



Autonomous customer & employee experience with human-like interactions



1000+

Global Enterprise
Customers

2B+

Platform Conversations
Quarterly

135+

Languages
Supported

90%

automation in 30 days with
generative AI



Memorable conversations, Everytime.

Tara Jana (TJ)
VP, Product Marketing
and the PMM team
(Disha, Chetan, and Pritika)





Agenda

- Speed dating with Generative AI
- ChatGPT vs Conversational AI platform
- Problems with traditional chatbots
- Introduction to Yellow.ai Dynamic Automation Platform, powered by Generative AI
- Key value pillars
- Demos
- Sneak peak into zero-setup experience (Primer to YellowG)
- Sales kit - links to various assets



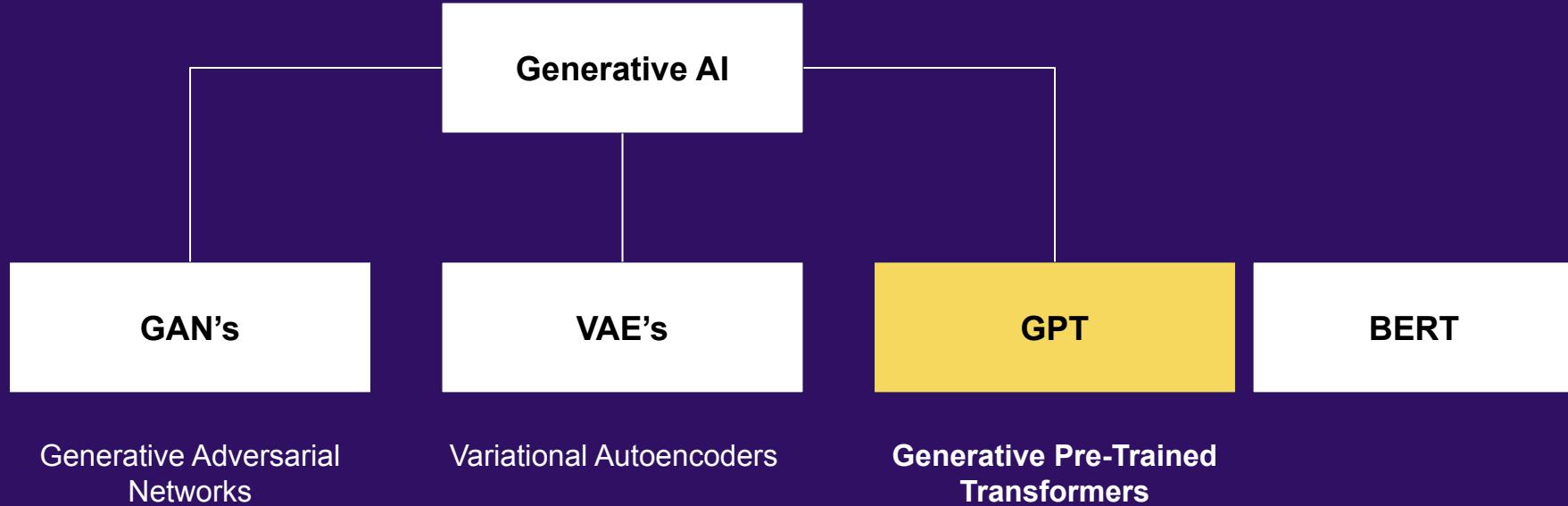
What is Generative AI?

Generative AI systems use machine learning to analyze existing data and then **create new content** that is similar in style or content to the original data

Generative AI **produces new data** rather than producing an output or classifying what already exists



Generative AI





What is ChatGPT?

ChatGPT vs. Yellow.ai



ChatGPT

An interface and a technological enabler to enhance human like interactions

	 ChatGPT	 yellow.ai
Core Technology	GPT-4 based language model	Conversational AI platform powered by GPT4 and GPT3(OpenAI), T5(Google), Claude(Anthropic), and LLaMA2
Business Application Focus	General-purpose natural language understanding and generation	Enterprise chat and voice bot building and deployment with zero-setup requirement
Integration and Customization	Requires developers to build custom applications using APIs and SDKs	Pre-built templates, workflows, and integrations for enterprise use, right out of the box
Security and Compliance	Dependent on the implementation, may need additional security measures	Built-in enterprise-grade security and compliance. Backed by ISO, HIPAA, SOC2, and GDPR certifications



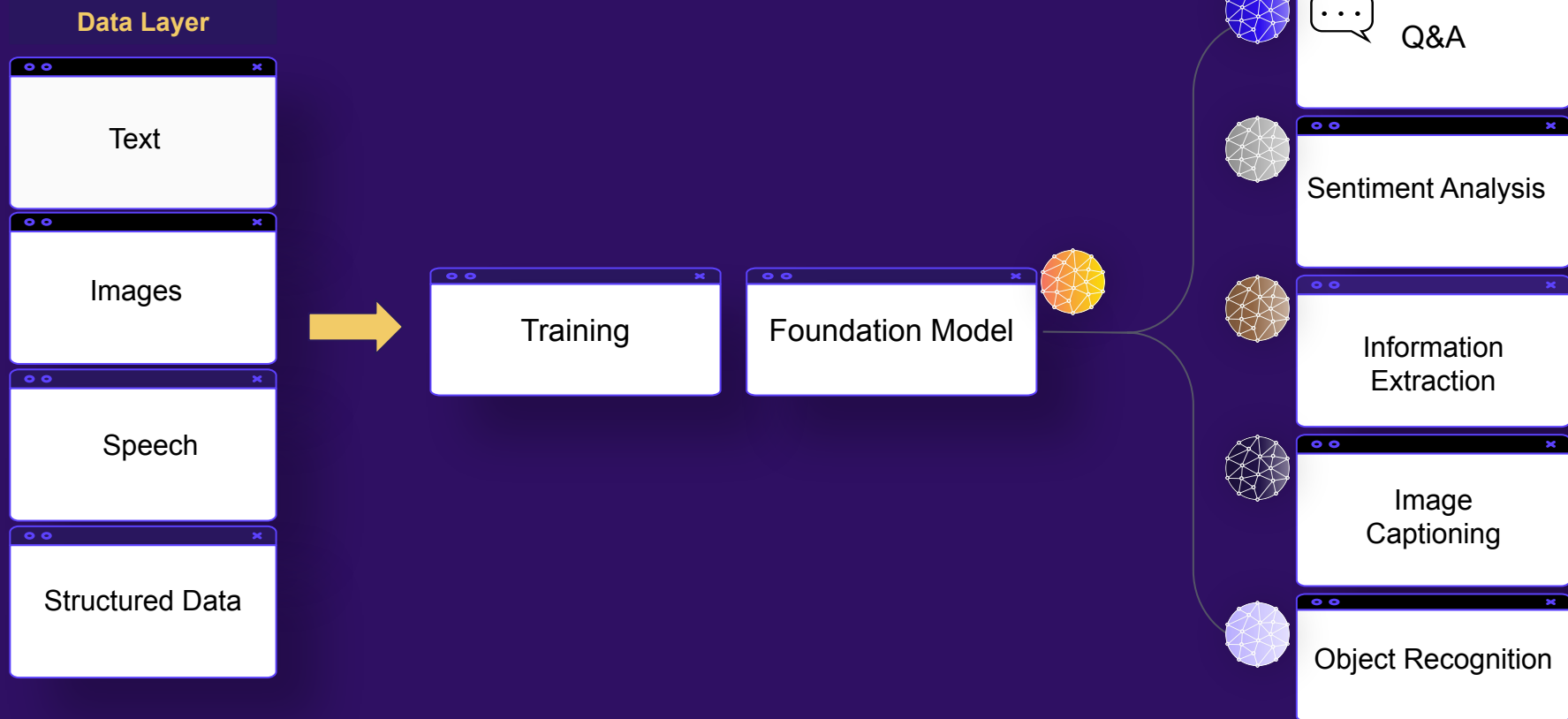
ChatGPT vs. Yellow.ai

	 ChatGPT	 yellow.ai
Scalability	Highly scalable depending on API usage and subscription plans	Designed for enterprise scalability and performance with fine-tuned LLMs for petabyte scale
CRM and ERP Integration	Requires custom development for integration with CRM and ERP systems	Offers native and pre-built integrations with popular CRM and ERP systems- SAP, Salesforce and 100+ others
Omnichannel support	Can be integrated into various channels, but requires custom development	Native support for multiple channels, including web, mobile, social media, and messaging apps, right out of the box
Conversation flow management	Requires developers to design conversation flows and handle context	Built-in conversation flow management and easy-to-use visual builder for CAI platform, and get a zero-setup experience (no code, no design) with the Generative platform
Pricing and support	Based on API usage and subscription plans, with standard OpenAI support. Very high cost for enterprise use cases.	Offers various pricing plans and custom enterprise solutions, with dedicated support for businesses. Truly success based pricing, industry's best pricing options



**Expand LLMs and
explain what is it?**

What are Large Language Models (LLMs)?



LLMs Key Capabilities



Chatbots before LLMs

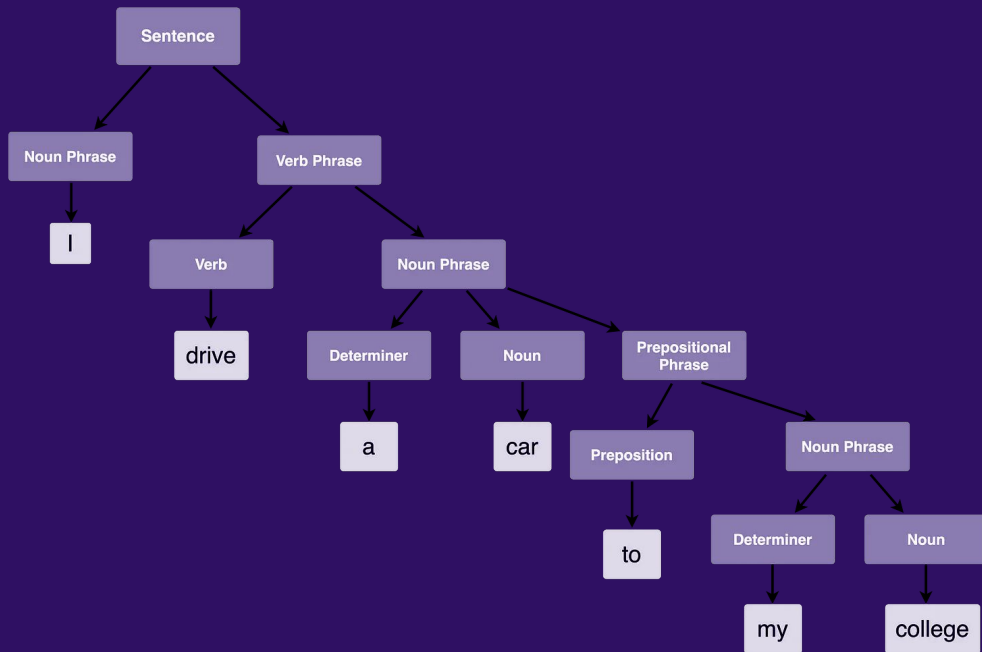
Welcome to

```
EEEEEE LL      IIII  ZZZZZZ  AAAAA
EE      LL      II    ZZ      AA  AA
EEEEEE LL      II    ZZ      AAAAAA
EE      LL      II    ZZ      AA  AA
EEEEEE LLLLLL  IIII  ZZZZZZ  AA  AA
```

Eliza is a mock Rogerian psychotherapist.
The original program was described by Joseph Weizenbaum in 1966.
This implementation by Norbert Landsteiner 2005.

```
ELIZA: Is something troubling you ?
YOU:   Men are all alike.
ELIZA: What is the connection, do you suppose ?
YOU:   They're always bugging us about something or other.
ELIZA: Can you think of a specific example ?
YOU:   Well, my boyfriend made me come here.
ELIZA: Is it important to you that your boyfriend made you come here ?
YOU:   He says I'm depressed much of the time.
ELIZA: I am sorry to hear that you are depressed.
YOU:   It's true. I am unhappy.
ELIZA: Can you explain what made you unhappy ?
YOU:
```

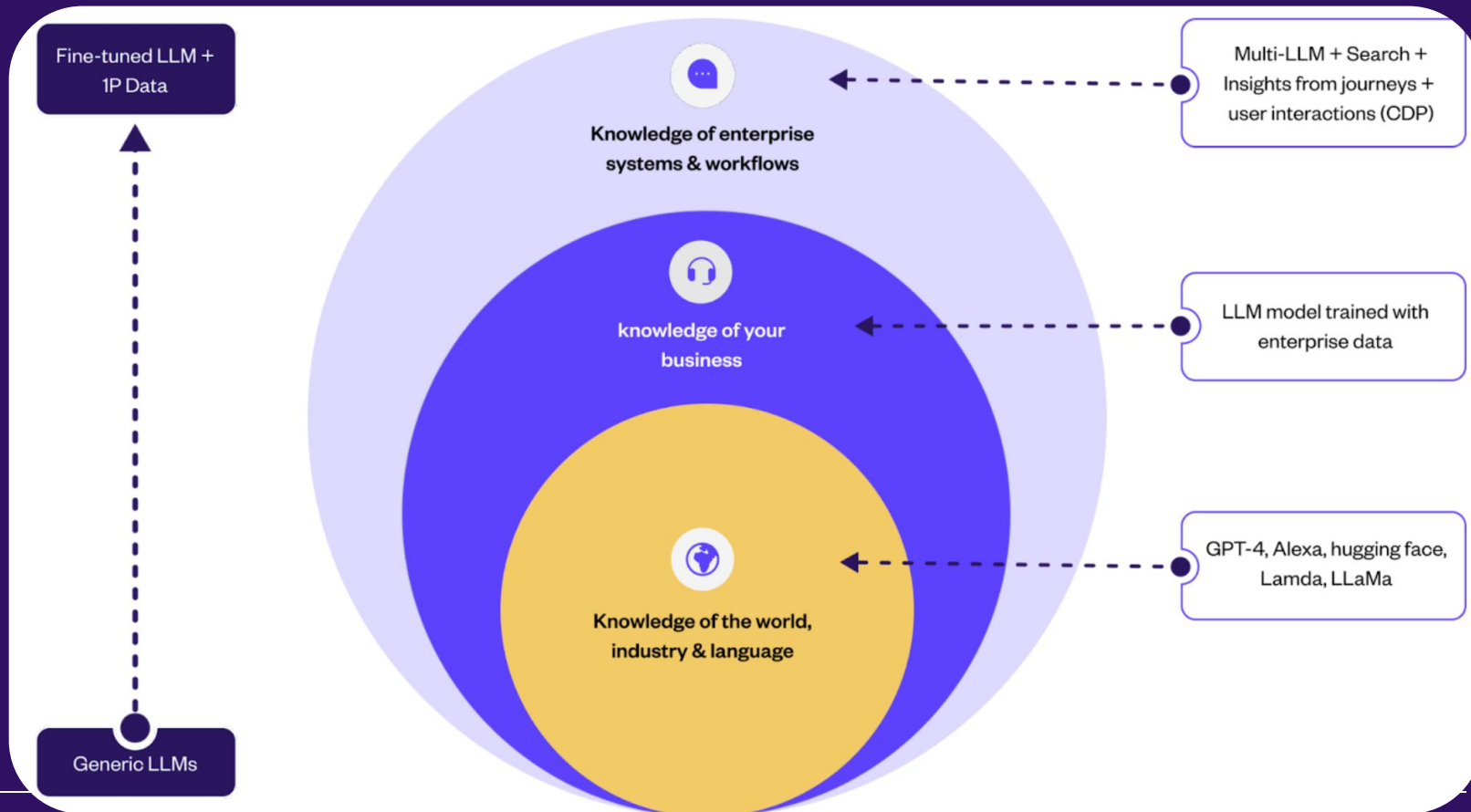
ELIZA, built by computer scientists at MIT in 1966



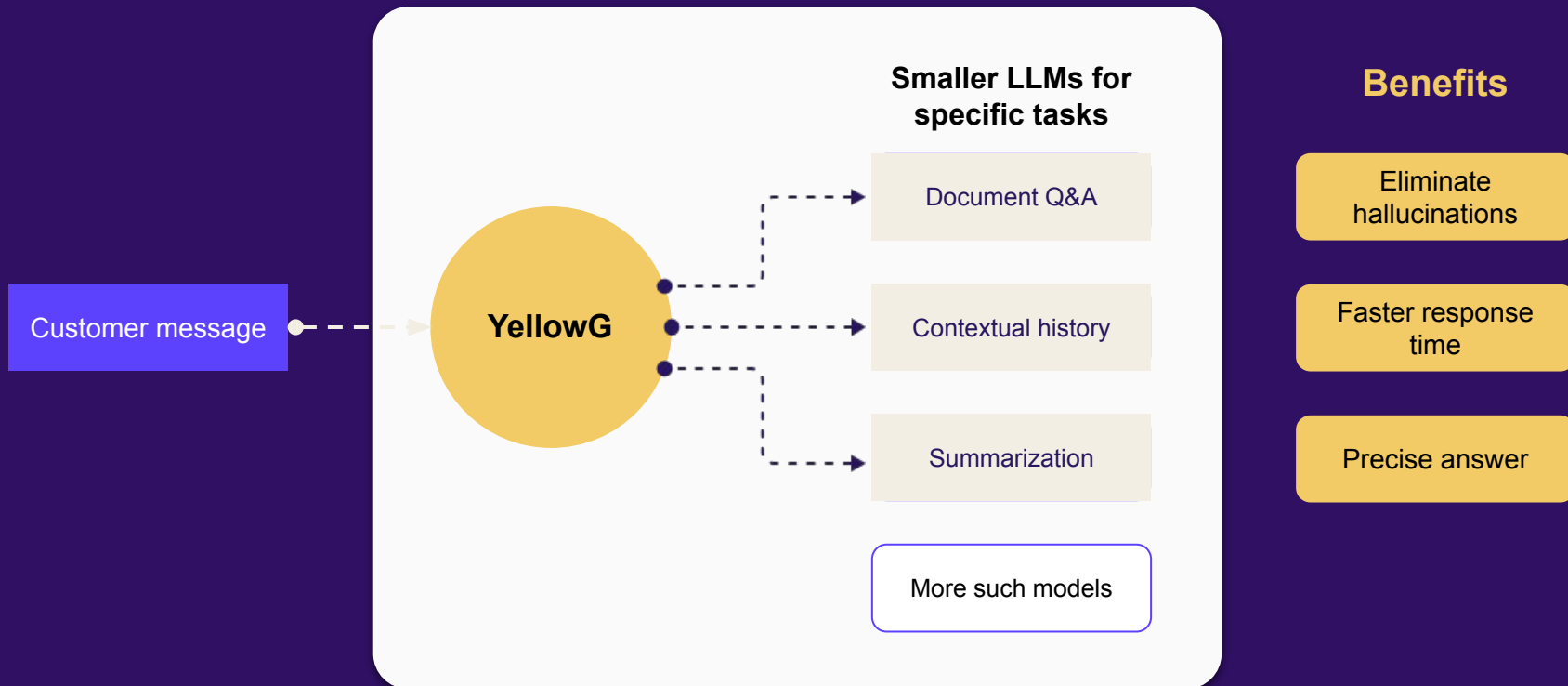
Before LLMs, chatbots relied on manually-engineered pattern matching and identification algorithms to parse and construct sentences



Multi-LLM approach



Providing superior customer service with our own models



Model Comparison - Document Q&A

YellowG provides **Near 0% hallucination** with an average response time of **0.6 seconds**

Parameter	GPT-3 (Davinci)	GPT-3.5-Turbo	Yellow.ai
Hallucination rate	22.7%	4.55%	< 1%
Average response time	1.69s	1.34s	0.6s



Model Comparison - Document Q&A



Input document Q&A

Knowledge: If you are not satisfied with the terms & conditions/features of the policy, you have the right to cancel the policy by providing a written notice to the Company and receive the refund of all premiums paid without interest after deducting a) proportionate risk premium for the period on cover and b) stamp duty and medical examination cost (including applicable taxes, cesses and levies) which have been incurred for issuing the policy. Such notice must be signed by you and received directly by the Company within 15 days from the date of receipt of the policy document. The said period of 15 days shall stand extended to 30 days, if the policy is sourced through distance marketing mode, which includes every activity of solicitation (including lead generation) and sale of insurance products through voice mode, SMS, electronic mode, physical mode (like postal mail) or any other means of communication other than in person or through online sales. Distance Marketing will include sales through Direct Sales (other than in person).

The Proceeds of the Discontinued Policy i.e. For the registration on portal and to create new user and password please follow below steps 6.8. Loss of policy document if the Policy Document is lost or destroyed, then at the request of the policyholder, the Company, will issue a duplicate Policy Document duly endorsed to show that it is issued following the loss or destruction of the original Policy Document. Upon the issue of the duplicate policy Document, the original Policy Document immediately and automatically ceases to have any validity. The Company will charge a fee of Rs. 250 along with the applicable taxes, cesses and levies, for the issuance of a duplicate Policy Document. These charges are subject to revision by the Company from time to time.

3.1 Permanent employees are those offered "open-ended" contracts, i.e. the contract does not specify an end date. 3.2 Contract employees are those offered a specific period of employment with the Company, with a clear end date agreed upon up front.

What's difference between permanent and contract?



YellowG Output

Rating = 9.9

Accurate and only relevant information



GPT 3 Output

Rating = 6

Output too long with unnecessary details



Near human situation handling at machine speed



I need to cancel my hotel booking

Before I cancel your booking, can you tell us why you want to cancel your booking?



I got a cheaper room in the same hotel from another website

Thank you for sharing that information. However, I can also offer you a **10% discount** on your current booking.



Additionally, we will provide a **complimentary breakfast** each morning during your stay. Would you like to keep your reservation with us at this revised rate and the added benefit?



Hell Ya!! Let's do it!



I am not able to travel due to illness. Please cancel my hotel room.

Sorry to hear about your illness. I will proceed with the cancellation. You will get a refund of \$120 in next two days.



Also as your check-in date is more than 48 hours away, you will not incur any cancellation fees. Get well soon!

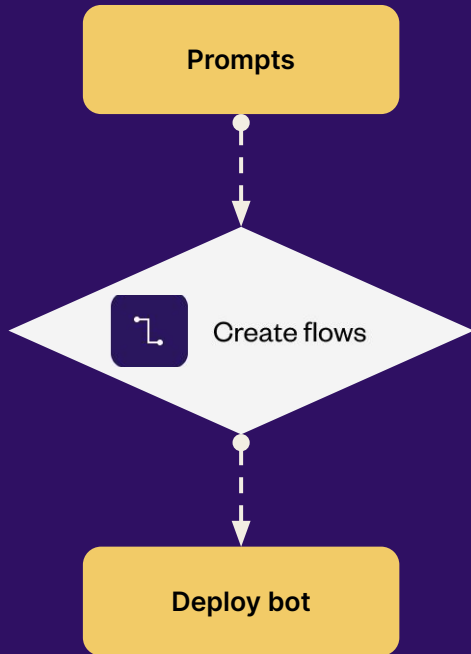


Thanks a lot!!

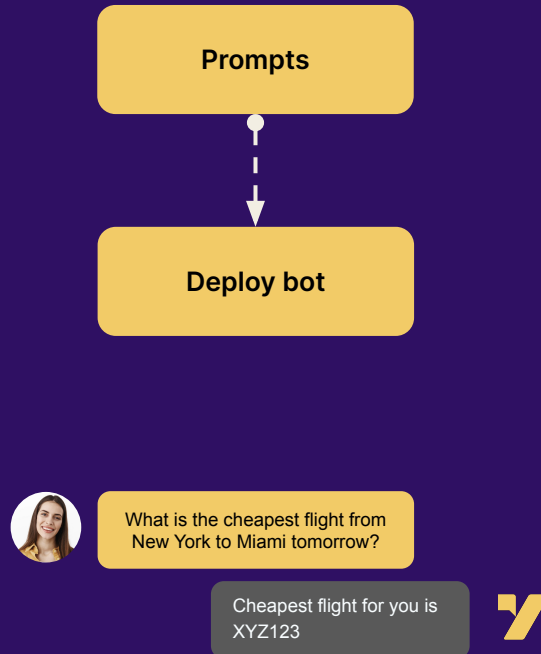


3-pronged strategy to solve for CX at scale

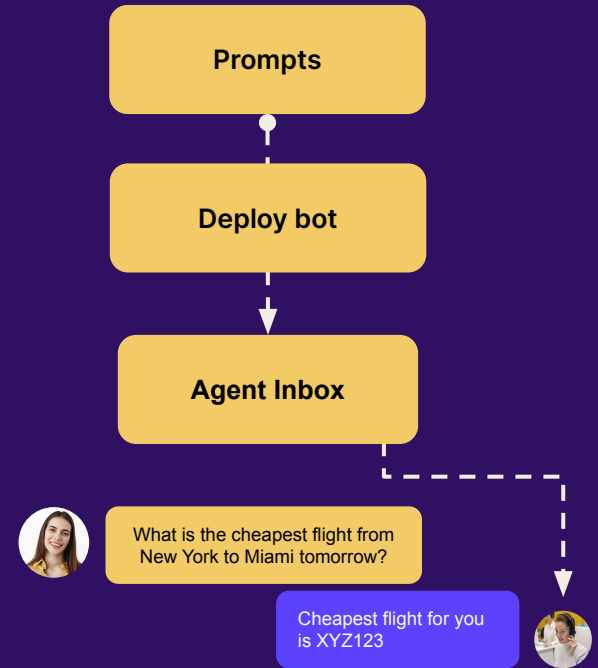
Build time



Runtime

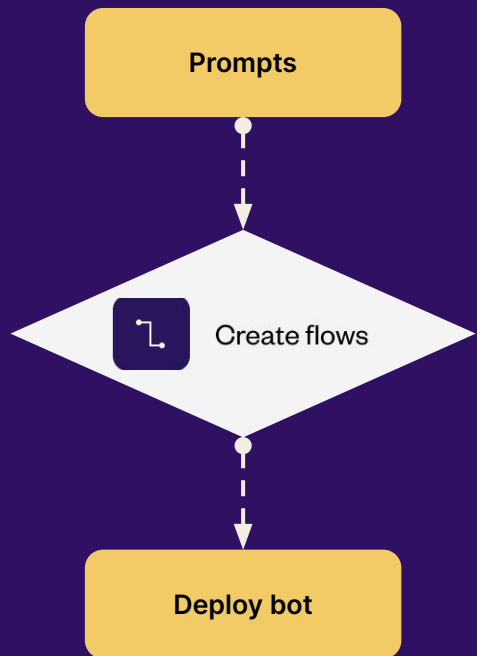


Human in the loop



Build time features help to save only setup time and effort

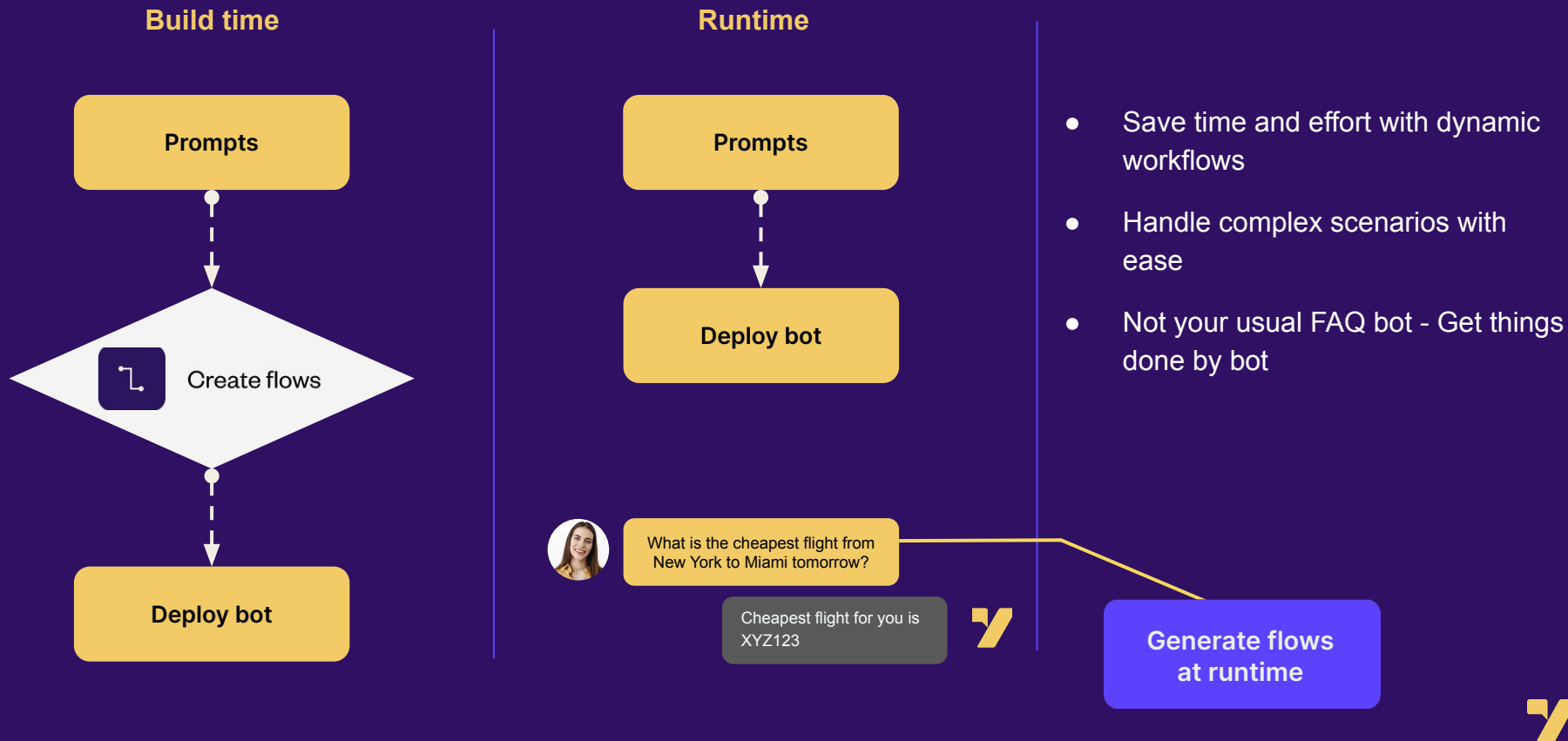
Build time



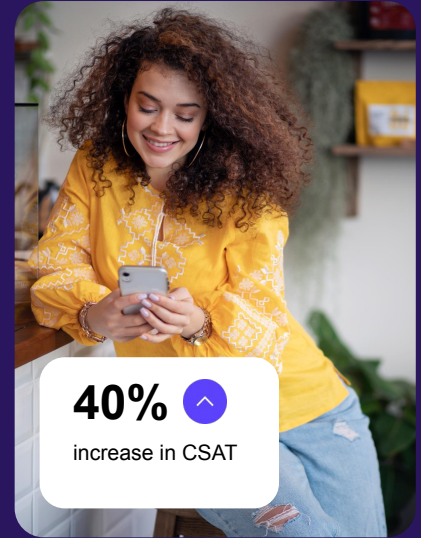
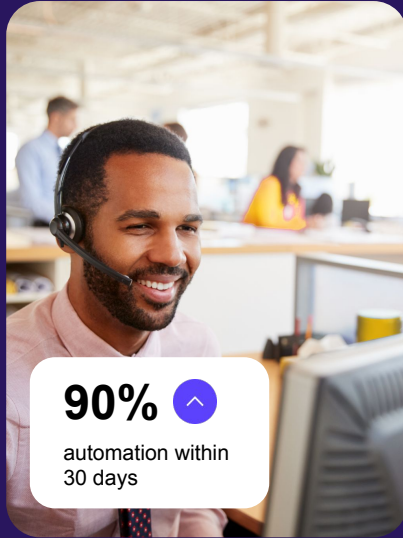
- No runtime decision making capability
- Responses are pre-configured
- Cant handle complex conversational flows



We are pioneering **runtime** workflows with Generative AI



Transform your business with Generative AI-powered automation



Current state of enterprise LLMs



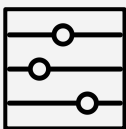
Security concerns



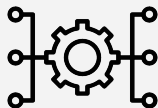
Lack of enterprise insights



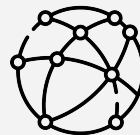
Slow & Inaccurate Response



Hard to configure and control



Inability to integrate with enterprise systems



Generic output meant for all

Customer message

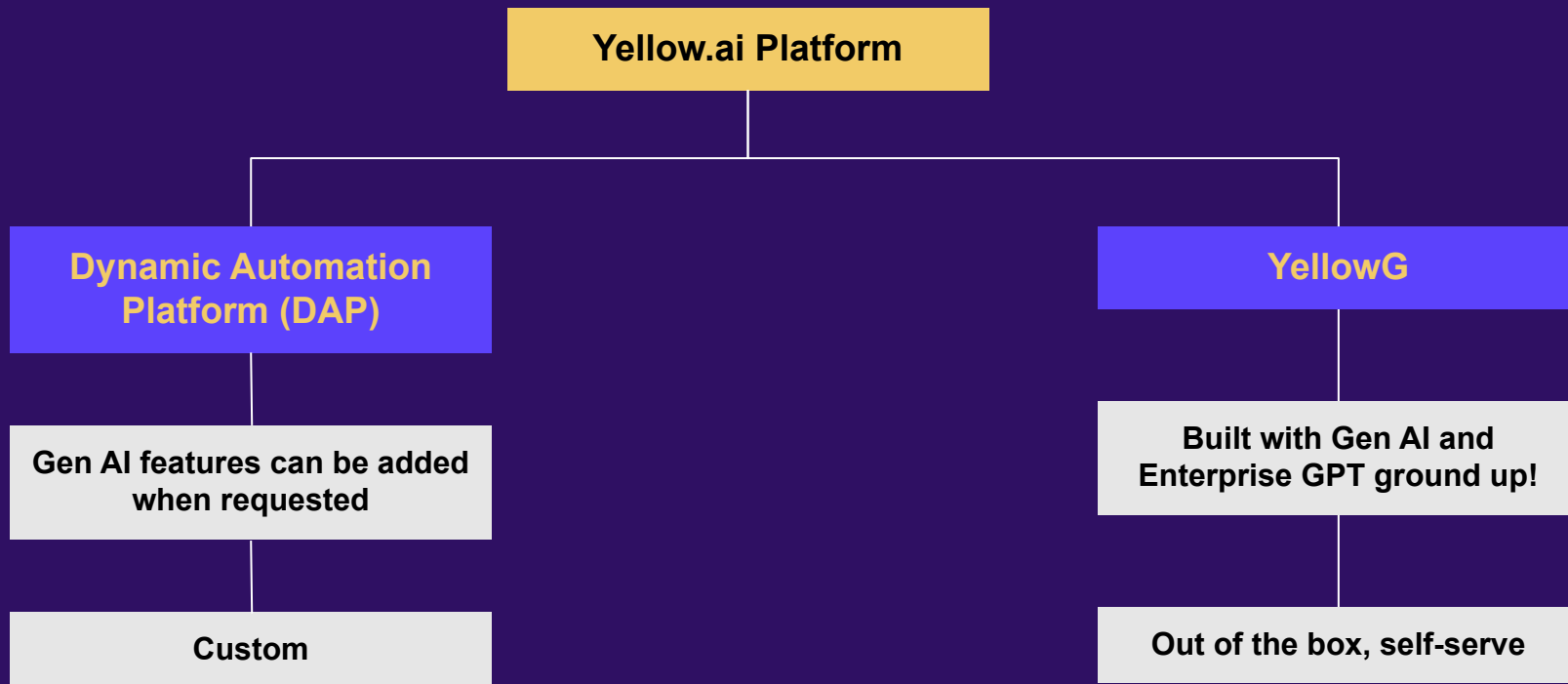
**Single LLM
for all tasks**

Output

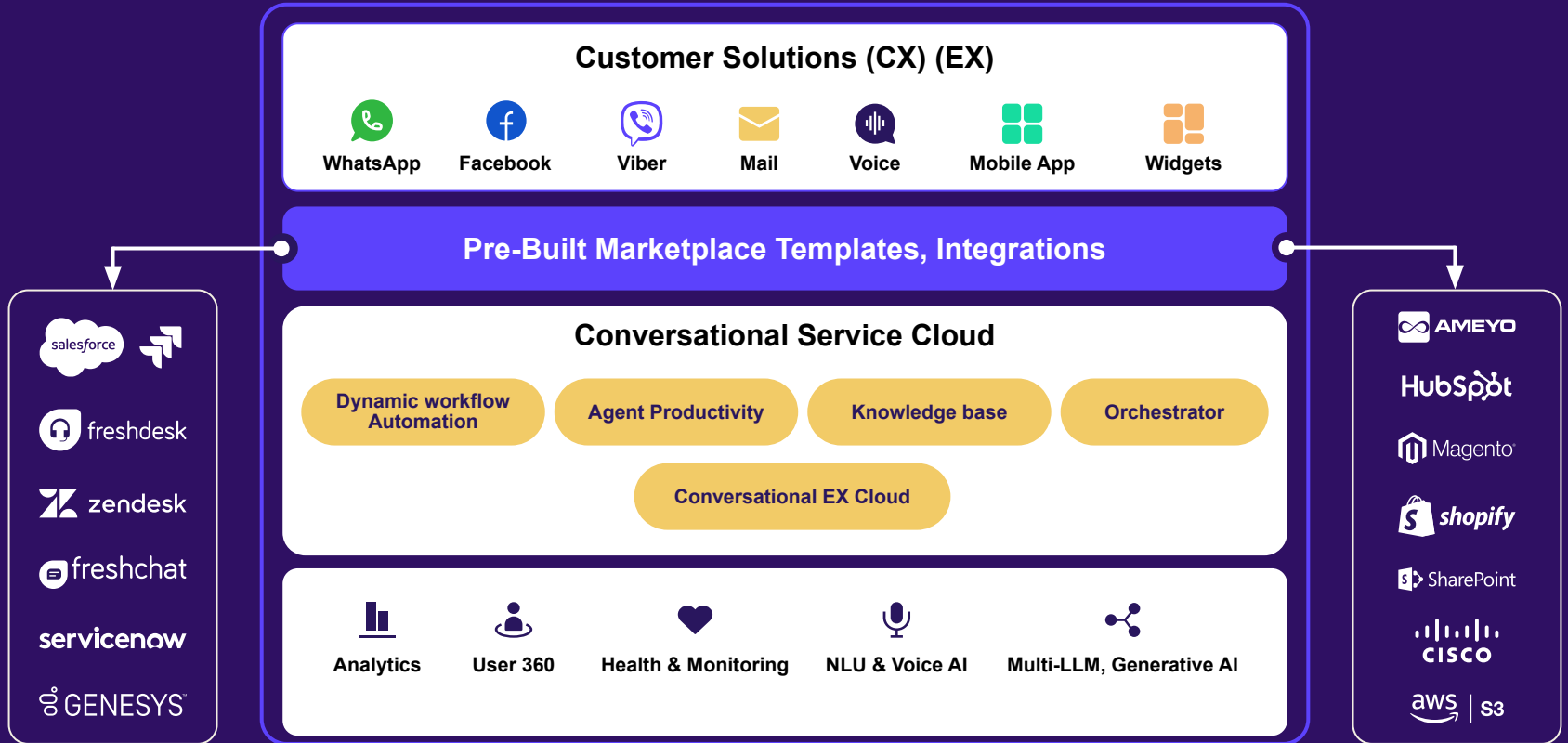


The platform experience

Paths to Dynamic Automation Platform with Generative AI & YellowG



Dynamic Automation Platform (DAP)



YellowG : Enterprise Security and Compliance



ENTERPRISE-GRADE

Unmatched security ISO, HIPAA, SOC 2 and GDPR certified platform – ensuring privacy, security and compliance is our top priority.

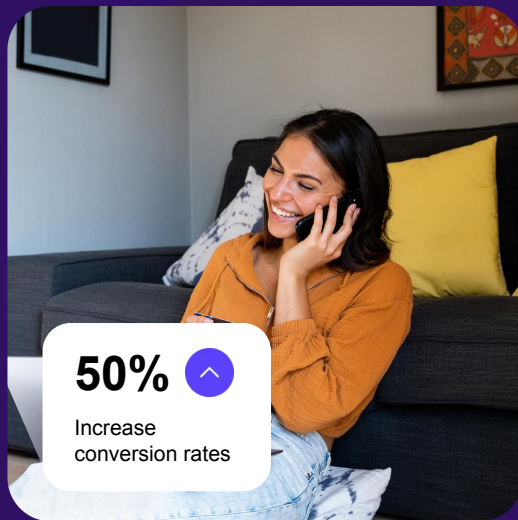
- ✓ Role-based access control, single sign-on, OAuth, and SAML integration at bot level
- ✓ TLS 1.3 encryption in transit (TLS 1.2 supported for backward compatibility), AES 256 encryption at rest
- ✓ Pentests & vulnerability management on the code and platform levels; WAF, DDOS, IPS & IDS covered



Transform your business with AI-powered automation



Conversational Service Cloud



Conversational Commerce Cloud



Conversational EX Cloud



Near human support experience at machine speed



Goal-based conversations

Tailor responses based on scenarios



Dynamic workflows

Adapt workflows for customer support and marketing conversations



Generative AI-powered Inbox

Make your agents super-productive



Lifecycle optimizer

Optimize campaigns for each customer



Zero Setup

Get your bot ready up and running in seconds

Zero setup

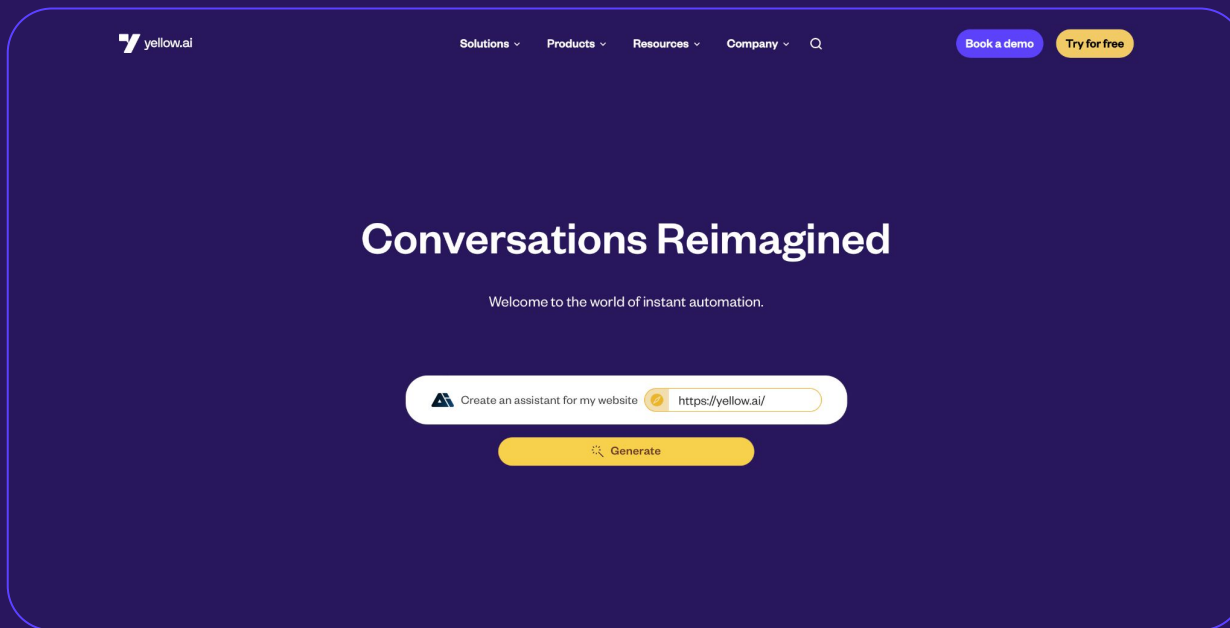
Deploy an AI-powered bot quickly, and serve your customers with personalized experiences.



Get bot ready in
seconds



Go Live Faster
without any need for
development



Generative AI powered inbox - Agent Assist

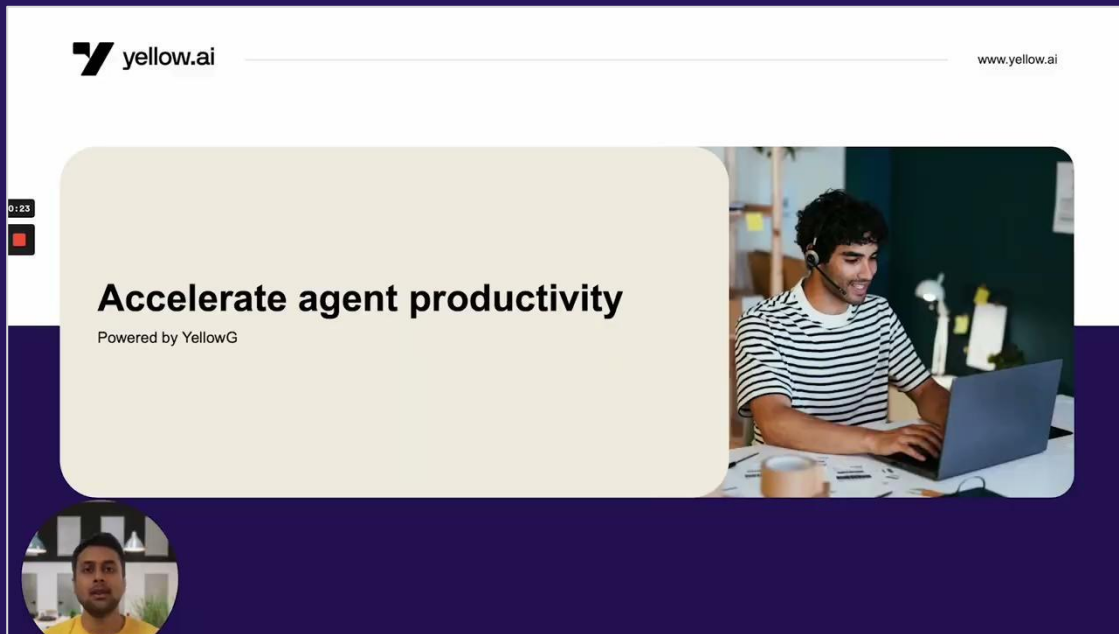
Features including tonality suggestions, chat summaries for customer context and coaching insights, to improve agent performance.

50%

increase in **CSAT**

30%

Reduction in **AHT**
(Average Handling
Time)



The screenshot displays the yellow.ai website interface. At the top left is the yellow.ai logo, and at the top right is the URL www.yellow.ai. The main content area features a large yellow rounded rectangle with the text "Accelerate agent productivity" and "Powered by YellowG". To the right of this text is a photograph of a male call center agent wearing a headset and working on a laptop. In the bottom left corner of the screenshot, there is a small circular video feed showing a man's face. On the left side of the screenshot, there is a small video player control with a red play button and a timestamp of 0:23.



Goal-based conversations

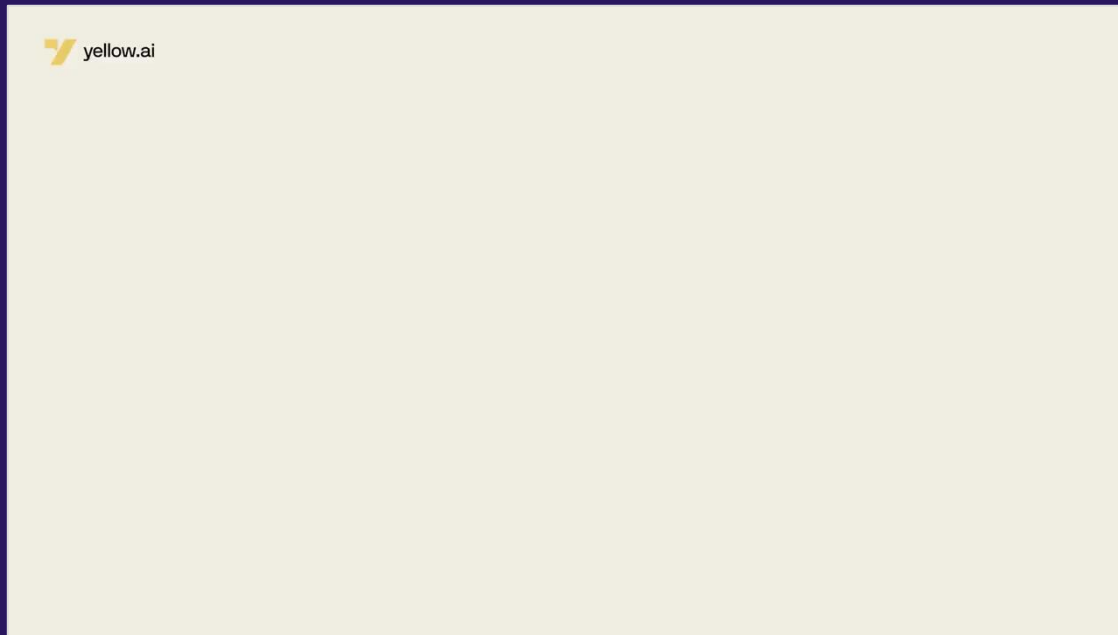
Power chat and voice bots to handle specific scenarios via responsive and contextual interactions

90%

Automate **self-serve**
by **90%**

50%

Improve **customer**
journey completion
by **50%**

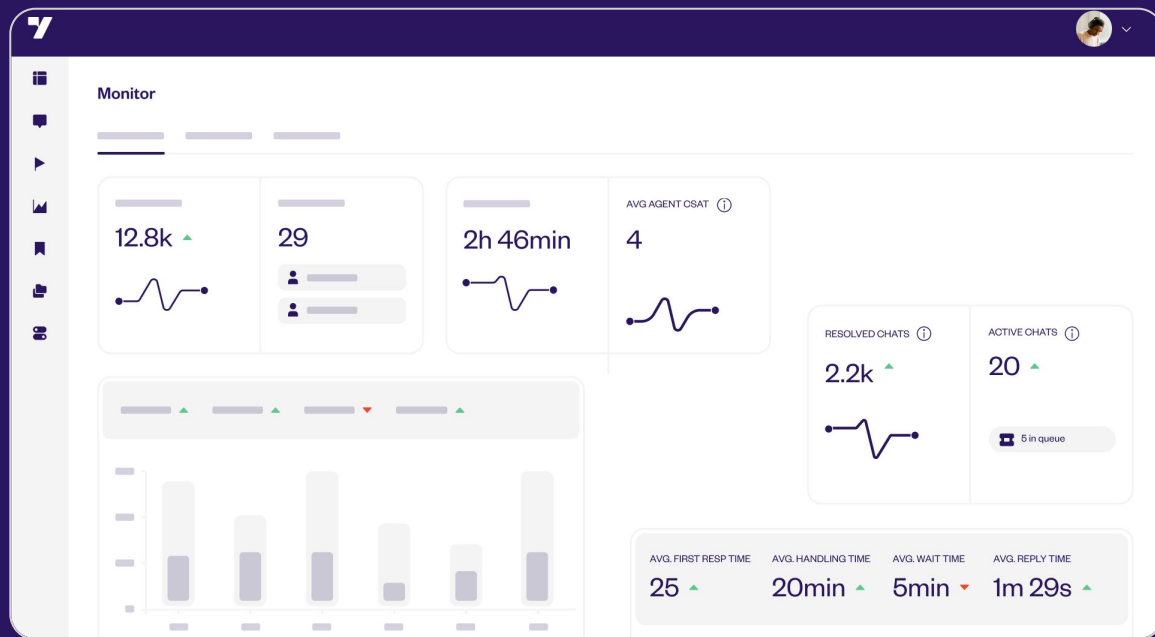


Deep insights & analytics

20+

system reports in addition to **custom reports and dashboards**

Track customer service metrics such as **deflection rate, goal completion rate (GCR), CSAT, first response time (FRT),** and more



Introducing YellowG

Powered by generative AI, the platform automates customer and employee experiences across channels while significantly reducing operational costs

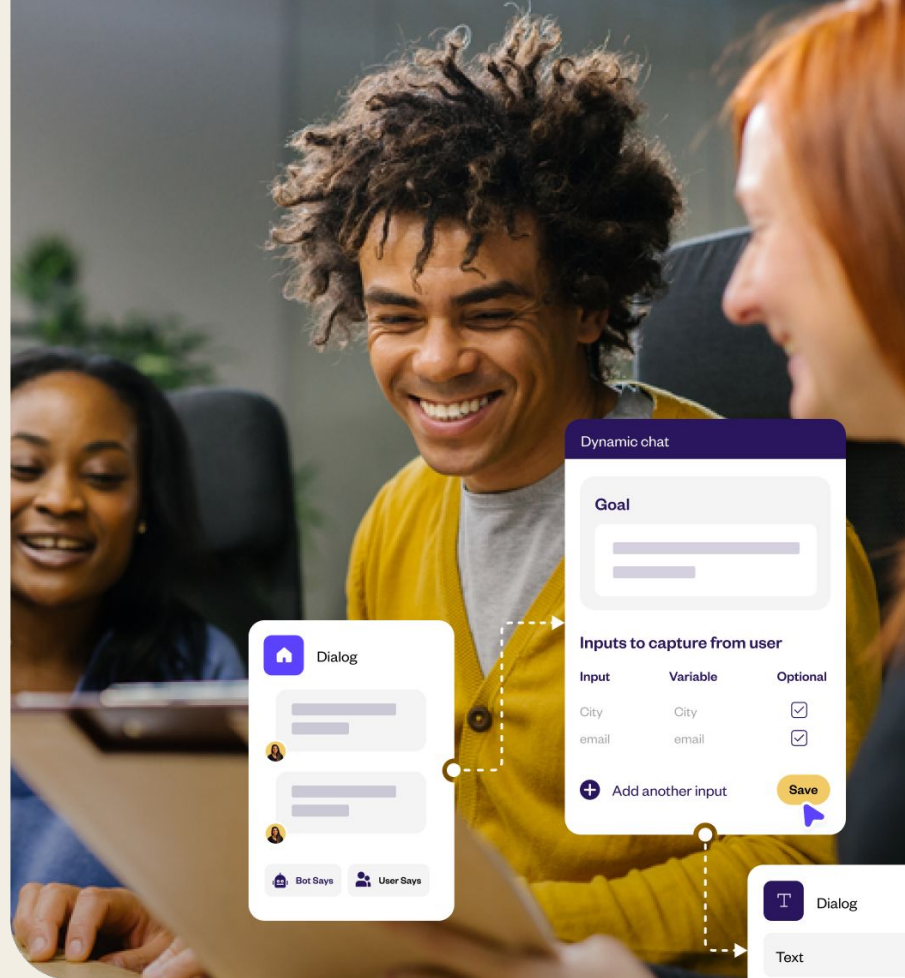


Deliver autonomous, human-like experiences for customers & employees with YellowG

- ✓ Use case trained **multi-LLM** architecture
- ✓ Get your bot ready in seconds with **zero setup experience**
- ✓ **Human-like** experience for customers
- ✓ **Handle complex** enterprise-based scenarios with ease
- ✓ **Enterprise-grade security** - ISO, HIPAA, GDPR, SOC 2

More on YellowG

- [on-demand link to webinar](#)
- [deck](#)



Dynamic workflow generation

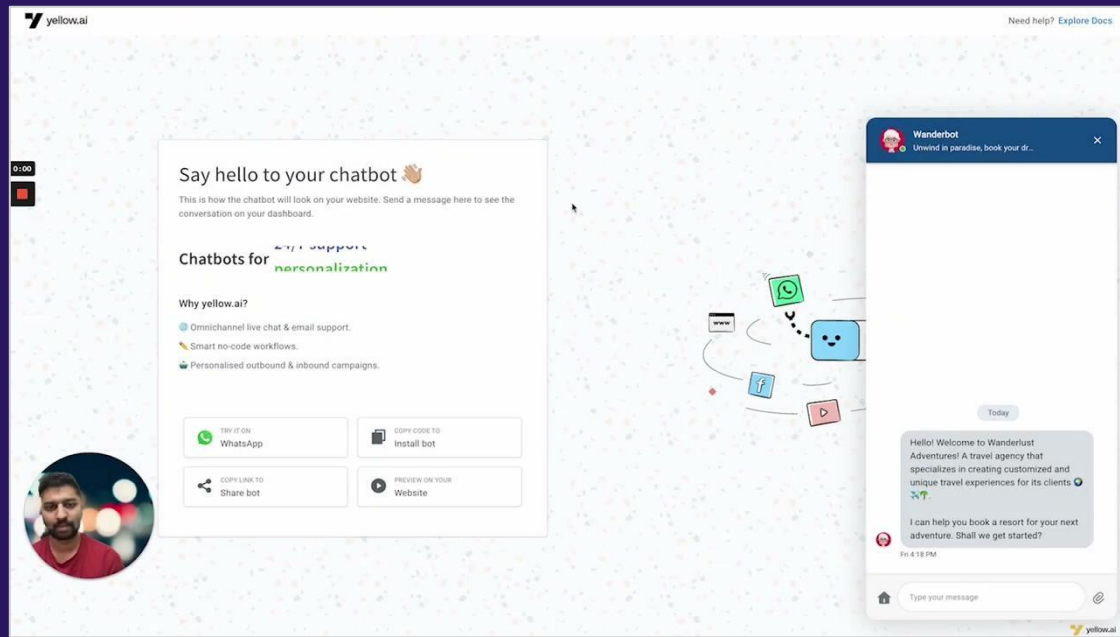
Create workflows dynamically, adapting to changes in customer context.

40%

increase in **Lead Generation**

50%

increase in **User Engagement**



The screenshot displays the yellow.ai chatbot interface. At the top left, the logo 'yellow.ai' is visible. The main content area features a central card with the heading 'Say hello to your chatbot 🙋' and a sub-heading 'Chatbots for personalization'. Below this, it lists 'Why yellow.ai?' with three bullet points: 'Omnichannel live chat & email support.', 'Smart no-code workflows.', and 'Personalised outbound & inbound campaigns.' There are four buttons: 'TRY IT ON WhatsApp', 'COPY CODE TO Install bot', 'COPY LINK TO Share bot', and 'PREVIEW ON YOUR Website'. To the right, a chat window titled 'Wanderbot' shows a conversation with a travel agency. The chatbot's message reads: 'Hello! Welcome to Wanderlust Adventures! A travel agency that specializes in creating customized and unique travel experiences for its clients. I can help you book a resort for your next adventure. Shall we get started?'. The chat window also shows a timestamp 'Fri 4:18 PM' and a 'Type your message' input field.



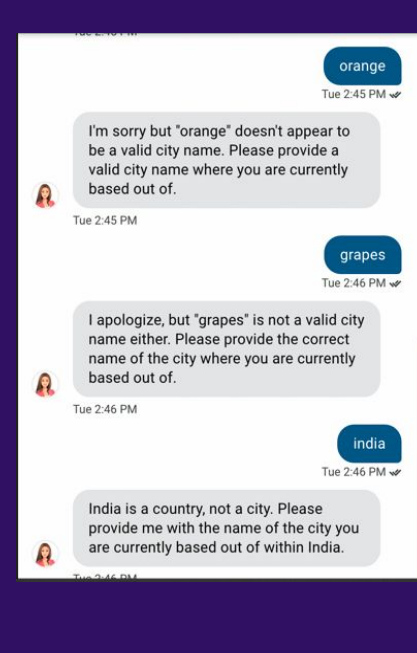
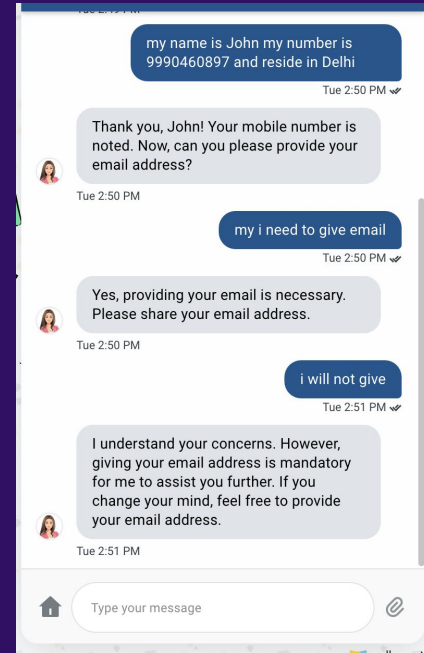
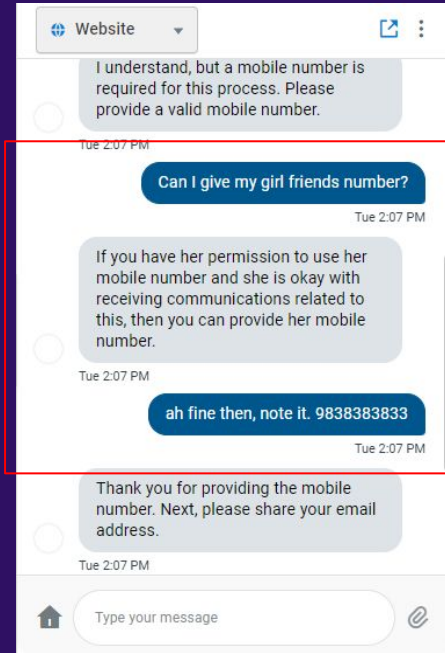
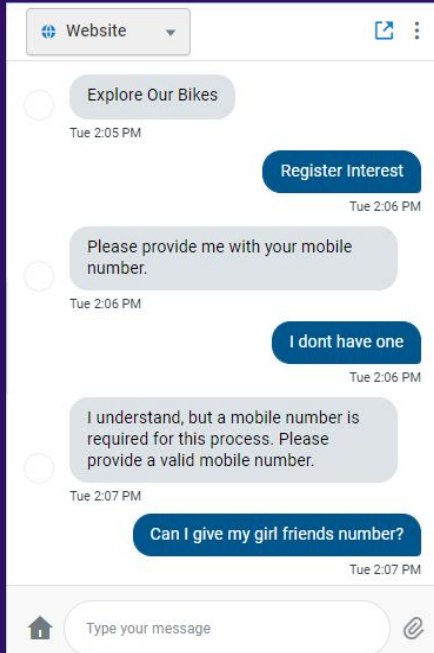
Questions?

Try out zero setup bot deployment

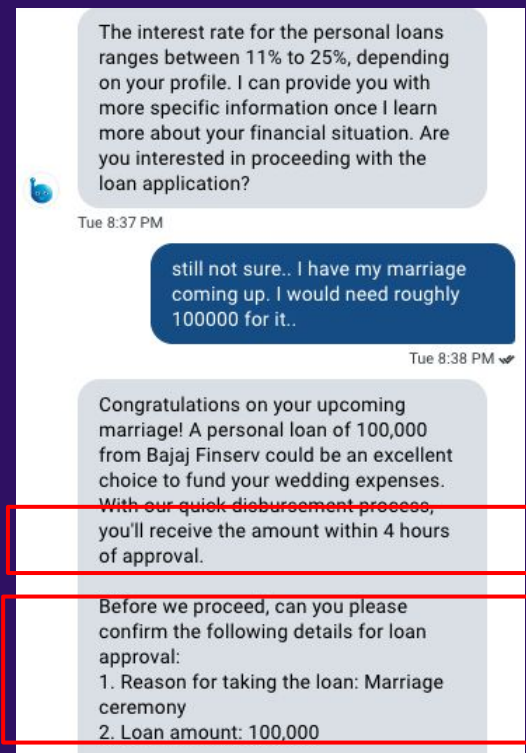
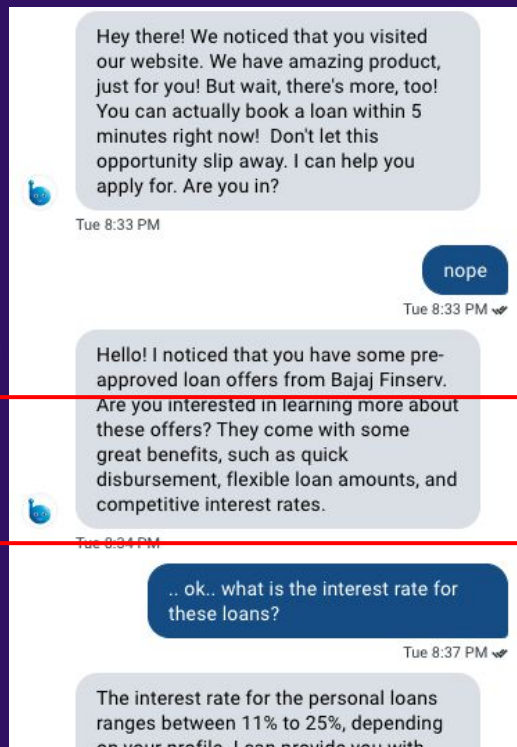
<https://yellow.ai/experience-yellow-g-powered-by-generative-ai/>



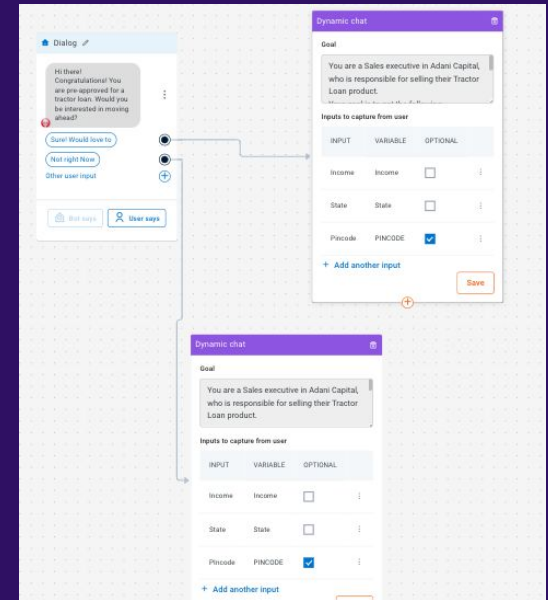
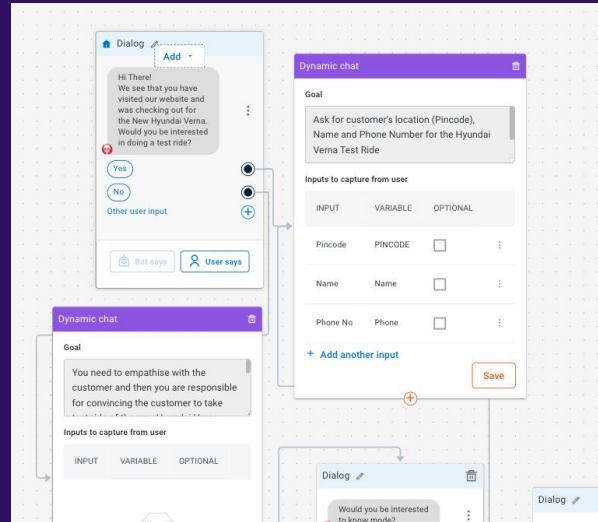
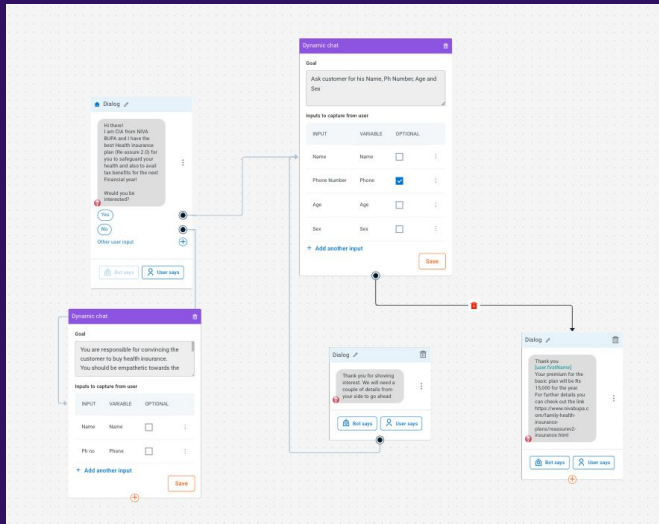
Lead Generation for an Auto Company (Hero Moto)



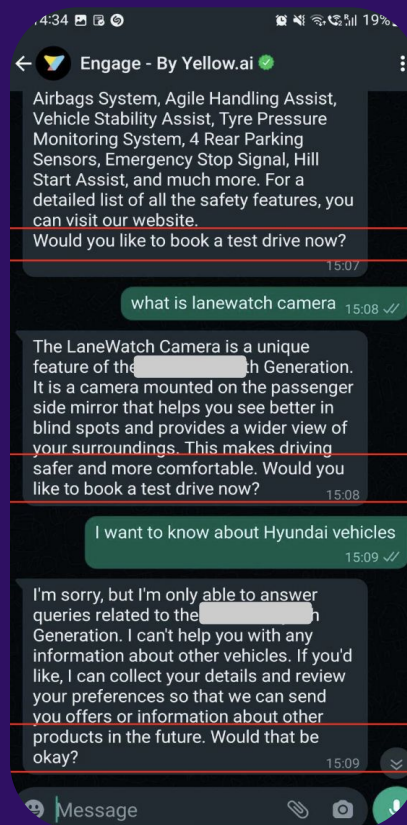
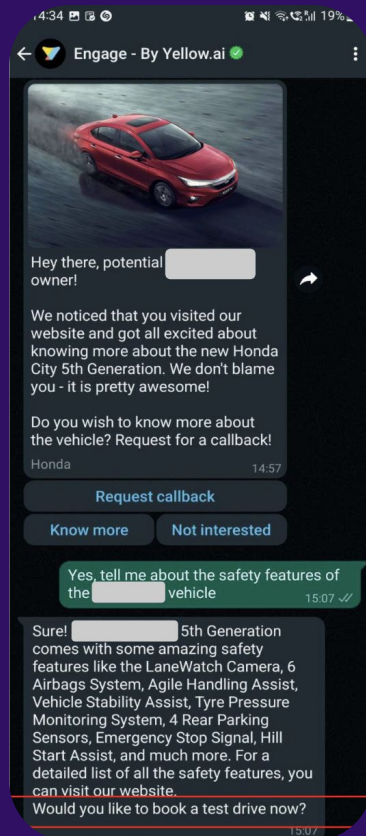
Personal Loan Outreach- BFL



DAP with Generative AI - Platform Screenshots



Lead Generation for an auto company (Honda)



29%

Leads through
Generative
AI-powered feature -
Dynamic Chat

World's largest 2-wheeler manufacturer

Our client is an Indian multinational motorcycle and scooter manufacturer. It is the world's largest two-wheeler manufacturer and has a market share of about 46% in the Indian two-wheeler industry.

The Challenge:

80% of landed leads are lost to non responsive customers. Our client wanted a solution to this challenge and increase sales for their new product while enhancing product discovery for their customers, encouraging them to learn more with a quick and hassle free experience on their preferred channel.

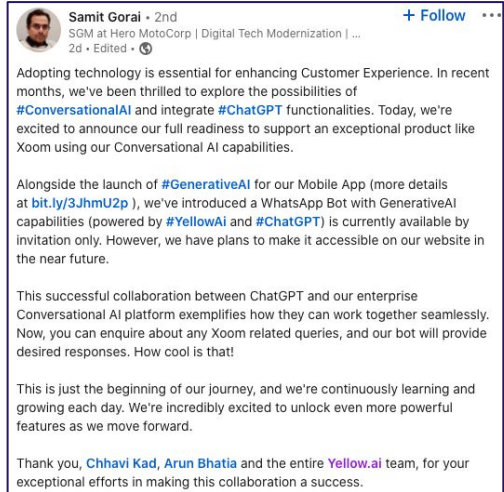
The Solution:


The client partnered with Yellow.ai to deploy a Dynamic AI agent, enabled with OpenAI on WhatsApp. The bot is laser focused on the ROI goal of getting back a lost lead to come for a test drive. The Generative AI-powered bot is able to seamlessly converse with customers with the appeal and understanding of a human agent like conversation, allowing them to explore details about the scooter, compare products and get access to the nearest dealerships by providing their area pin code and mobile number.

Channels: Whatsapp

Use cases:  Lead Generation

► Geo: APAC



Samit Gorai • 2nd
SGM at Hero MotoCorp | Digital Tech Modernization | ...
2d • Edited • 

Adopting technology is essential for enhancing Customer Experience. In recent months, we've been thrilled to explore the possibilities of **#ConversationalAI** and integrate **#ChatGPT** functionalities. Today, we're excited to announce our full readiness to support an exceptional product like Xoom using our Conversational AI capabilities.

Alongside the launch of **#GenerativeAI** for our Mobile App (more details at bit.ly/3JhmU2p), we've introduced a WhatsApp Bot with GenerativeAI capabilities (powered by **#YellowAi** and **#ChatGPT**) is currently available by invitation only. However, we have plans to make it accessible on our website in the near future.

This successful collaboration between ChatGPT and our enterprise Conversational AI platform exemplifies how they can work together seamlessly. Now, you can enquire about any Xoom related queries, and our bot will provide desired responses. How cool is that!

This is just the beginning of our journey, and we're continuously learning and growing each day. We're incredibly excited to unlock even more powerful features as we move forward.

Thank you, **Chhavi Kad**, **Arun Bhatia** and the entire **Yellow.ai** team, for your exceptional efforts in making this collaboration a success.



400+

Auto-loan converted leads

26%

Credit card application rate through Generative AI-powered feature - Dynamic Chat

India's Leading NBFC-Investment and Credit Company

Our Customer is a leading NBFC-Investment and Credit Company (NBFC-ICC) headquartered in India. It has a diversified lending portfolio across retail, SMEs, and commercial customers with significant presence in both urban and rural India with 69M + customers.

The Challenge:

The Customer wanted to deploy a GenAI powered conversational AI solution to drive higher engagement with their customers and increase credit card & loan applications from customers interested in specific products. Currently, these outreaches are done by their manual agents where customers either don't pick up calls or the manual agents are not able to convince them to apply for the financial product. The client wanted to test if a machine can be more convincing than the manual agents with more empathetic and goal oriented natural conversations.

The Solution:

The customer partnered with Yellow.ai to deploy 6 different Dynamic AI agents enabled with Generative AI on WhatsApp with the ability to seamlessly converse in English and Hindi or in Hinglish. The customer is running multiple campaigns for their users to let them know about pre approved offers like pre approved credit cards and personal loans. After authenticating the user, the bot dynamically pulls offers and users can ask questions and enquire more about these offers in a dynamic way. Every user experiences a unique offer suited to their needs.

Channels: SMS and web

Use cases:  Lead Generation

► Geo: APAC ► Industry: BFSI

