desk channel can improve the resolve time and create a call deflection by 20%.

## HIGH LEVEL CHALLENGES IN SERVICE DESK

Generally, service desk's experience the following challenges

- 1 Support experience tuned to individual needs - simplified holistic experiences for all company services (IT, HR, Facilities) similar to their Customer experiences
- 2 Clear path to end user workplace & mobility transformation
- 3 Ticket logging & Follow up, Query Resolution, First Level Troubleshooting.
- 4 Applied innovations and automation that help digitize the user experience and optimize cost
- 5 And transformation to an integrated Service Desk with a full spectrum of services across Infra and Application layers in a dynamic cost structure for changing business needs.
- 6 Commitment to high performance and established best practices

## HOW CAN m.ai.a HELP

m.ai.a can model the service Desk process to become leaner & more agile. m.ai.a can also reduce the volume of calls to support operations and increase efficiency which can coherently decrease the cost to service desk. m.ai.a cognitive intelligence can also improve the customer/employee satisfaction greatly by 80%.

m.ai.a caters to various scenarios of IT use-cases and user journeys, as mentioned below

### M.AI.A CAN ADDRESS

#### ITSM ticket creation and status enquiry

m.ai.a helps in smooth operation of the technology environment of the organization by capturing & generating events, alerts, incidents or requests and helping with status enquiries.

#### Outage announcement

m.ai.a can proactively share status of outages with Customer to keep them informed and updated.

#### Password Reset/ Account Unlock

According to Gartner, a staggering 40% of help-desk calls relate to password reset or account lockout. A self-serve password reset solution like m.ai.a can save 70% to 90% of the help-desk costs related to passwords. m.ai.a can completely assist this process and allow resources solve pressing issues.

#### How to queries

m.ai.a can be trained to answer FAQ's with ease.

#### Cognitive Self-healing

The learning and evolving automation capability of m.ai.a makes it the right fit to expand in the technology agnostic Service Desk ecosystem.

#### Service Request and Order management

Recurring request for service can be processed by m.ai.a for efficient service fulfillment and highest level of service support quality to customers.

The scope of usability of m.ai.a is wide which is coherently dependent on the process of the organization, need for automation and realization for advanced self-service.

### Learn how we are transforming End user experience with m.ai.a

#### m.ai.a helps to turn your Service Desk challenges into Business opportunities

72% of users still call the IT help desk rather than use self-services as they look for faster response to their issues. While multiple channels and levels of process can deviate and loss of information exchange, m.ai.a maintains the accuracy of information by being the first point of contact. Hence, providing consistent information exchange & personalized experience to Customer.

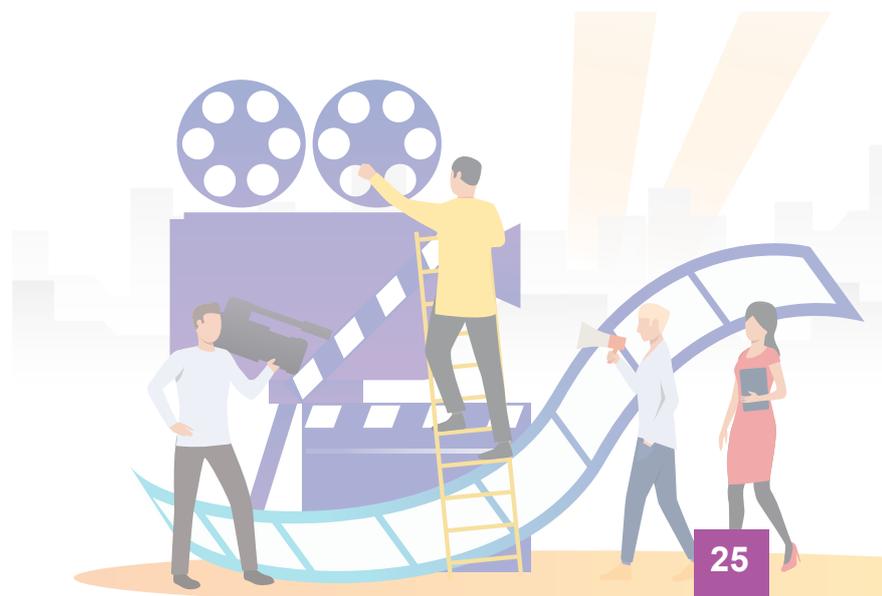
m.ai.a makes the Service Desk process much simpler and faster with greater benefits of scalable and flexible digitized solution.

## WHAT MAKES m.ai.a DIFFERENT

- 1 The understanding of intent of Customer and resolve mundane issues faster. m.ai.a reduce cost of support, and increases efficiency.
- 2 m.ai.a is a modern virtual agent which can be configured to various service desk activities.
- 3 Proven ability to ensure seamless experience and quick resolve to issues increase user satisfaction.
- 4 m.ai.a's integration capability with existing client workflow and analytic systems leverages already made investments.
- 5 Commitment to productivity improvements and to 80% first contact resolution across all ticket domains
- 6 Flexible agreements that measure the ROI and vendor's commitment to improve service beyond traditional SLAs
- 7 Outcomes-driven commercial agreements that measure service beyond just SLAs

Although, Service desks maintain absolute religion to provide support to employees and client, it comes at a greater cost. A conversational platform like m.ai.a not only increases the level of customer satisfaction, provide high efficiency but also improves the bottom line of organization. m.ai.a empowers users with specialized and digitized support.

**Connect with us to know how we are transforming Service Desk to NX Gen Desk.**



The background of the top half of the page is a solid orange color. Scattered across this background are several white, stylized icons of viruses or bacteria. Each icon is a circle with a textured surface and several small, protruding shapes around its perimeter, resembling the structure of a coronavirus. The icons vary in size and are positioned at different angles, creating a sense of movement and presence.

# COVID-19 AND M.AI.A

The effect of the pandemic is felt around the world and industries are struggling to stay afloat while providing the best to their customers. It is a common monologue that 'crisis brings opportunities and innovation' which can help them stay relevant in the competitive market.

While contactless approach and exclusively Digital in driving the industries towards the new normal era, it is the right time for organizations to reevaluate their approach for an agile and frictionless experience for their Customer in the future.

m.ai.a's reliability and flexibility to adapt to these changes and establish re-evaluated successful process frameworks, makes it the right fit for companies to implement now.

**Get in touch with us to learn more about m.ai.a.**