



yellow.ai

**NextGen Total Experience
Automation**
for conversations across the globe



1000+

Global Enterprise
Customers

4B+

Platform Conversations
Quarterly

100+

Languages
Supported

60%

Automation in first
30 days of go-live



**Delightful Customers
Happier Employees**

**AI + HUMAN PLATFORM FOR
ENTERPRISES TO DELIVER
REAL-TIME, ON-DEMAND & UNIFIED
CUSTOMER + EMPLOYEE EXPERIENCE**



Recommended by

Gartner[®]

Leading Conversational
AI Platform

Advanced Virtual
Assistant Provider

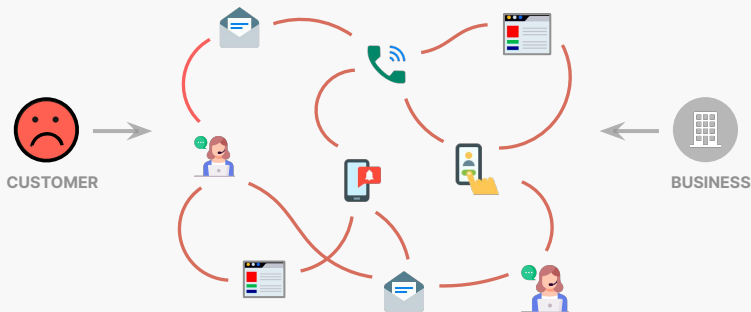
Key Vendor in CX
Automation



Redefining how customers interact with businesses

CONVENTIONAL

Multi-channel journeys



🚫 SILOED

🕒 SLOW

🛑 BROKEN

FUTURE

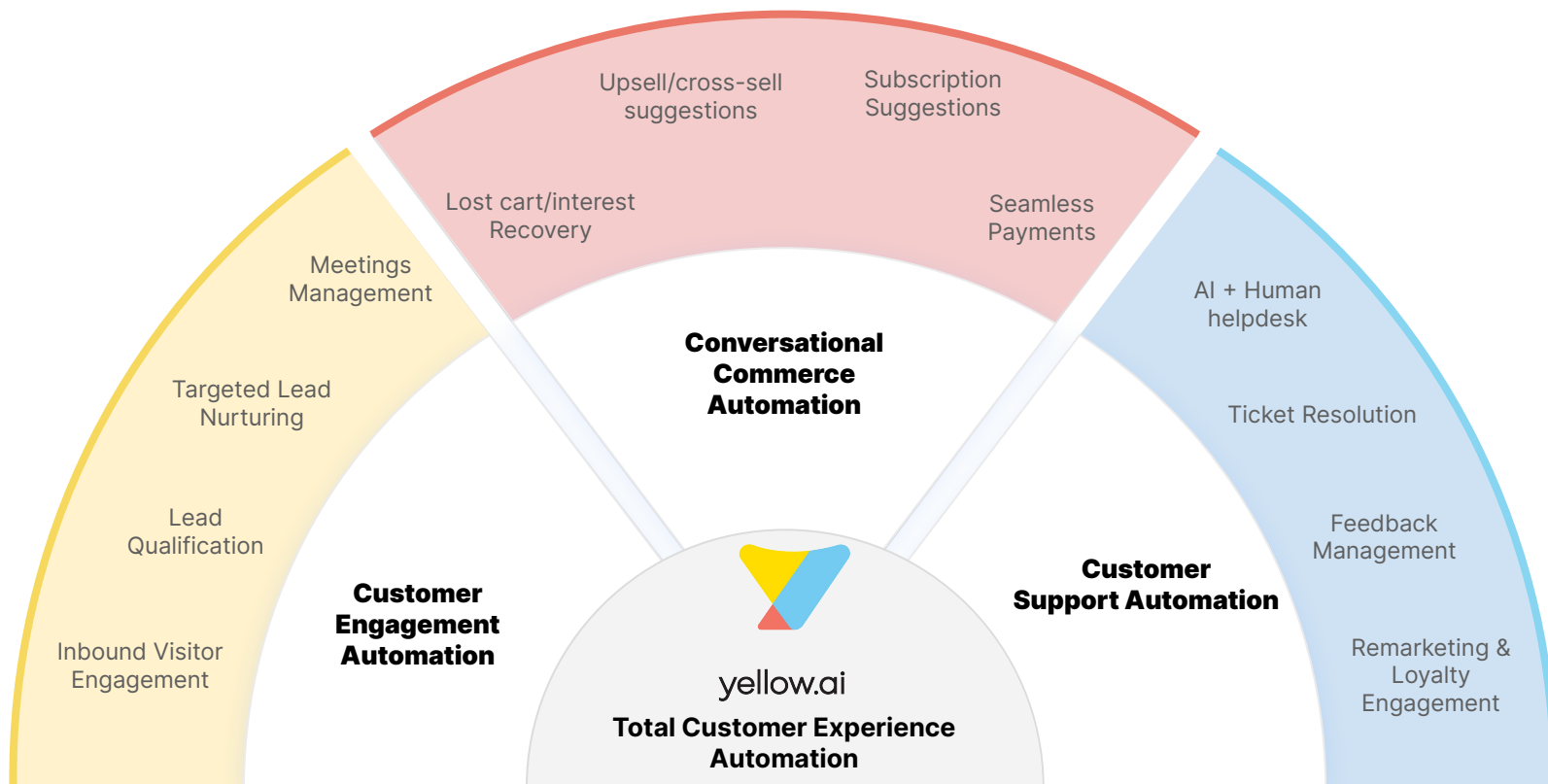
Conversational CX



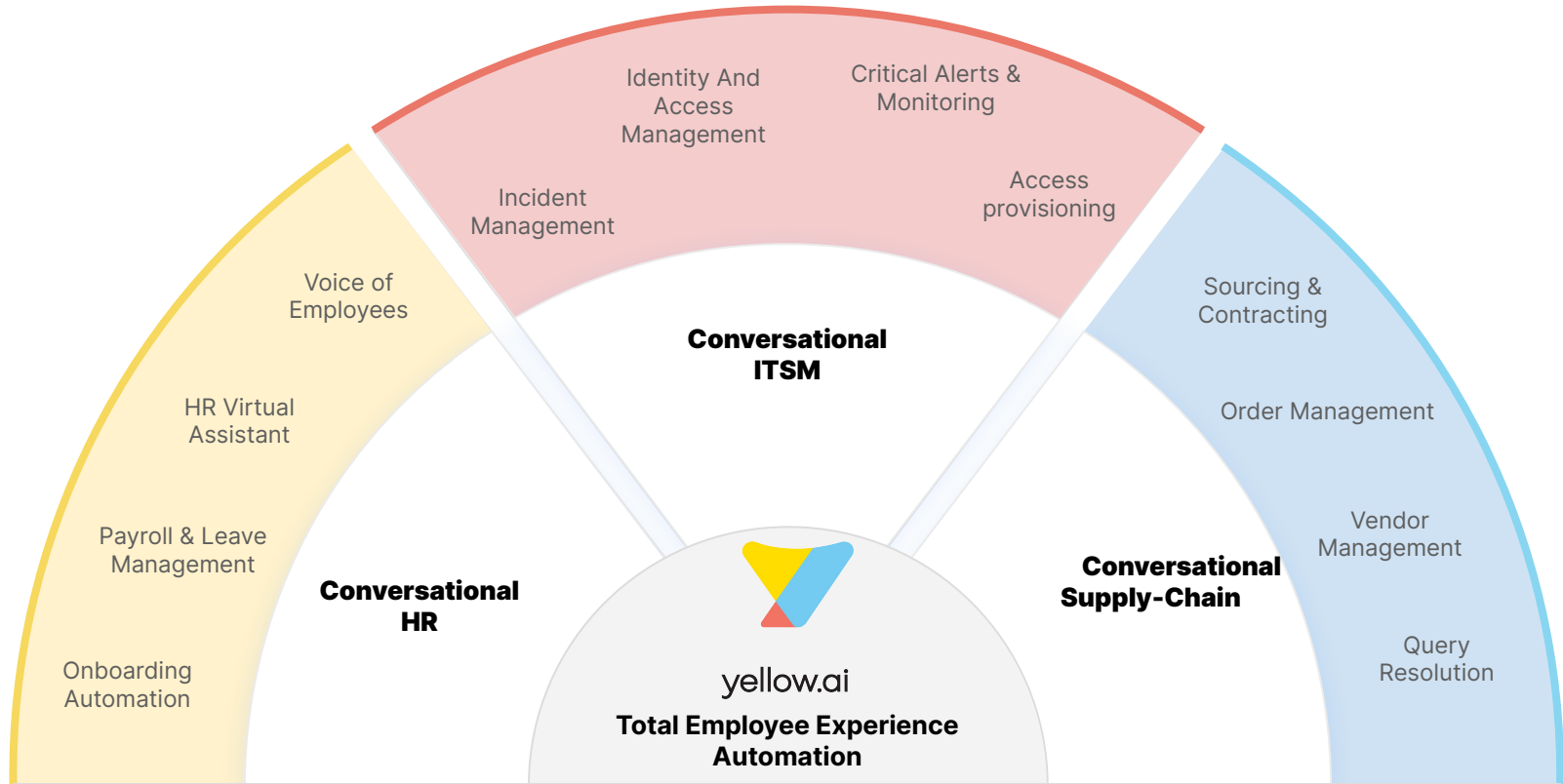
⚡ FAST

🔗 SEAMLESS

yellow.ai for Total Customer Experience Automation

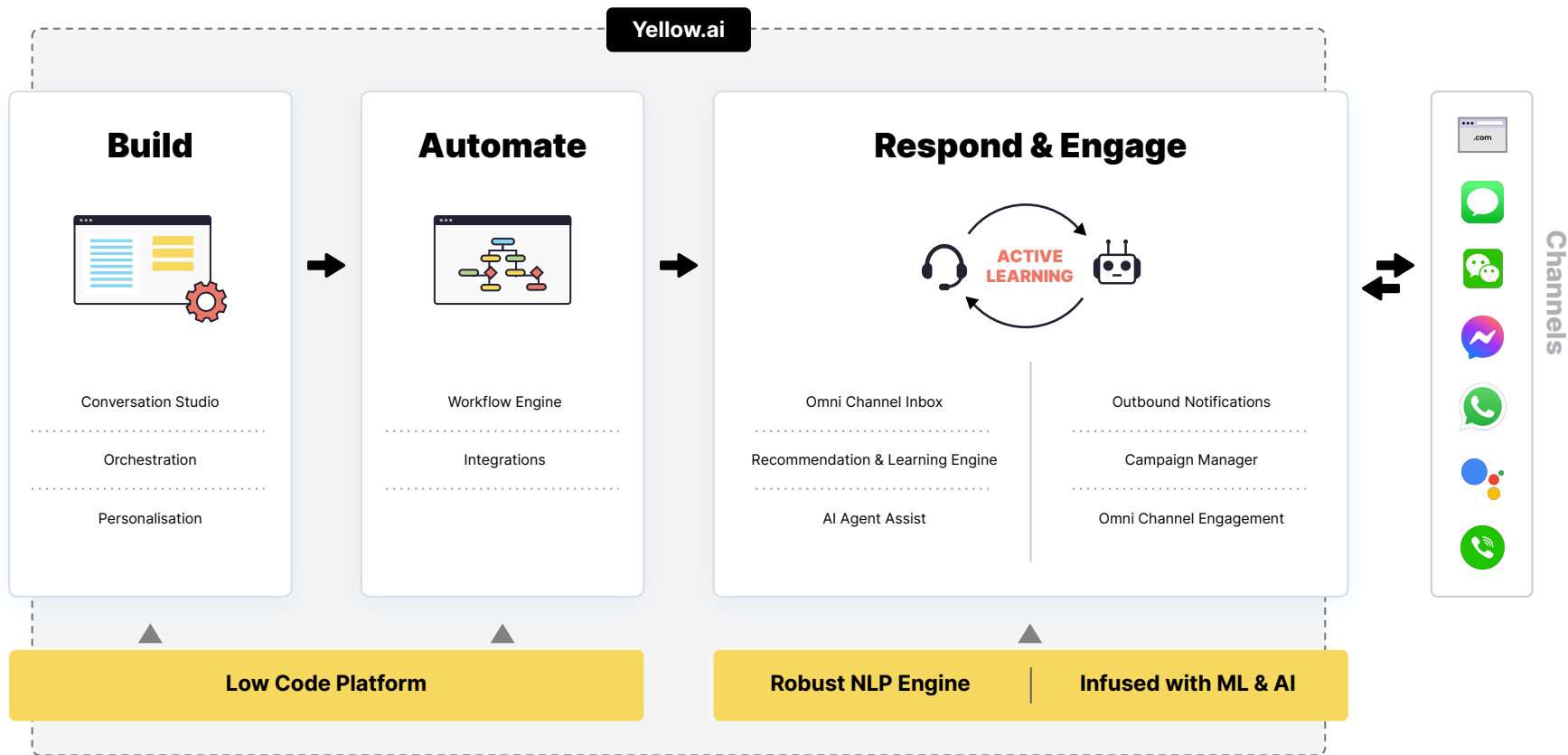


yellow.ai for Total Employee Experience Automation



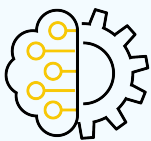


The Yellow.ai platform





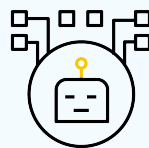
TOP ENTERPRISE-READY SOLUTIONS & CAPABILITIES



AI Knowledge Management
using Document Cognition



Voice Automation



RPA Integration



OCR Image Recognition



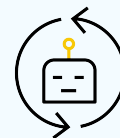
Campaign Management



Proprietary NLP
Engine



Conversational Analytics



Intent and Exception
Handling



Universally Multi-lingual



Predictive Support



Analytics Dashboard



Live Agent Transfer



POWERFUL INTEGRATIONS WITH ECOSYSTEM LEADERS

INVENTORY /
ORDER
MANAGEMENT



WOO COMMERCE



SAP Hybris (v)



PAYMENTS



midtrans

paytm



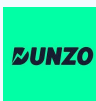
SETU

Braintree

Razorpay

PayU

LOGISTICS



DELHIVERY



MARKETING



CONTACT
CENTER
SOLUTIONS



AVAYA

GENESYS





DIGITAL ASSISTANTS FOR THE BFSI INDUSTRY

MOST COMMON USE-CASES

OPERATIONS



Bill Payments & Reminders: Pay EMI of loans & credit cards, outstanding credit bills, overdues, etc.



EMI Calculator: Monthly EMI of loan and credit cards



Fund Transfer: Transfer funds within the bank/send money to others via different payment methods



Tax Advisor: Get professional advice on how to save taxes based on income & place of residence



Branch and ATM Locator: Get directions to nearest branches & ATMs

SALES



Follow-up Chats: Get push notifications & initiate conversations with the SME owners who had taken recommendations



Account Information: Check account information like account balance, latest transaction



Deposit Schemes: FD/RD details, deposit opening/ closing, etc.



Appointments: Set up appointments with executives at the nearest branch



Invest Advisor: Invest money in accordance with risk factor, expected returns



Apply Credit Cards: Compare features & buy based on eligibility



Forex and Demat Account Handling: Understand requirements to place forex orders. IPO & Demat account opening

MOST COMMON USE-CASES

MARKETING



Awareness: Supports lead gen by routing users to WhatsApp bot via Digital Ads



Credit Cards & Loan Advisory: Helps customers find the right card based on filters & catalogue loans & offerings



Promotional Offers: Push promotional offers /schemes directly on the BOT + referral programs



Eligibility Checkers: Self-check eligibility new product offerings.



Information Update: Update contact information, Email, Phone Numbers, etc.

SUPPORT



Complaints: Users can raise complaints & chat with live agent through the chatbot



Block and unblock: Block/ unblock cards, transactions, etc.



Capital Market Support Functions: Brokerage Details/Upgrade/Modify; Provide Segment Activation Status; P&L summary, Ledger Report, Client Master, DP Transactions; Clarifications on ledger round offs, account information, stock position, etc; Checks and balances for totalling and rounding off; Check balance; To help user calculate brokerage on transactions done



**SUCCESS
STORIES**

The Challenge:

India's financial market is highly competitive and cluttered. Being a digital first, Bajaj finserv wanted to differentiate itself by building superior customer experience whilst keeping the cost under control.

The Solution:

Yellow.ai deployed AI powered multilingual chatbot BLU to support through the entire customer journey from engaging customers on new financial products to solving their queries post-purchase, providing seamless experience across chat and voice channels.

Channels:

 Website  Whatsapp  PWA  Alexa, Google

Use cases:

 Customer Support  Customer Engagement
 Conversational Commerce

Key Highlights:

- Deeply integrated with their internal tools and app ecosystem - CRM & billing - to enable smooth operations with little or no involvement from the team.
- Improve customer service and renewal services by deploying voice bots that foster customer relationships at scale.

Impact:

\$100M+

Incremental sales in 3 years

\$16M

Savings in 1 year

20Mn+

Conversations

95%

Bot accuracy



The Challenge:

The call volumes on the call centers were high which led to linearly scaling the call centers with the number of customers. Additionally, there was no scalable channel for ZestMoney vendors to reach out for very specific queries when onboarding a new customer.


The Solution:

Yellow.ai deployed AI powered multilingual chatbot BLU to help achieve exceptional customer experience amidst the pandemic, reduce operational costs and bring down query resolution time by 75%.

Channels:

 Website  Whatsapp

Use cases:

 Customer Support

 Merchant Helpline

Key Highlights:

- Designed an omnichannel experience on WhatsApp and Website for both, Zest Money's customers and vendors. On the customer side, we adopted the strategy to launch a live chat for the first 3 months on their website and app dashboards to help gather data around the types of queries that were coming repeatedly which gave the initial data for automation.
- Launched a verified WhatsApp channel using the WhatsApp for Business (WABA) API and on the backend connected to the live chat module of yellow.ai enabling users to reach out to Zest Money easily.
- Yellow.ai built out a customer support conversational AI model that could answer the repeated queries and plugged the same as the first level query resolution on the live chat, the combined solution of Chatbot + Live Chat (For fallback).

Impact:

75%

Reduction in query resolution time

45%

Increase in customer satisfaction

5000+

Tickets handled on any given day

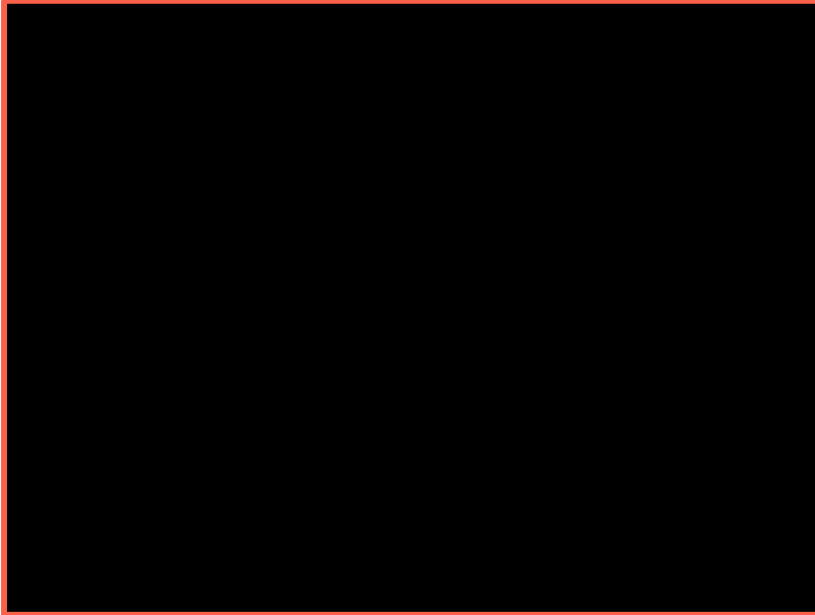
Geos: India

Company Size: 500+

Industry: NBFC



DEMO BOTS



Digital Ads will route the users to WhatsApp chatbot, Growth in lead generation



Check Account Balance, account summary and any account related information

DEMO BOTS

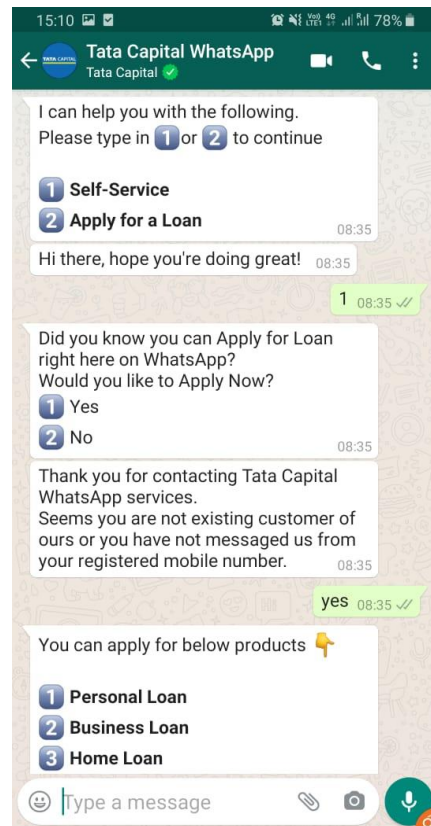
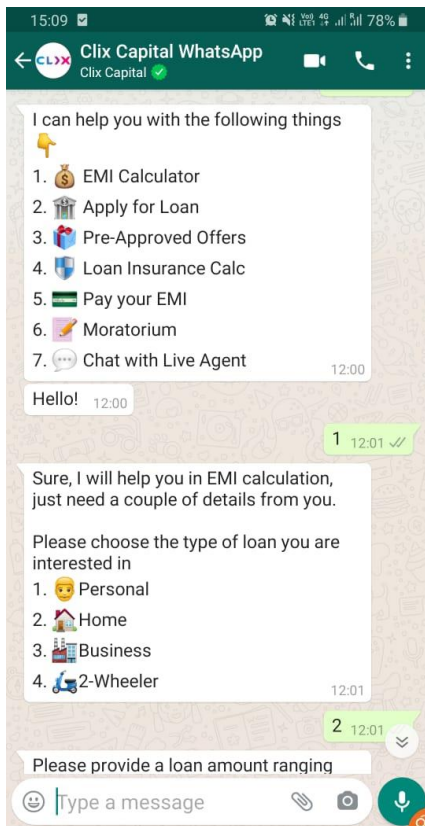
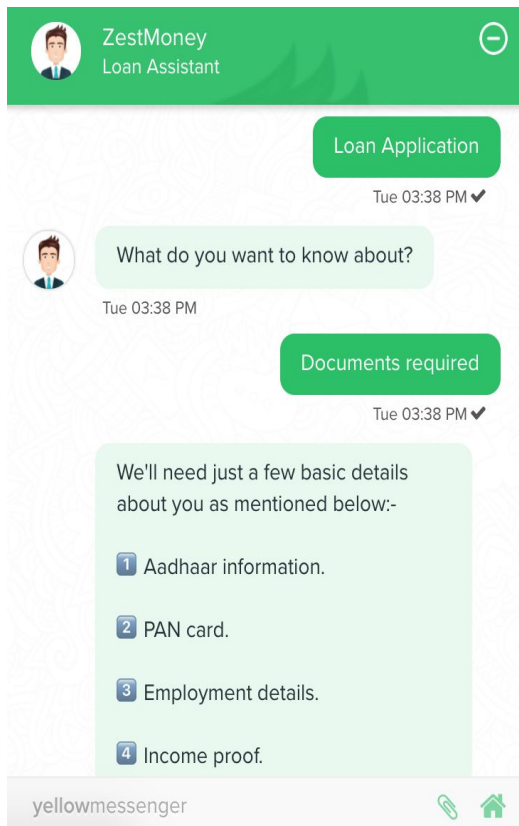
Conversational AI for the 10X Enterprise

Deflect the users from e-mail to a PWA chatbot while carrying the context



Omni channel support enabling ease for customer experience across channels.

CONVERSATIONAL EXPERIENCE





LEADING GLOBAL BRANDS ADOPTING YELLOW.AI

E-Commerce



Banking & Insurance



Public Sector



Automobile & Aviation



Telecommunication



Retail, CPG and QSR



Energy & Utilities



Professional Services



Healthcare



Manufacturing



Communication & Media



Education



Enterprises are loving it



“Yellow AI chatbot has helped **lower 25,000 calls** coming into our call centres every month”



Eric Hansen
CIO



“Yellow AI is helping close **80% tickets on IndiGo's Dottie**, a self-service customer chatbot”



Nitin Sethi
VP DIGITAL



“Our **CSAT** participation rate went up from **5-10% to 30-50%** which is around 3x to 5x increase using **Yellow AI**”



Ikhsan Widi Adyatma
PRODUCT MANAGER



“**BLU virtual assistant** has generated **double-digit million dollar** new revenue with upselling and cross selling”



Sourabh Sharma
HEAD, DIGITAL
INNOVATIONS



A PRESENTATION BY



Visit us at www.yellow.ai or write to us at contact@yellow.ai