

The Corporate Virtual Agent (FRED)

Tech Mahindra's FRED is an artificial intelligence (AI) powered corporate virtual agent. It is a conversational bot serving as a corporate virtual agent, assisting employees and dedicated support groups in their daily enterprise activities and automating human support functions to access services, conversationally.

OUR SOLUTION

FRED offers round the clock self-service on multiple horizontal business functions to end-users including employees, back-office help desk, and B2B users. This solution aids end-users with the required information and allows them to perform transactions in real time in intuitive ways mimicking a human agent.

Features of the Solution

- Offers user flexibility to choose the channel of communication through a single, unified interface. Multi-lingual support catering to specific user requirements and contextualized support to individuals based on person-specific analytics
- FRED is a composite bot that comprises multiple child bots, where each child bot supports specific business functions, including IT support, corporate services, back office, HR, and B2B operations
- Feedback collection from the end-users and derived insights are leveraged to improve the accuracy of the bot by supervised training and calibration
- Integrated with multiple enterprise backend systems required to support corporate applications
- Seamless transfer control to live agent automatically during encounters with out of scope queries and/or based on user interaction sentiment
- Dashboard with KPI's for both bot performance as well as those to business-critical KPIs

Solution Technology

FRED is majorly powered by various cognitive services offered by IBM Watson along with a few other services, including the following:

- Watson Assistant as an NLP engine
- Watson Tone analyzer for assessing end-user sentiment
- Weather-API to assist end-users with weather details of required location
- Bing spell check to auto-correct any misspelled user inputs or conversation
- Microsoft Bot framework to integrate with office communicator tools like MS Teams or Skype

KEY CHALLENGES

All organizations, ranging from medium to large scale, incur sizable costs to manage corporate support functions. The traditional ways of supporting end users involve challenges with resources and sub-optimal user experiences:

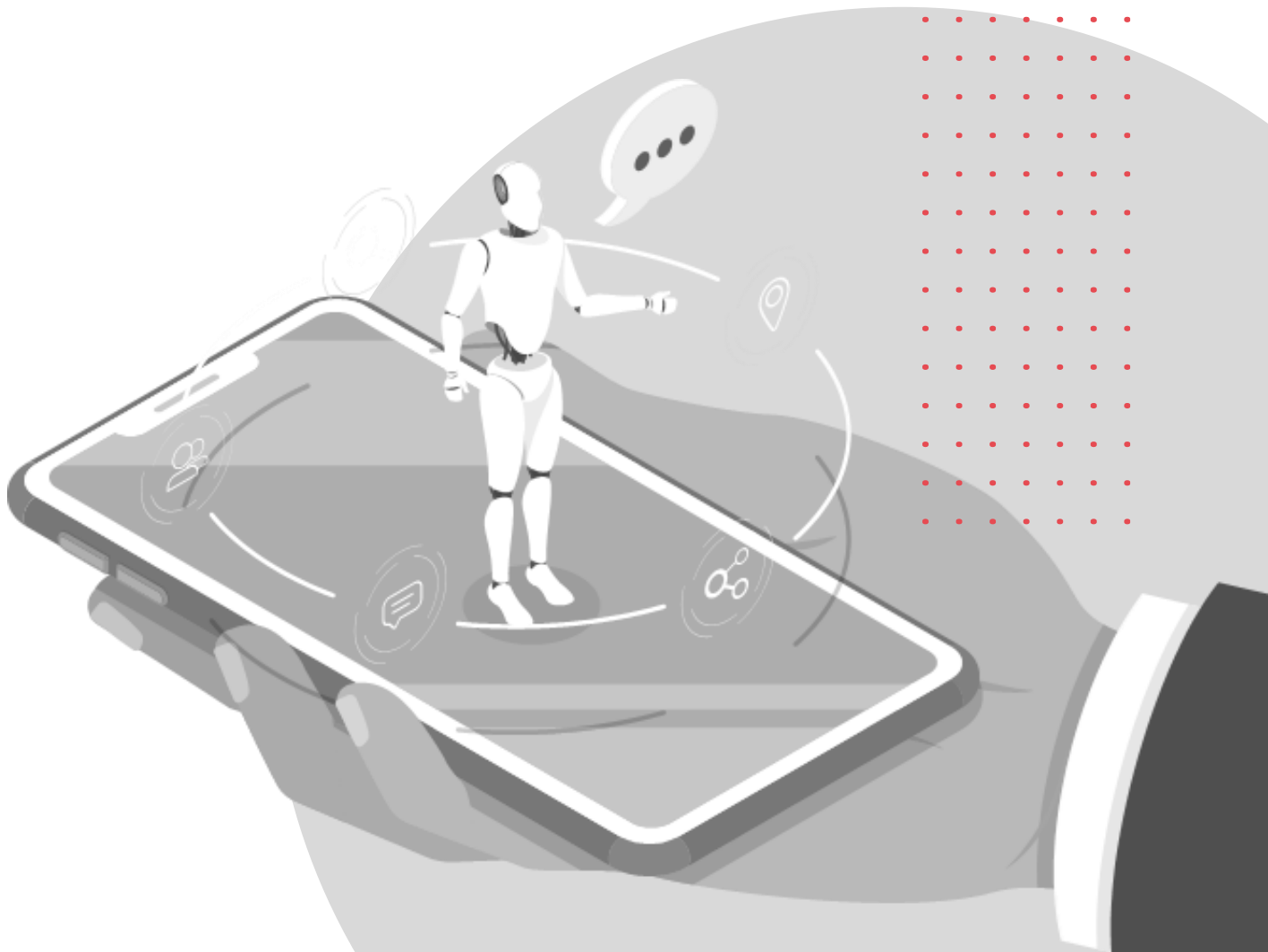
- Long resolution turnaround for application issues
- Non-availability of services 24X7
- Lack of personalized user experience
- Data accuracy issues due to manual intervention
- High opex cost to manage business support functions

BENEFITS

- Availability of support in 24X7
- Quick turnaround time
- One-stop solution for support on multi-business functions
- Improved employee productivity
- Superlative user experience with personalized self-service
- Reduced operational expenses by deflection-rate up to 30%
- High accuracy by reducing manual errors
- In-channel resolution up to 90%

TECHM NXT.NOW ADVANTAGE

- Diversified global player with 20+ years of data, analytics, and AI practice
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- Comprehensive frameworks, processes and tools to move PoCs to production



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