



Meet m.ai.a in Telecom – Creating Futuristic Customer Experience

m.ai.a is Tech Mahindra's **cognitive human-like voice assistant** that harnesses the power of Artificial Intelligence and Natural Language Processing to solve simple to complex customer queries providing a frictionless & seamless experience to consumers. m.ai.a digitally augments customer center and greatly improves support efficiency.

Current Challenges in the Telecom Industry

Business	Consumers
<ol style="list-style-type: none"> 1. Increased volume of calls in Call Centers & handling distress customers 2. Long wait times and dropped connections 3. Call centers are short-staffed 4. High transaction with minimal man power 5. Bad impact on CXX, cycle time, TAT, et al 6. Huge Revenue/Sales loss 	<ol style="list-style-type: none"> 1. Retail and in-person service impacted because of store closures 2. Customer's Behavioral Change 3. Due to lockdown customer are using more data & thus impacting network traffic 4. Information loss on network/data due to high wait time in front & back house

Hard-hitting Questions Which Needs To Be Immediately Addressed

1. How do I manage and support my workforce?
2. How can I reduce wait times and long call Q's?
3. Can Cloud Based virtual agent platforms help innovate quickly?
4. Is there a possibility of deflecting call volumes to different channels?
5. What digital channels can come to my rescue in current situation?

The Need of The Hour is to Accelerate Digitization & Automation

Conversational AI powered Virtual Assistant for Customer Self Service – m.ai.a

<p>Organizations can manage unprecedented spikes of queries in a consistent, timely manner</p>	<p>Ensures consistency across all customer interactions</p>	<p>Delivers information immediately, any time of day.</p>	<p>Allows for immediate scalability to meet spikes in demand.</p>	<p>Caters need of contact centre of any horizontal function of any given industry</p>
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Illustrative Use Case

CASE 1

Instant Resolution
Virtual assistant enabled auto query resolution and Cognitive RPA based troubleshooting

Check account : Name, number match API - server

- ✓ Fetch Account details
- ✓ Check subscription
- ✓ Subscription match
- ✓ Price rate match found **YES**

Queries – Reason and Refund

Hi Customer (Name)
Based on our records you had subscribed on ## date for Unlimited 5G Speed Boost plan at \$38.50. Sorry we will not be able to provide a refund. We can help you provide option to change the plan. Please visit

CASE 2

Hi,
I subscribed to 5G Speed plan at discounted rate but I am billed for \$38.50. How did this happen?
Thank You

Check account : Name, number match API - server

- ✓ Fetch Account details
- ✓ Check subscription
- ✓ Subscription match
- ✓ Price rate match found **NO**

Queries – Reason and Refund

Hi Customer (Name)
Based on our records we see that the plan was activated at a discounted rate. We are sorry for the high charges billed on the account. I have refunded the \$13.05 to the source. Request you to keep a track of your current plan and usage via 'My Account Session'

Other Use Case Examples

<p>Account Issue</p> <p>Customer: Can you reset the password for me?</p> <p>m.ai.a Yes, Password reset done.</p>	<p>Network Outage</p> <p>Customer: My network services are down and am not sure when it will be up</p> <p>m.ai.a I can notice there is an outage in your area, booking your RENTAL service while it is restored</p>
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Benefits

- 30% to 35% Volume Deflection
- 40% to 45% Manual effort reduction
- 20% Improved CX by 20% to 25%
- 10% Improved Fraud prevention by 10% to 15%

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