



yellow.ai

**World's Leading  
Conversational CX  
Automation Platform**  
for brands across the globe



**1000+**

Global Enterprise  
Customers

**1B+**

Platform Conversations  
Quarterly

**120+**

Languages  
Supported

**60%**

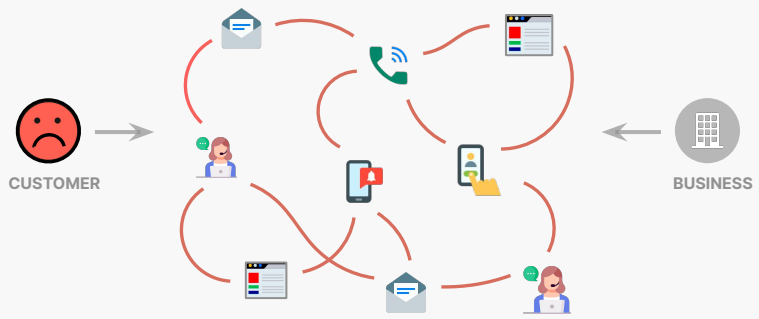
Automation in first  
30 days of go-live

# We are redefining how users interact with businesses



CONVENTIONAL

Programmed  
Multi-channel journeys



🚫 SILOED    🐌 SLOW    🛑 BROKEN

FUTURE

Dynamic Conversational AI  
based CX Automation



⚡ FAST    ✏️ SEAMLESS



# Leading brands across industries are choosing Yellow.ai

## E-Commerce



## Banking & Insurance



## Public Sector



## Automobile & Aviation



## Telecommunication



## Retail, CPG and QSR



## Energy & Utilities



## Professional Services



## Healthcare



## Manufacturing



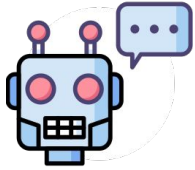
## Communication & Media



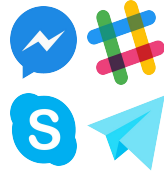
## Education



# Choose the channels and languages your customers prefer



Chatbot on website



Bots on Social Media



Two way WhatsApp Bot



Google Home



Ticketing management



Amazon Echo



Virtual Assistants



Telephonic Speech Driven IVR



Email



Enterprise messaging



**120+** languages supported, **25+** Communication Channels



# Enterprise ready pre-built integrations



# Platform with an Extensive automation roadmap

120+ languages supported

channels

customer experience



productivity experience



Virtual Assistants marketplace



functions



cognitive platform



NLP Engine



Analytics Engine



Workflow Engine



Conversation Designer



Campaign Manager



Knowledge Management



Service Desk Engine

developer platform



Function As A Service



Database As A Service



API Management



Bot Monitoring

integrations



ORACLE  
FLEXCUBE



UiPath™



servicenow™

# Seamless connectivity with your ecosystem

## step 1 connect



CRM



POS



ERP



Data  
Warehouse



Customer  
Care



Make use of pre-created  
templates



Create target groups for  
campaigns to send offers  
& promotions



Perform A/B testing before  
finalising the campaigns



Research and Strategise  
contact plan



Plan and Organise  
multiple Marketing  
campaigns



Set triggered event based  
on time, location and  
customer activity



Monitor customer  
responses and track  
conversion in real time



Gain insights,  
understand campaign  
performance

## step 3 launch



Email



SMS



WhatsApp



Facebook  
Messenger



PWA Bot

# Advantages of Conversational AI Over Traditional Apps



## The End user perspective



2 way conversation in Natural Language with ease of use in browsing products



Downloading large size apps and registering for them not required



Updates get reflected automatically without any user action



Omnichannel presence, Voice Capabilities ensures seamless CX



PWAs rest on the screen without loading, taking care of intermittent internet connection as well



24\*7 availability for Queries, Customer Support with Human in the loop



## The Business perspective



Flexible, Extensible and Scalable



Minimal Maintenance cost



Easier Updates Management



Flexible deployment options



Privacy Policy Adherence/  
Data Flushing/  
Anonymising of Data



Reduction in marketing costs



Reduction in user drop off/churn due to multiple steps of installation and registration



Faster and more economic Go-To-Market



Multiplicative reduction in cost of service/ support/ ordering

# Channel analysis Traditional Apps vs. Conversational AI

Features	Traditional Apps	Conversational AI
<b>Usability</b>	<ul style="list-style-type: none"> <li>Necessary to Download</li> <li>High Mobile environment dependency</li> <li>Uninstall 15% to 40%</li> <li>Tough Quick Language Change</li> </ul>	<ul style="list-style-type: none"> <li>Available on the fly</li> <li>No dependency on mobile configuration, PWA can reside on screen without downloading</li> <li>80% Increase in User Mobile Session</li> <li>Multilingual Capability available on the fly</li> </ul>
<b>Scalability</b>	<ul style="list-style-type: none"> <li>Needs development from scratch for new use cases</li> <li>Everytime a feature update is there, the entire version of the app. needs to be update on user's device for ideal functioning</li> </ul>	<ul style="list-style-type: none"> <li>Quick Turnaround time for new use case development through flow builder</li> <li>Can be integrated with backend systems using APIs</li> <li>Feature updates happen on the SaaS platform and rolled out automatically across all channels / PWA without any version update being needed on device (since there is no download</li> </ul>
<b>Cost of Building and operation</b>	<ul style="list-style-type: none"> <li>High development and maintenance cost</li> <li>High infrastructure cost</li> </ul>	<ul style="list-style-type: none"> <li>Low development and maintenance cost</li> <li>SAAS model available to provide commercial efficiency</li> </ul>
<b>Accessibility &amp; Security</b>	<ul style="list-style-type: none"> <li>Mandatory Requirement of Internet</li> <li>Reduced Security of Customer Privacy &amp; Data</li> </ul>	<ul style="list-style-type: none"> <li>Can be accessed in case of intermittent Internet</li> <li>Added Layer of Security using http only cookie/ JavaScript Readable cookie with auth/CSRF tokens</li> <li>End to end encryption of data</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Difficult to capture customer behaviour</li> <li>Conversational experience is missing</li> </ul>	<ul style="list-style-type: none"> <li>Can access most of the device's native feature</li> <li>Proprietary NLP Engine helps in improving User Experience by analysing customers behaviour</li> </ul>
<b>Customer Service</b>	<ul style="list-style-type: none"> <li>Cannot directly interact with Customers or reply to queries, resulting in Higher TAT</li> </ul>	<ul style="list-style-type: none"> <li>Directly Resolve L1 &amp; L2 Queries working 24*7 reducing TAT</li> </ul>



 Conversational AI helping

**brands engage with their retailers**





# Use-cases helping brands engage with their retailers

**Buying assistance**

Order and cart management

Product browsing

Seamless payment flow

Suggested/ repeat orders

Upsell/ cross-sell

**Proactive Engagement**

Cart recovery

Order day reminders

Order related updates

Campaigns, surveys

**Retail intelligence**

Direct connect with retailers

Detailed business insights

Conversational feedback

KYC verification

**Loyalty & Rewards**

Custom pricing, discounts

Loyalty rewards

Referral program

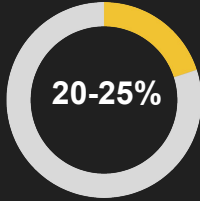
**24x7 retail support**

On-demand information

Live agent collaboration

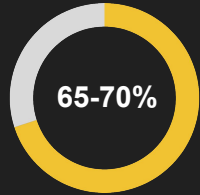
Faster query resolution

# B2B Automation Impact



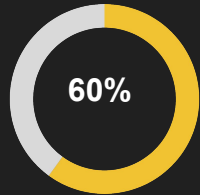
## Fewer stockouts & increased sales

Faster delivery cycle across the value chain, reducing stock outs by **20-25%**



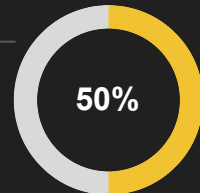
## Move to phygital value chain

A gradual shift from physical orders to online ordering by **65-70%** thereby reducing distributor's visit to retailers by **2-3 times**



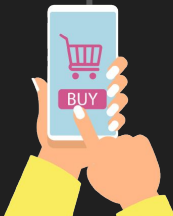
## Higher CSAT within network

Improved and seamless customer experience resulting in **60%** increase in CSAT scores



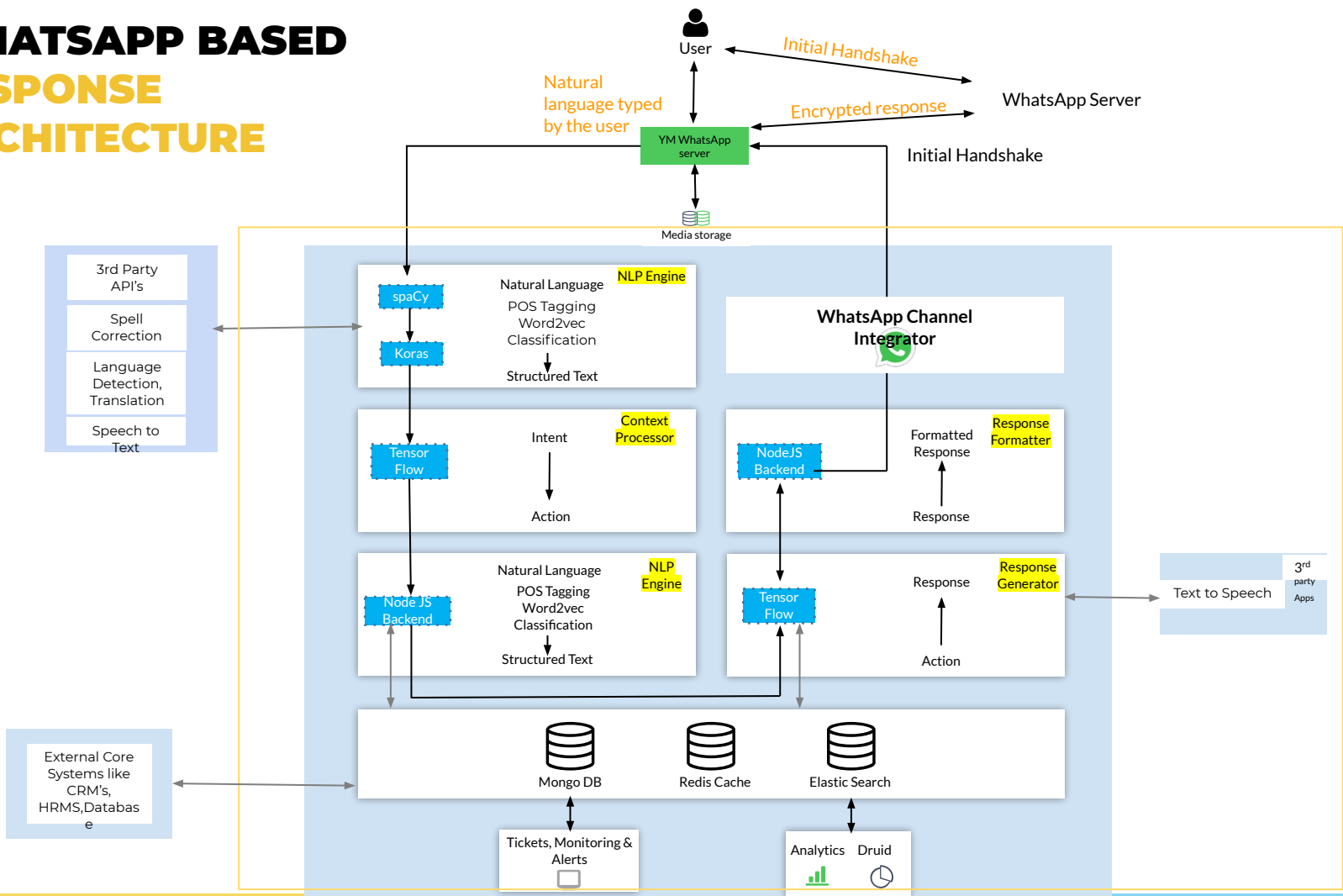
## Increased brand loyalty

Increase in brand loyalty and retention resulting in **50%** increase in repurchase ratio

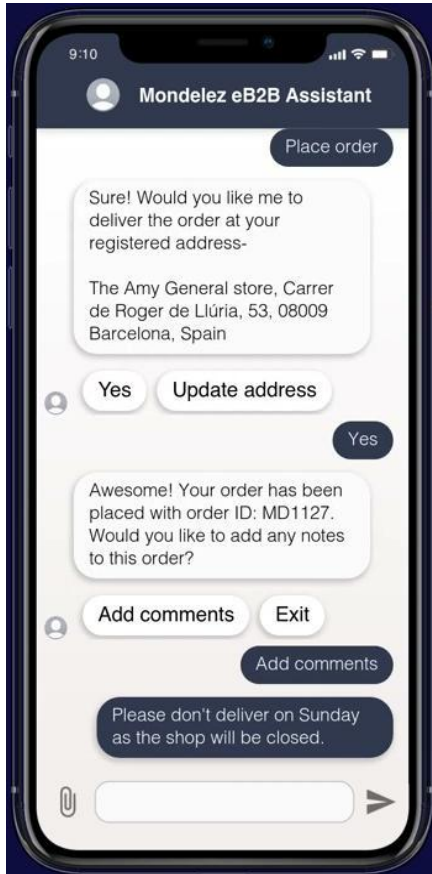




# WHATSAPP BASED RESPONSE ARCHITECTURE



# WA + PWA Ordering System Demo



**Journey Initiation  
on WA**

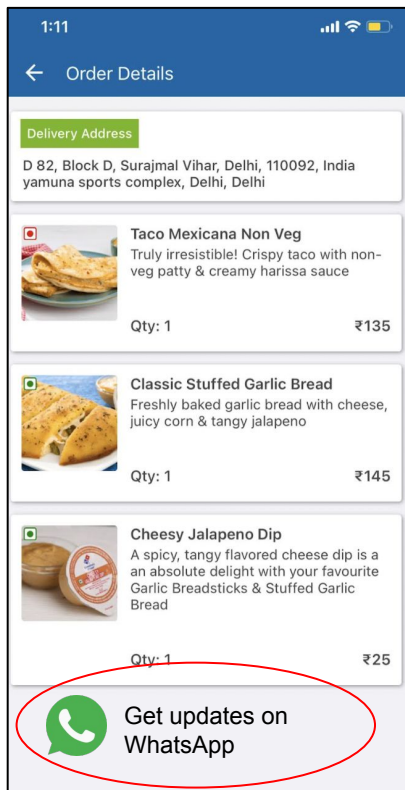


**Product ordering  
on PWA Interface  
with flexibility of  
UI Customization**



**Engagement and  
alerts on WA**

# Order Updates on WhatsApp



Order updates

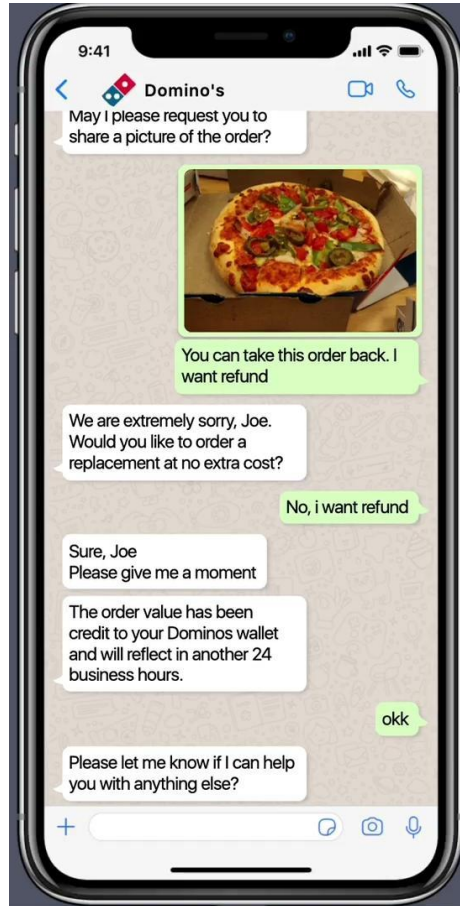


Order tracking



Feedback

# Order Query Resolution



**Order Complaints/  
Cancellations**



**Live Agent  
Collaboration**



**Multilingual  
capabilities**



**Wallet credit**

# FAQs & Store Locator



**Nearby store locator**



**FAQs Management**



**What should I order?**

# Engagement Activities

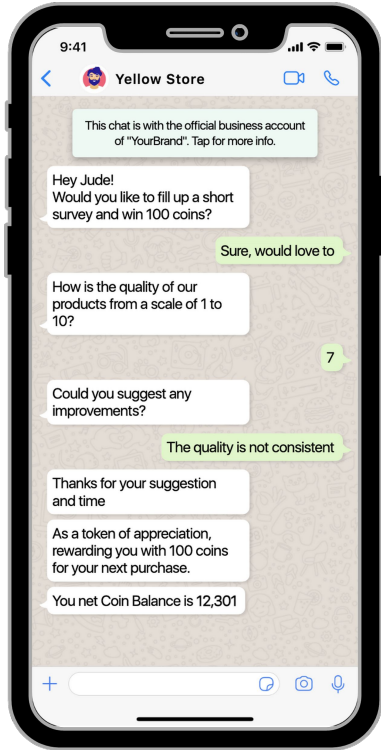


**Birthday Bookings**

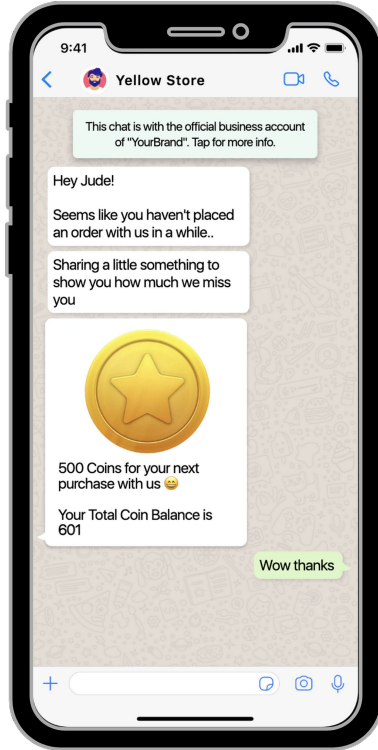


**Marketing Campaigns & Customer Engagement**

### Reward for Surveys & Opt-ins



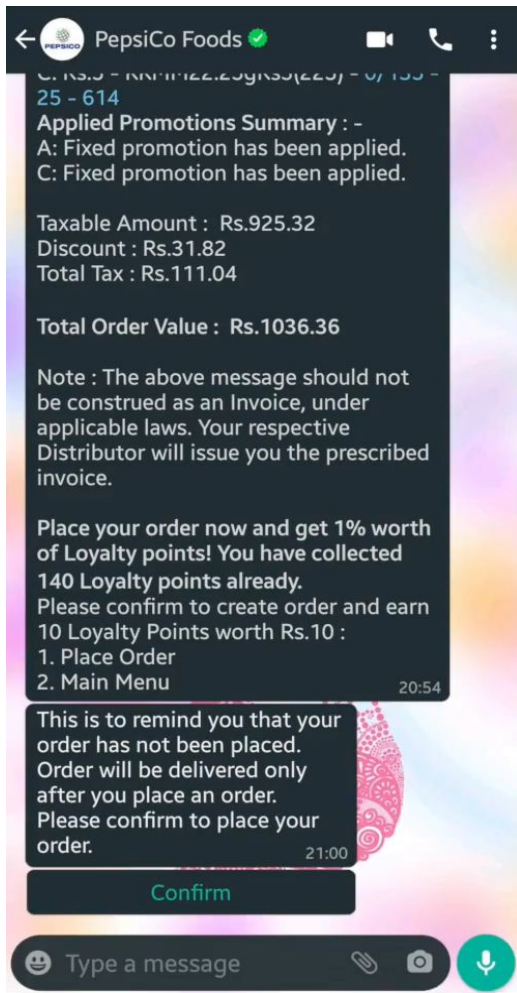
### Reward for Stickiness



## Loyalty rewards

- Gather more business intel through surveys and rewards the users by offering loyalty points
- Keep the retailers engaged and nudge them to place an order to redeem their loyalty points





## Order & Cart management

- Store managers to take care of the stock with **store-wise catalog & store-wise inventory**
- Place orders to nearest store based on **GPS**
- Provide **chat based** back-office automation for **store managers & delivery executives**

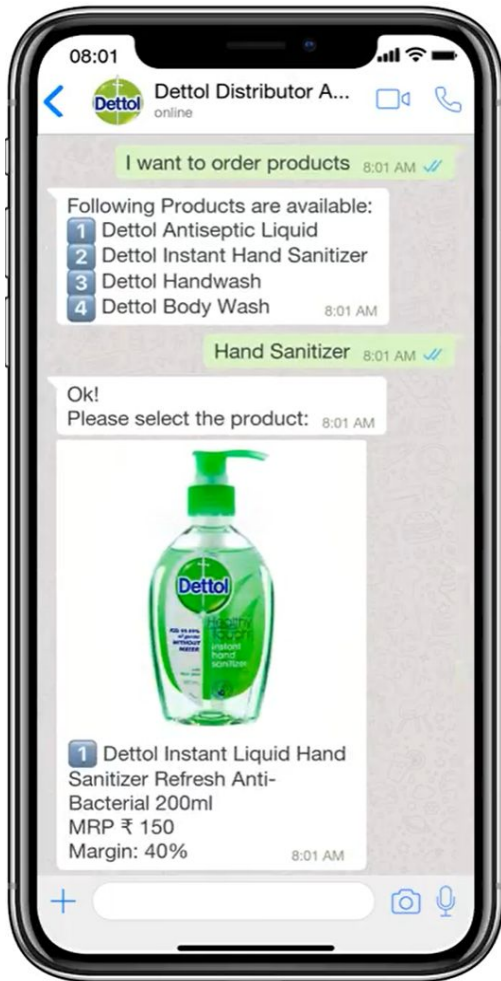
Similar deployments:



**PEPSICO**

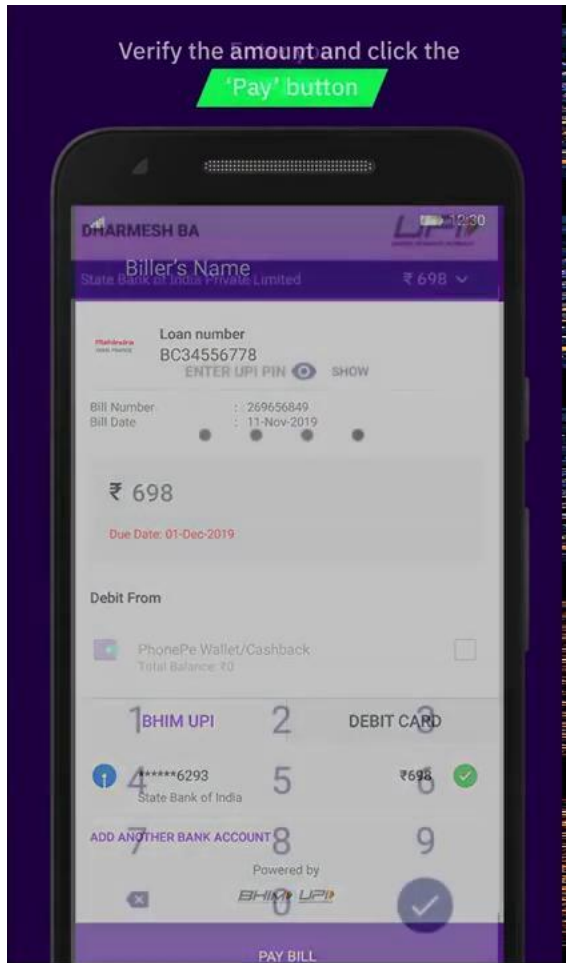






## Product discovery

- Easily browse through products
- View products in various formats (images, carousel, menu list)
- Intelligent NLP system to understand product requirement

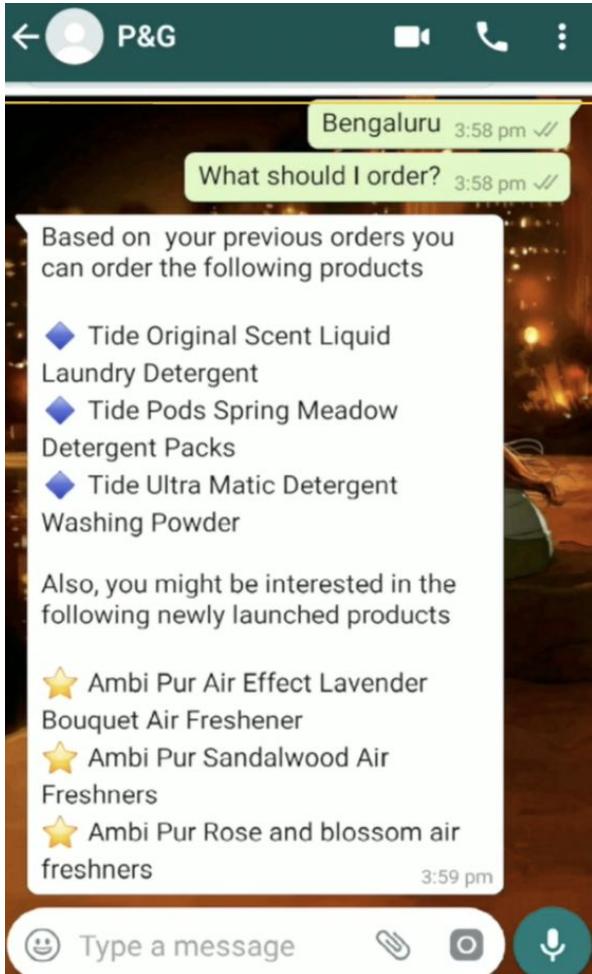


## Seamless payment flow

- Contactless payment
- Powerful payment gateways integrations
- One click UPI payments with best-in-class rates

Major payment integrations:





## Repeat/ suggested orders

- 1-tap ordering
- Suggested and repeat orders based on user's last purchases

Similar deployments:

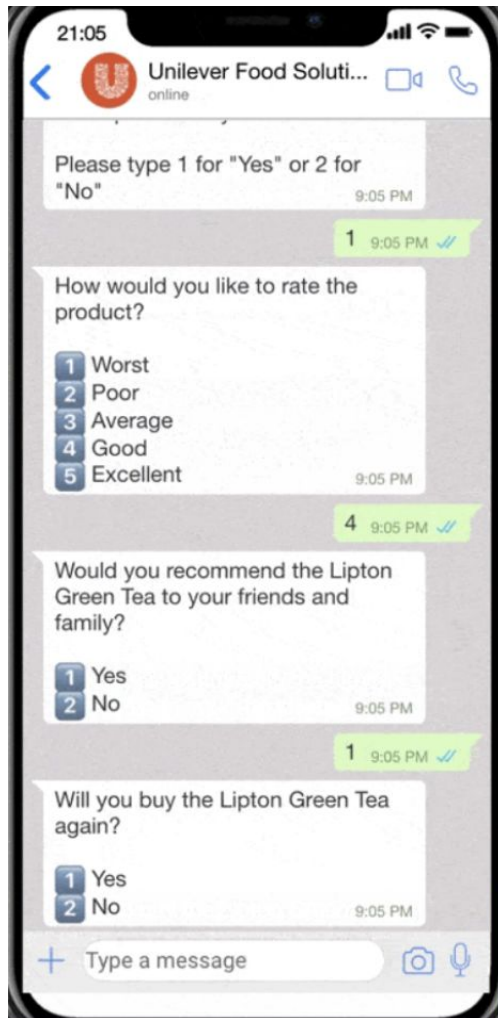
**P&G**

**conekta**



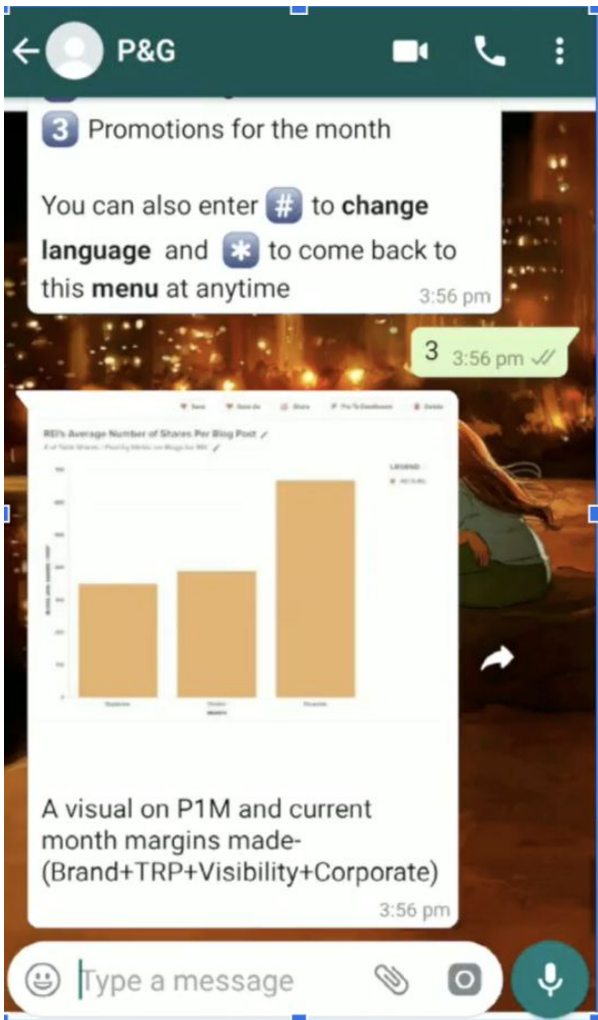
## Order related updates

- Authenticated order tracking and updates
- Ease of tracking estimated delivery date



## Campaigns/ surveys

- Enabling business to understand the NPS score and product performance of various SKUs
- Surveys for ensuring retailer's satisfaction and collecting retail intelligence



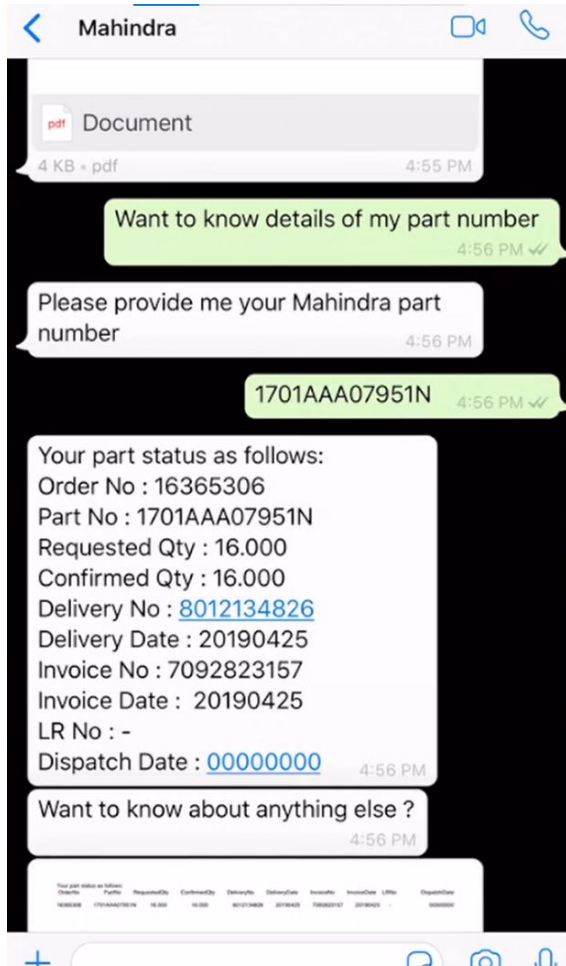
## Retail Intelligence: Detailed business insights

- Share documents to keep the retailers updated about new product launches and engagement
- Share detailed business reports
- Track order updates and collect insights for **sales forecasting**



## Retailer verification

- E-KYC and verification for retailer onboarding
- Intelligent NLP system



## On-demand information

Quick response to users when demanding for information like:

- Order updates
- Copies of past invoices
- Product information
- Specific order details
- and much more

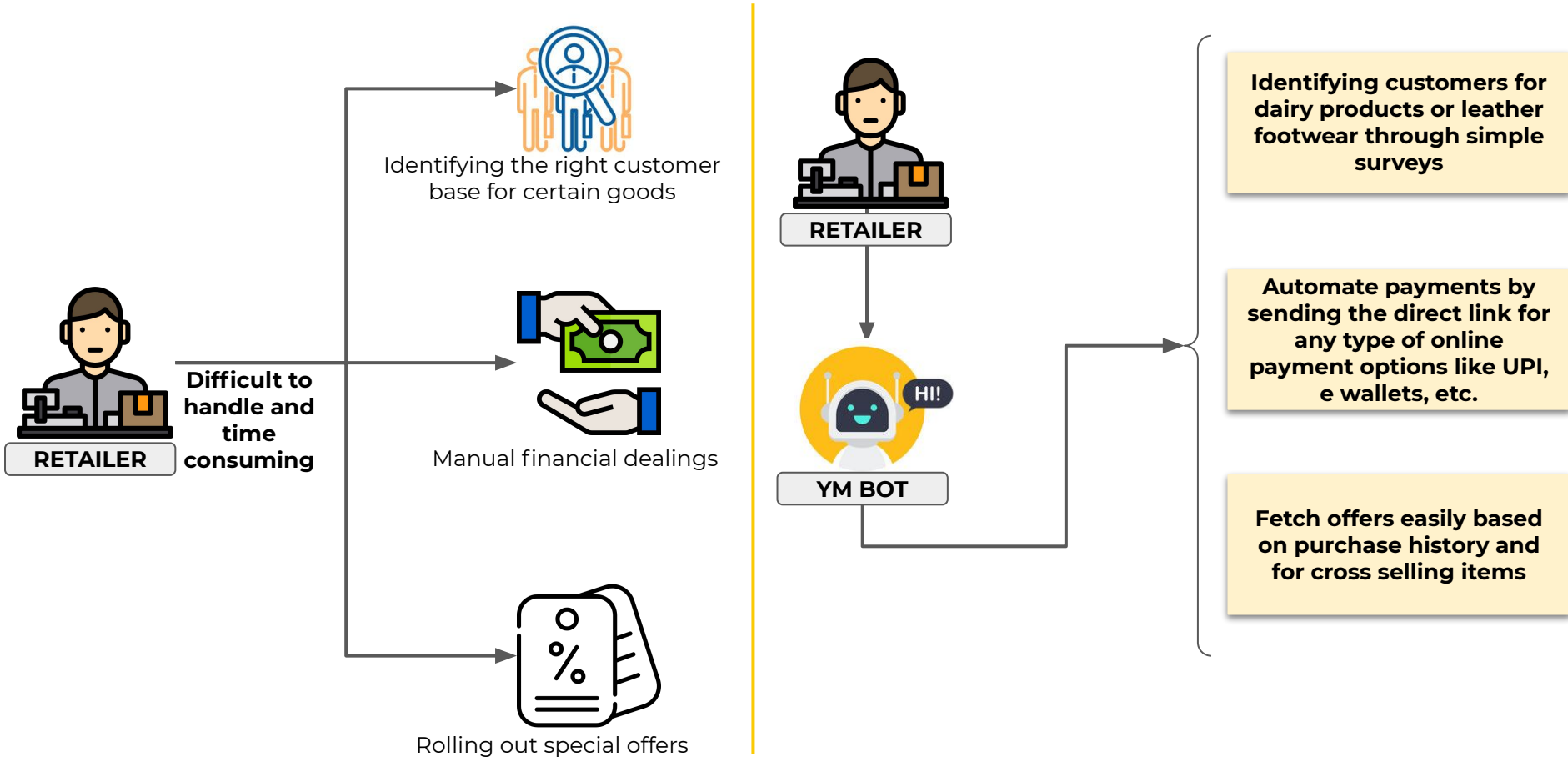
Similar deployments:





# **Sample Use Case Development Approach**

# Retailer Management **Without and With YM**



# Distributor Management



Information about the **discounts or promotions** available on bulk purchase or achieving targets



**Price** of the goods updated in sync with ERP

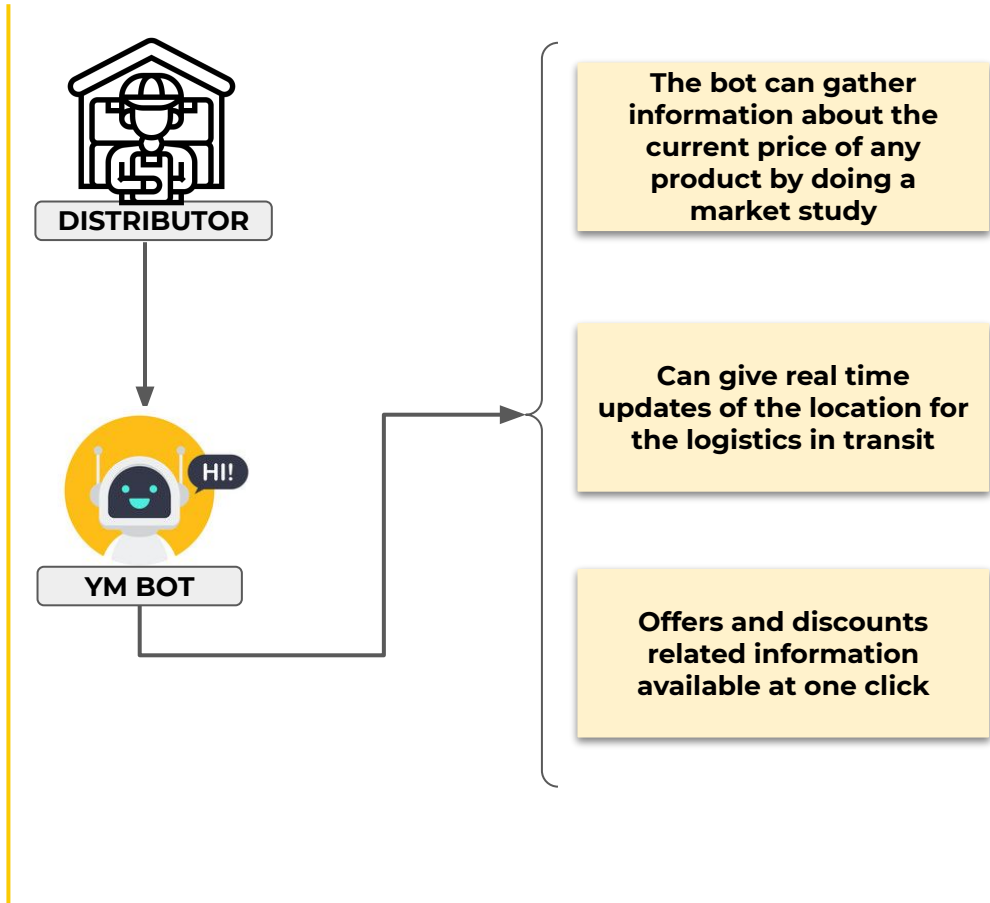
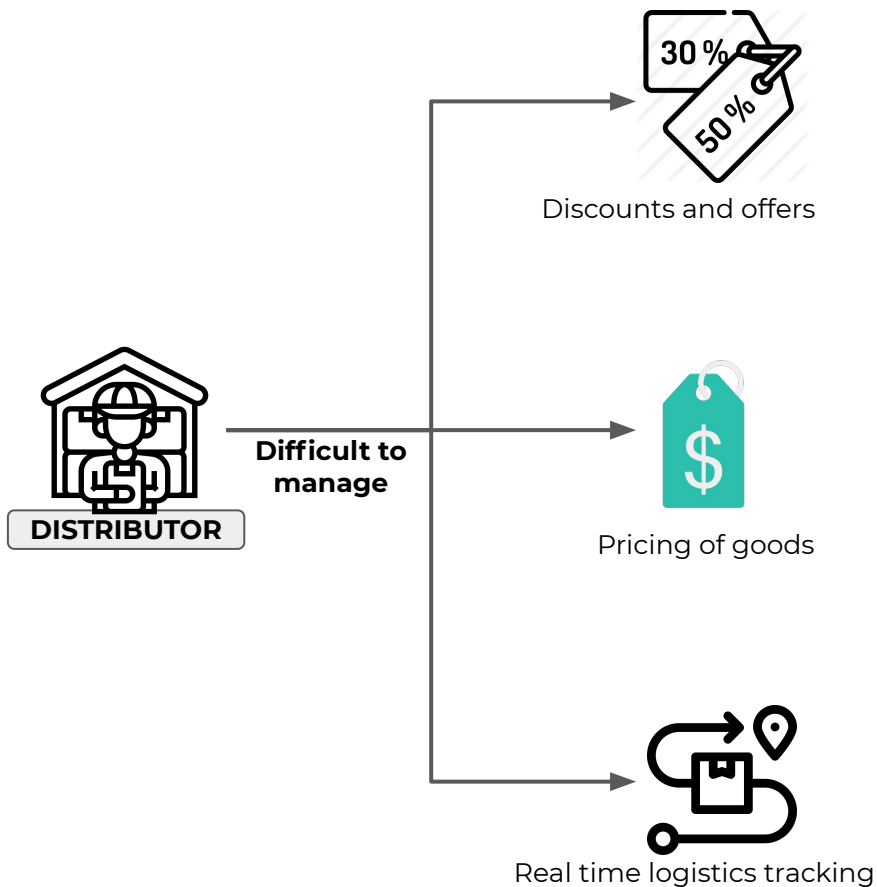


Location based **tracking** of the logistics

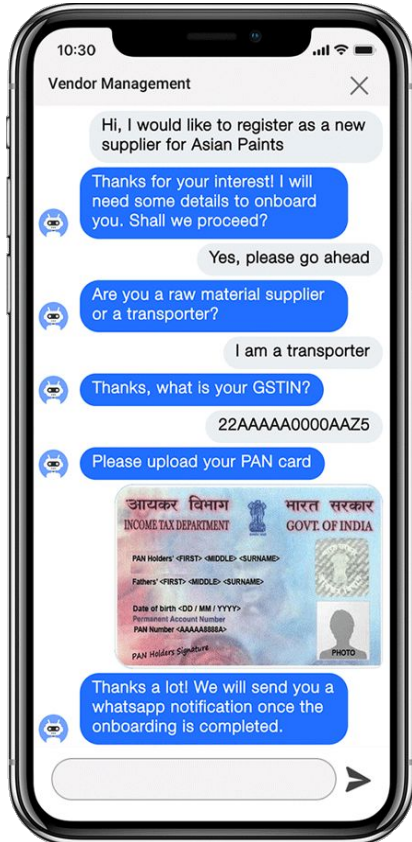


Instantaneously relay **trade schemes**

# Distributor Management Without and With YM



# Vendor Onboarding



**Multilingual** support for the vendors trying to register themselves

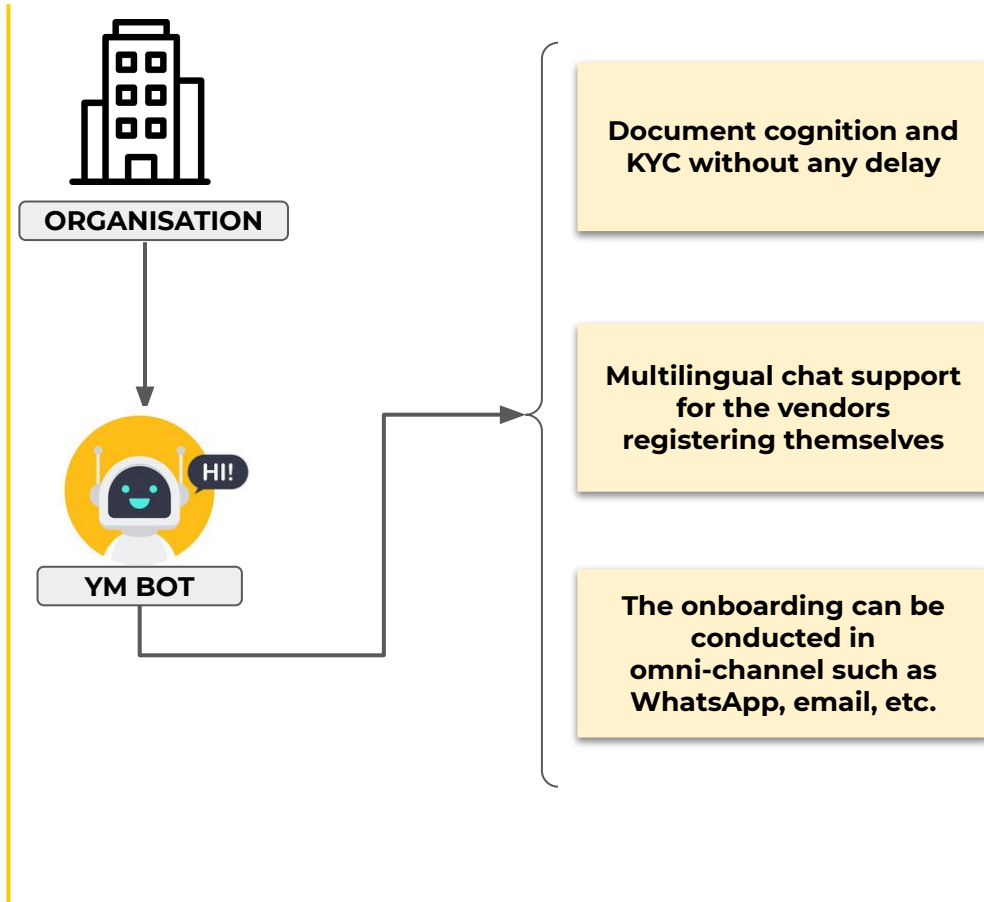
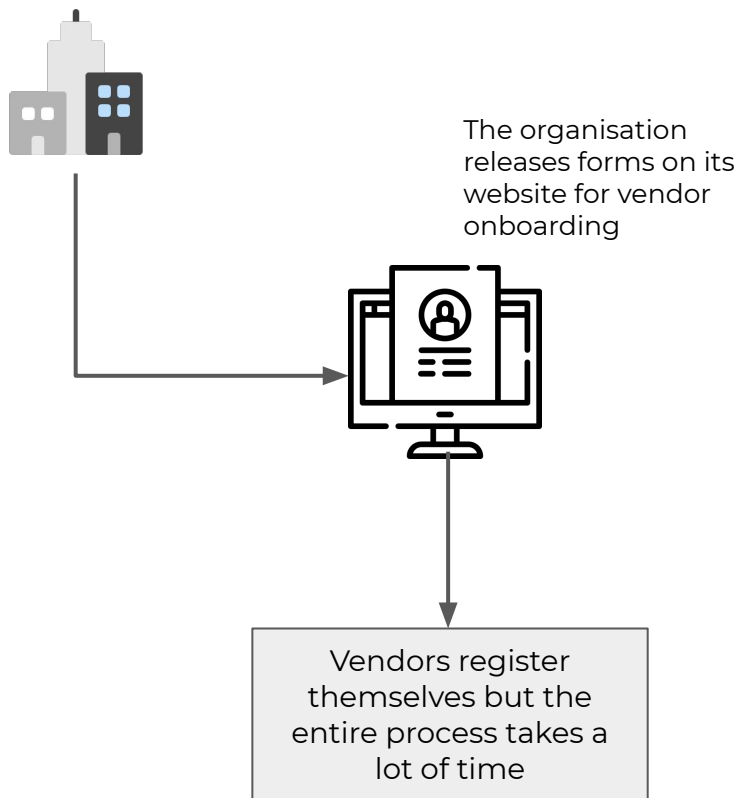


**Document cognition** and **OCR** features to verify the uploaded documents for **KYC**



**Omni-channel** integration

# Vendor Onboarding **Without** and **With** YM



# Case Studies

# 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”



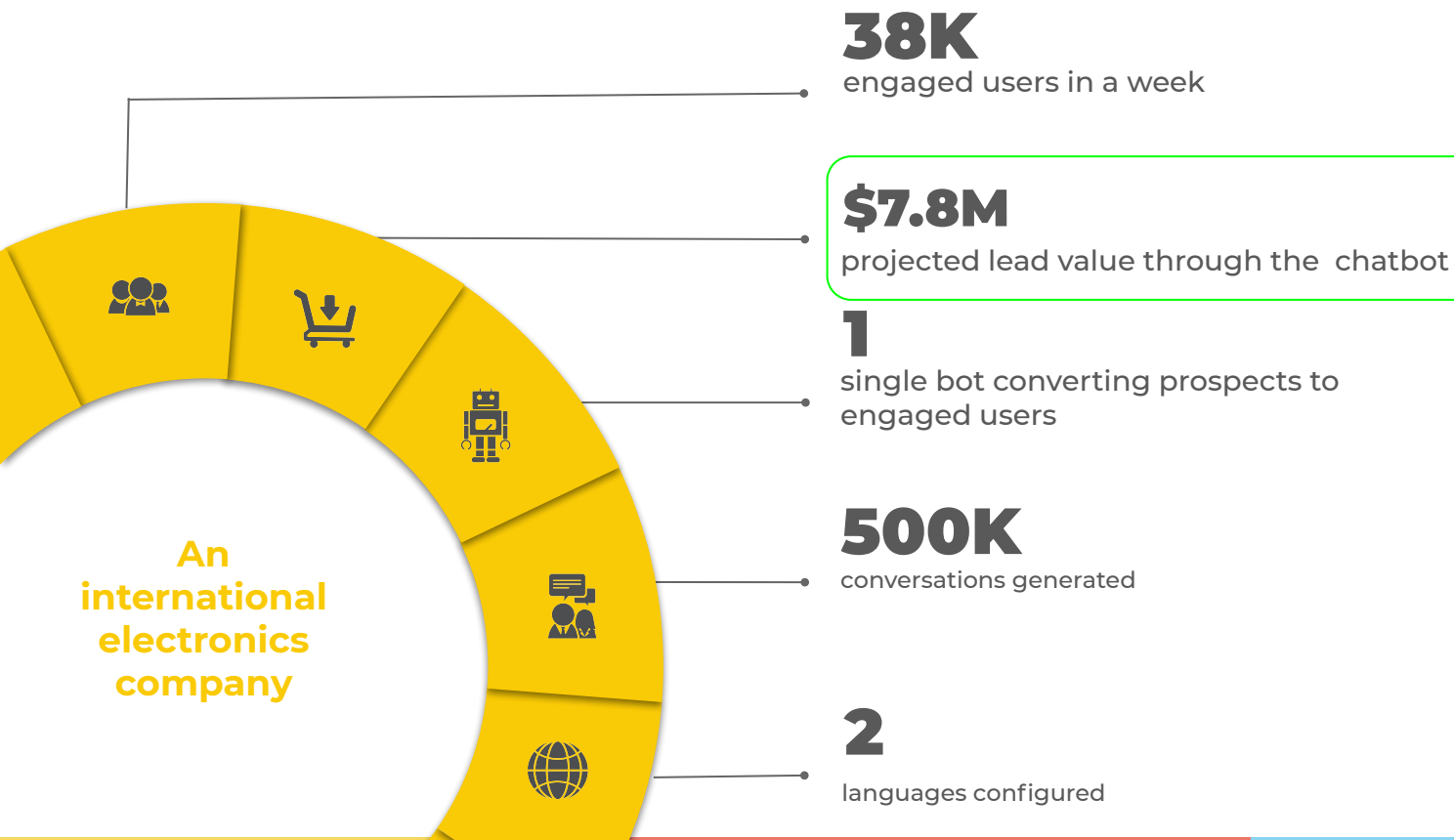
**Sourabh Sharma**  
HEAD, DIGITAL  
INNOVATIONS







# Case study – helping brands capture 98% leads v/s 8%



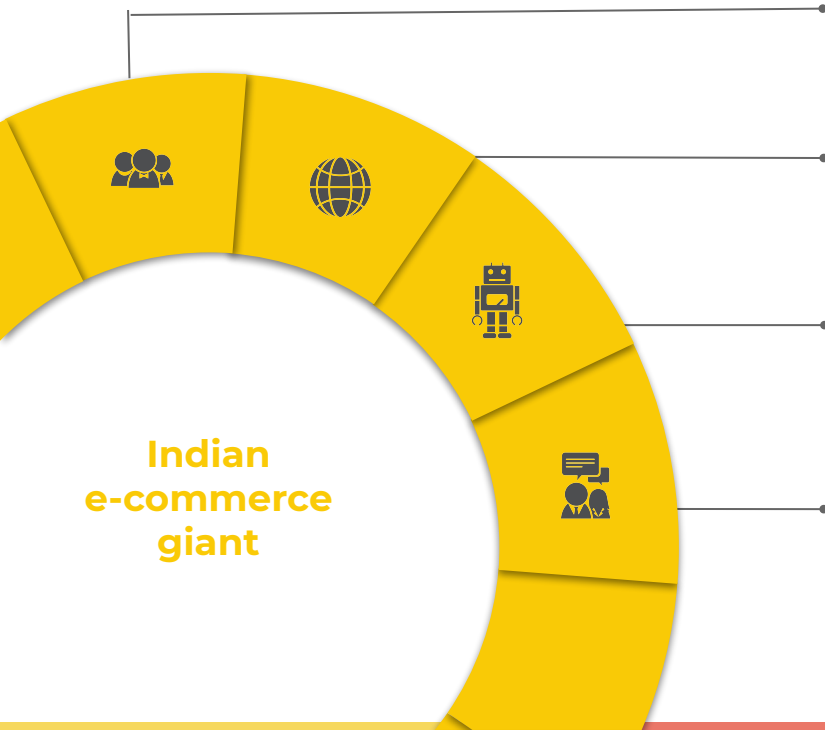
**8% versus 98%**  
leads captured from FB Ads to CRM

**70K**  
Sessions handled

**500K**  
Conversations exchanged

**\$7.8M**  
Worth leads captured

# Case study – Internal process automation of 25+ processes



**12,000+**

employees use the HR assistant

**25+**

number of processes automated

**50%**

increase in survey response rate

**10+**

systems integrated behind a single interface

## Integrations

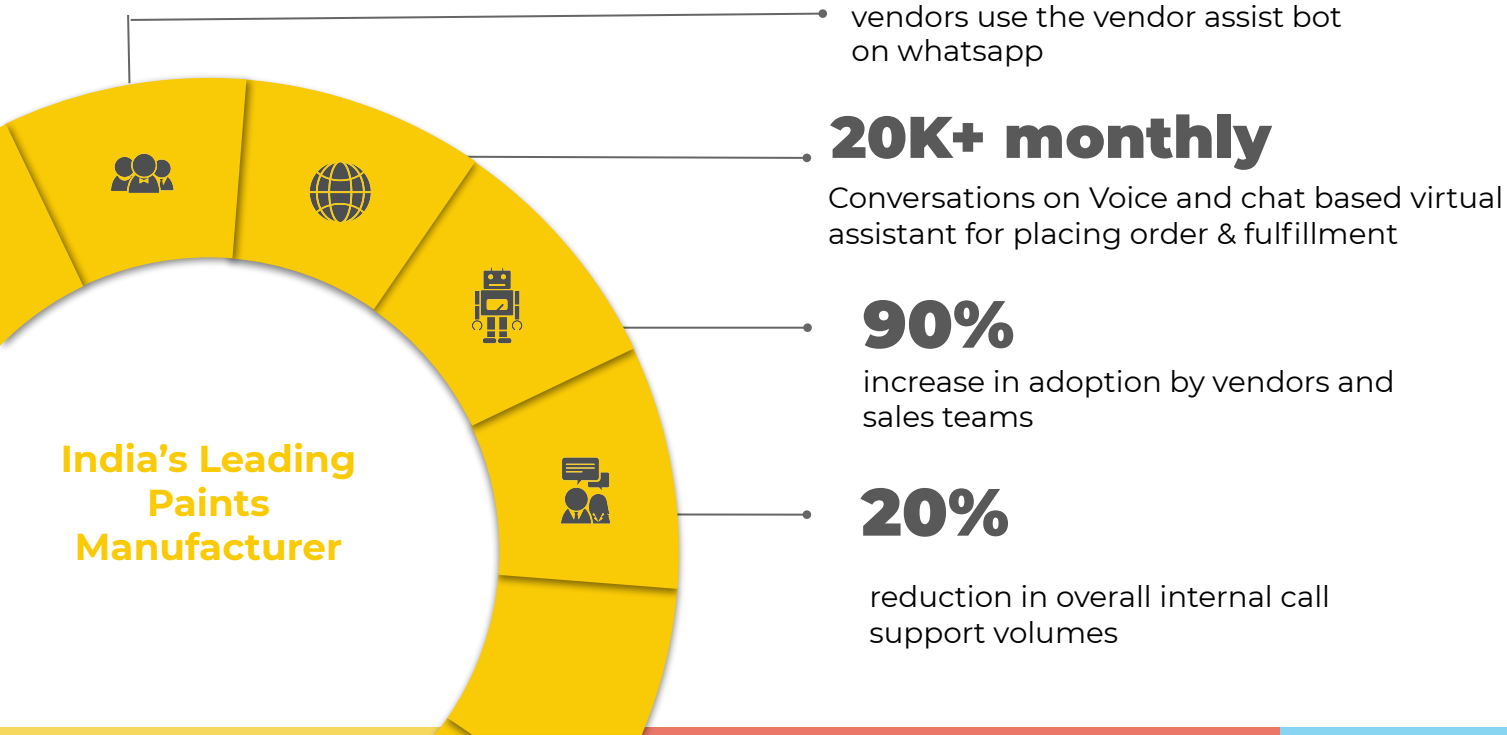
Google chat, SAP Successfactors, BMC Remedy, HR Berry, OneLogin, etc.

## Use Cases

Employee engagement, leave management, payroll, internal mobility, reimbursements, etc.



# Case study – 20x drop in support call volumes



India's Leading  
Paints  
Manufacturer

**10+**  
enterprise applications integrated including WhatsApp, SAP Core Modules, Successfactors, ServiceNow

**10+**  
Processes automated across vendor communication, order tracking invoice tracking and FAQs



# Thank you

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