

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



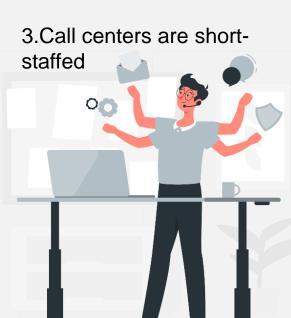
- 4. High transaction with minimal man power
- 5. Bad impact on CXX, cycle time, TAT, et al
- 6. Huge Revenue/Sales loss

Business

in Call Centers & handling distress customers

1.Increased volume of calls

2.Long wait times and dropped connections



service impacted because of store closures

1. Retail and in-person

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

Consumers

Hard-hitting Questions Which Needs To Be **Immediately Addressed**



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

Can Cloud Based virtual agent platforms help innovate quickly?

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

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



manage unprecedented spikes of queries in a consistent, timely manner



consistency across all customer interactions

Customer Name

Ensures



Delivers information immediately, any time of day.

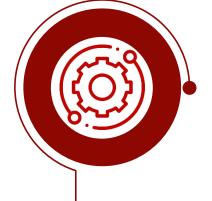
Hi,



Allows for

immediate

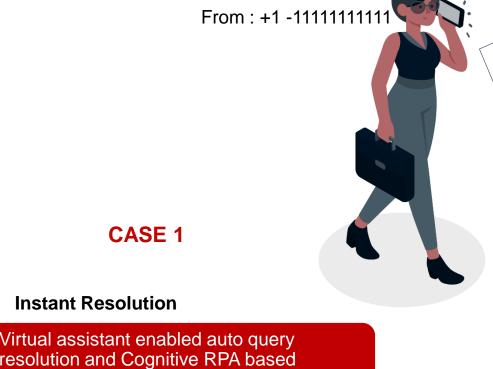
scalability to meet spikes in demand.



contact centre of any horizontal function of any given industry

Caters need of

Illustrative Use Case



discounted rate but I am billed for \$38.50. How did this happen? Thank You

I subscribed to 5G Speed plan at

Instant Resolution



troubleshooting

Fetch Account details

API - server



Check subscription Subscription match

Check account: Name, number match





Price rate match found **YES**

Queries - Reason and Refund



Hi Customer (Name)

\$38.50. Sorry we will not be able to provide a refund. We can help you provide option to change the plan. Please visit

Based on our records you had

Unlimited 5G Speed Boost plan at

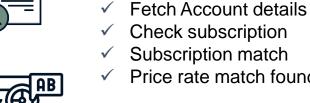
subscribed on ## date for



Check account: Name, number

match API - server

CASE 2





Subscription match Price rate match found NO

Hi Customer (Name)

Account Session'

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

Based on our records we see that

Other Use Case Examples



Customer Can you reset the password for me? m.ai.a

Yes, Password reset

done.



Customer My network services are down and am not sure when it will be up



m.ai.a

I can notice there is an outage in

your area, booking your RENTAL service while it is restored

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

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