



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

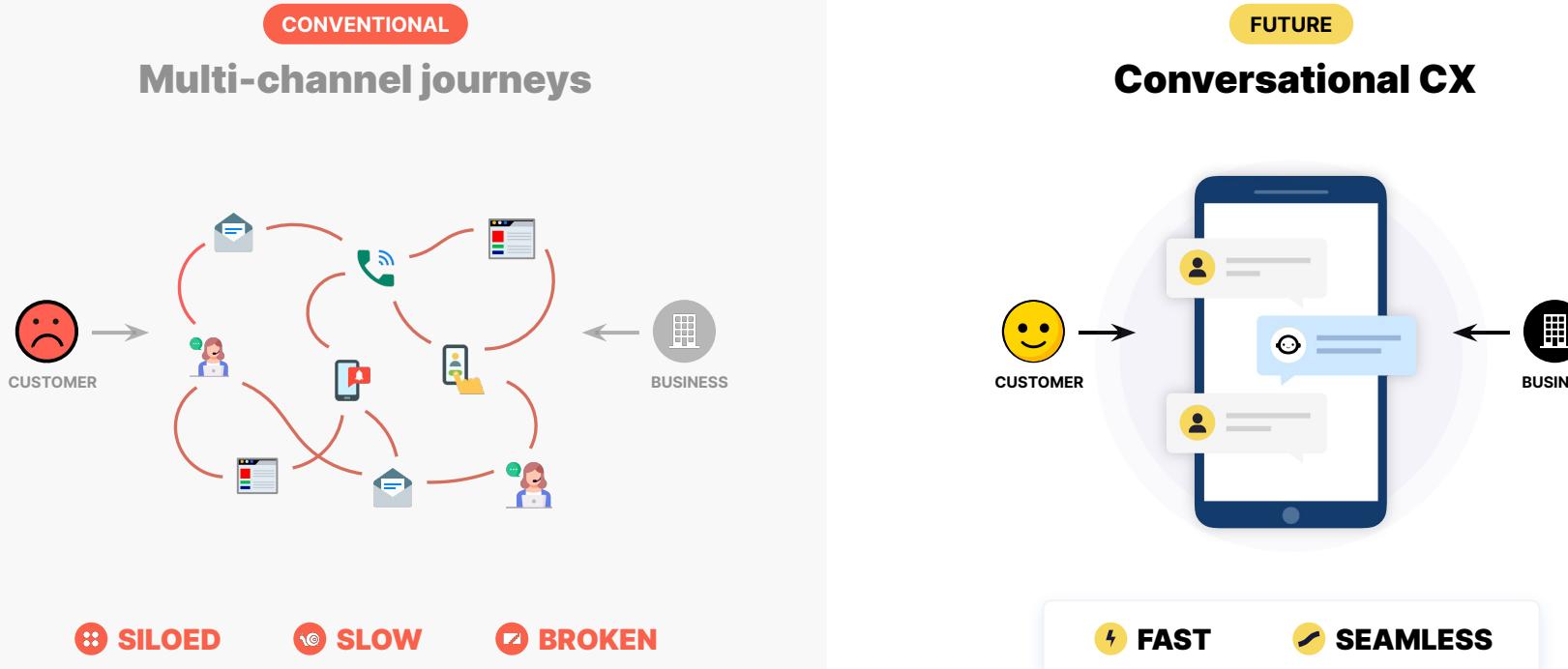
Leading Conversational
AI Platform

Advanced Virtual
Assistant Provider

Key Vendor in CX
Automation

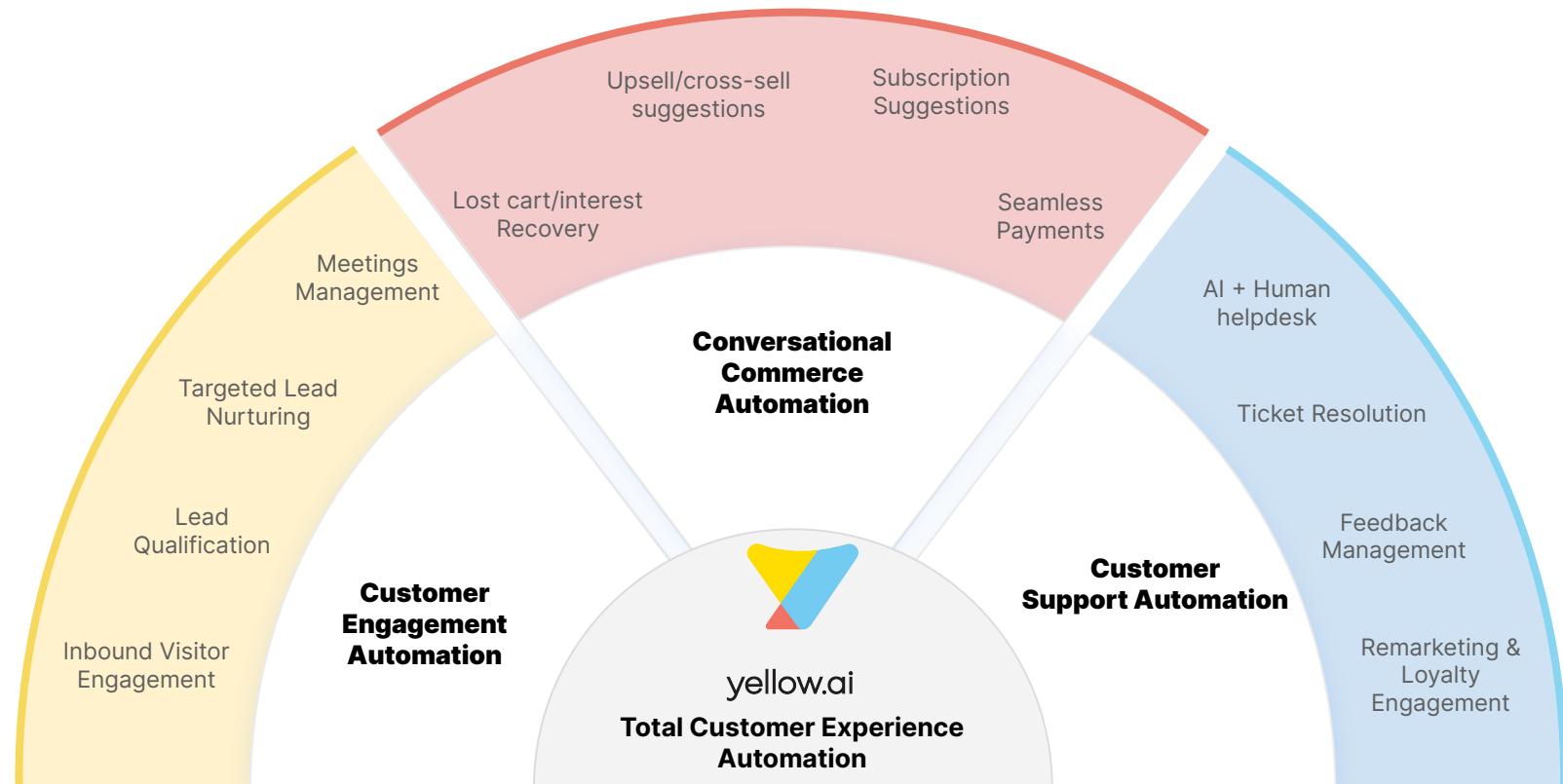


Redefining how customers interact with businesses



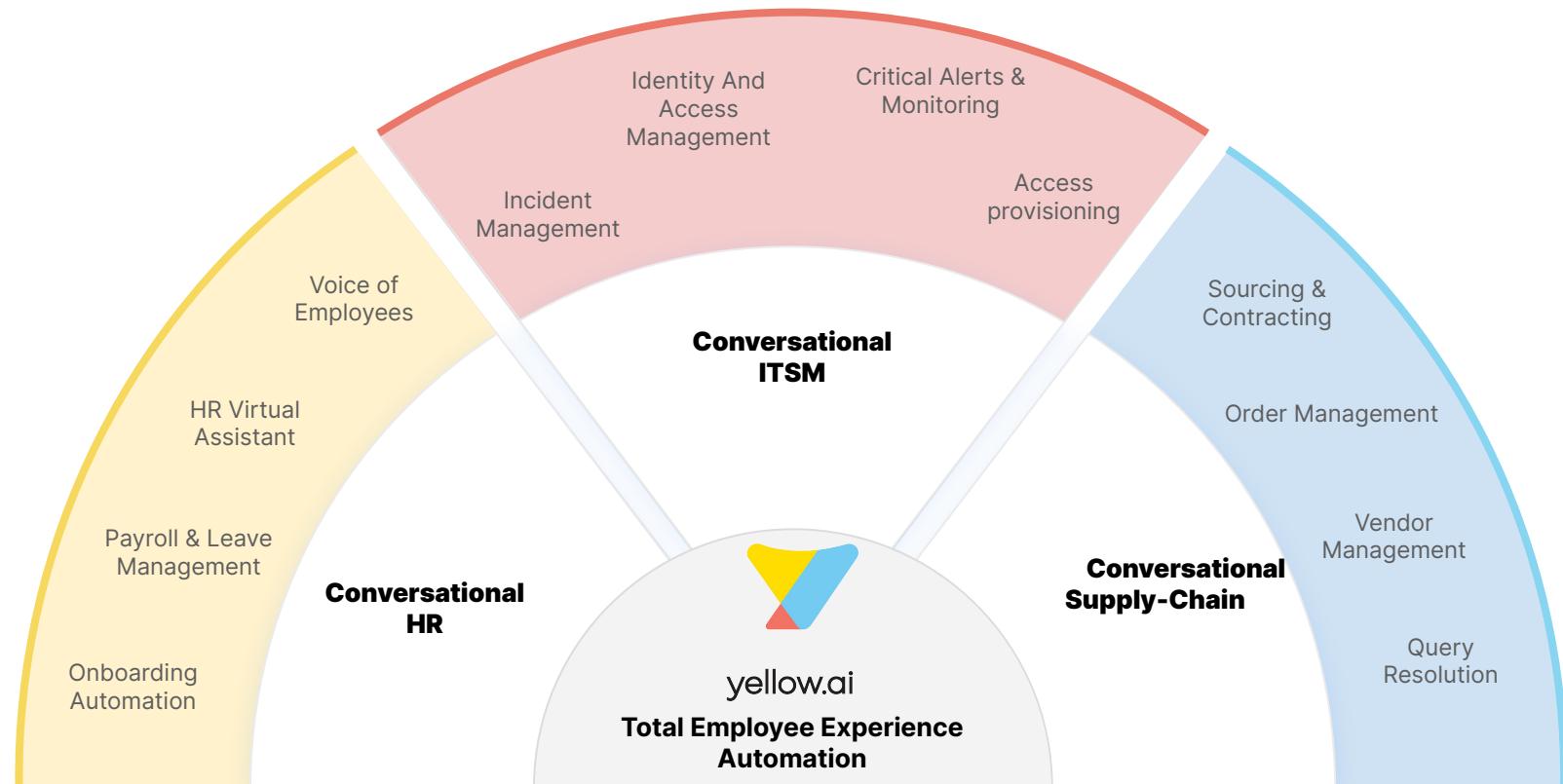


yellow.ai for Total Customer Experience Automation



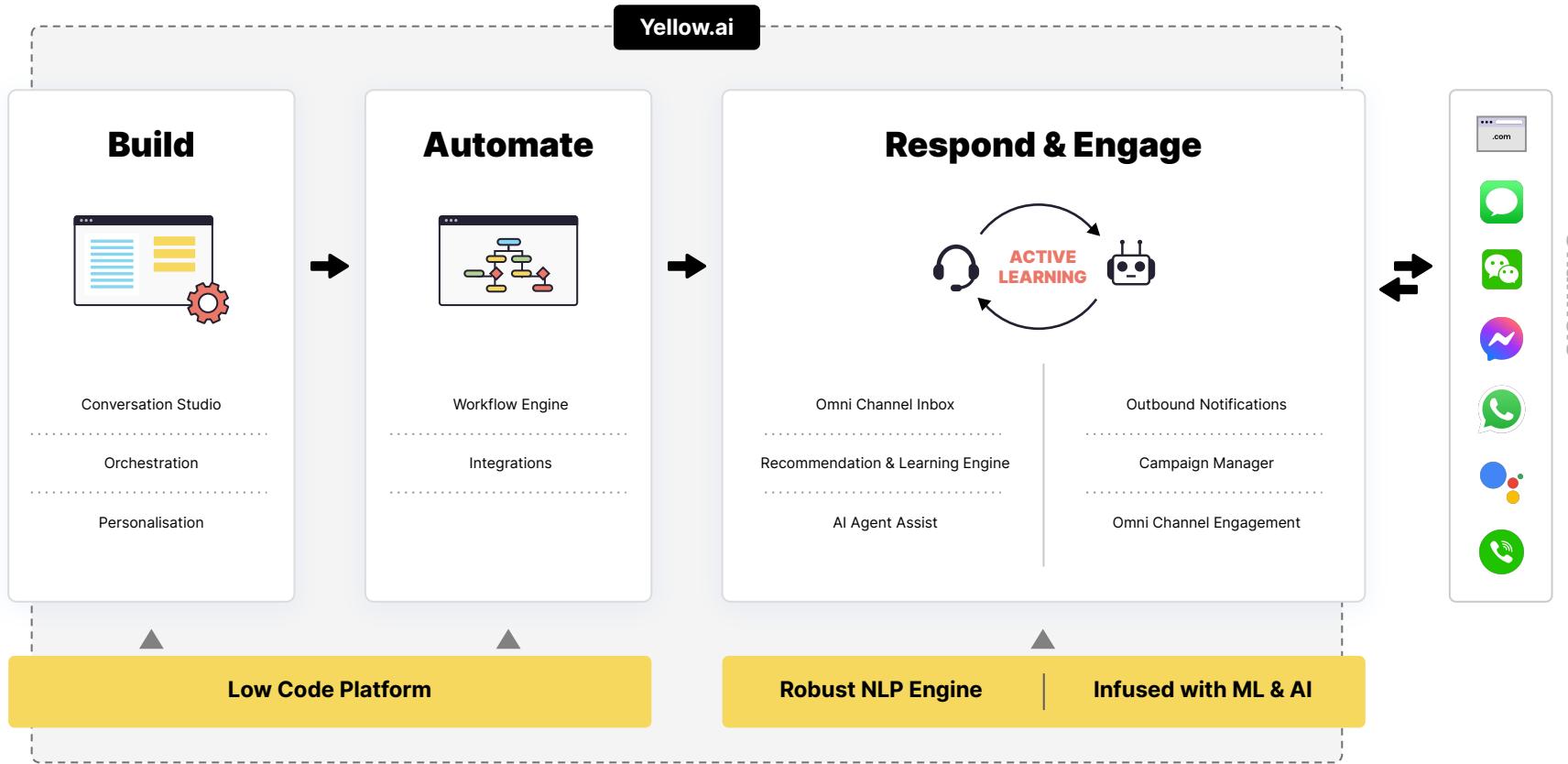


yellow.ai for Total Employee Experience Automation



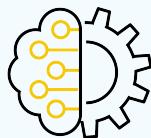


The Yellow.ai platform





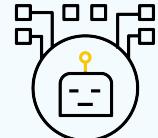
TOP ENTERPRISE-READY SOLUTIONS & CAPABILITIES



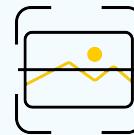
AI Knowledge Management
using Document Cognition



Voice Automation



RPA Integration



OCR Image Recognition



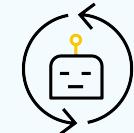
Campaign Management



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



PAYMENTS



LOGISTICS



MARKETING



CONTACT
CENTER
SOLUTIONS





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 translation



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 Updation: 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:



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.

Use cases:



Geos: India

Revenue: \$ 7.6B

Industry: NBFC

Integrations: salesforce

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).

Geos: India

Company Size: 500+

Industry: NBFC

Impact:

75%

Reduction in query resolution time

45%

Increase in customer satisfaction

5000+

Tickets handled on any given day



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

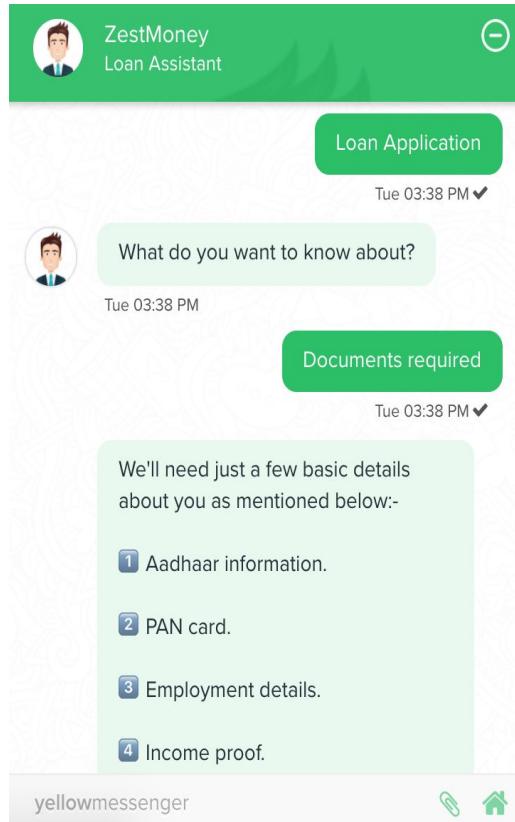
DEMO BOTS

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



ZestMoney
Loan Assistant

Loan Application

Tue 03:38 PM ✓

What do you want to know about?

Tue 03:38 PM

Documents required

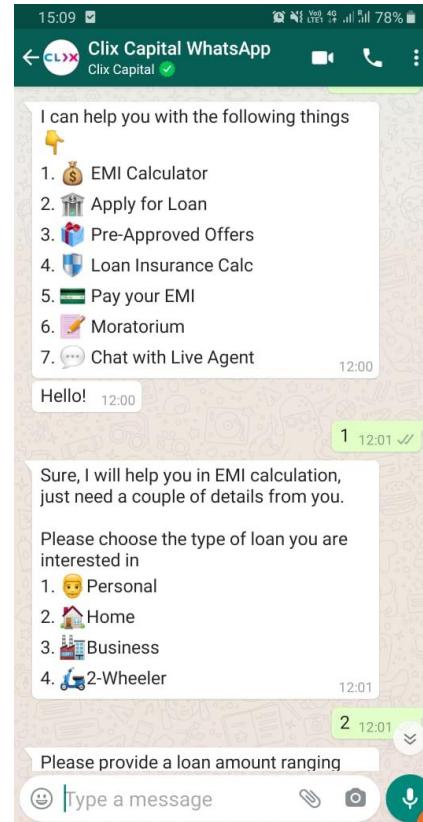
Tue 03:38 PM ✓

We'll need just a few basic details about you as mentioned below:-

- 1 Aadhaar information.
- 2 PAN card.
- 3 Employment details.
- 4 Income proof.

yellowmessenger

This screenshot shows a WhatsApp message thread with a green header for 'ZestMoney Loan Assistant'. The user asks for information, and the bot responds with a list of required documents. A yellow callout box highlights the list of details needed from the user.



Clix Capital WhatsApp
Clix Capital

I can help you with the following things

- 1. 💰 EMI Calculator
- 2. 🏛️ Apply for Loan
- 3. 🎁 Pre-Approved Offers
- 4. 🛡️ Loan Insurance Calc
- 5. 📈 Pay your EMI
- 6. 🖊️ Moratorium
- 7. 🤗 Chat with Live Agent

Hello! 12:00

Sure, I will help you in EMI calculation, just need a couple of details from you.

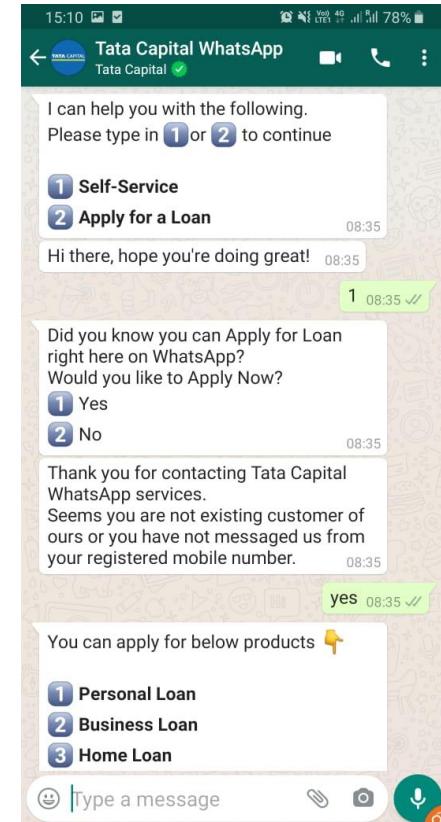
Please choose the type of loan you are interested in

- 1. 🧑 Personal
- 2. 🏠 Home
- 3. 🏢 Business
- 4. 🚗 2-Wheeler

Please provide a loan amount ranging

Type a message

This screenshot shows a WhatsApp message thread with a blue header for 'Clix Capital WhatsApp'. The bot offers various services and asks for the user's loan type. A yellow callout box highlights the list of service options available.



Tata Capital WhatsApp
Tata Capital

I can help you with the following. Please type in 1 or 2 to continue

- 1 Self-Service
- 2 Apply for a Loan

Hi there, hope you're doing great! 08:35

1 08:35 ✓

Did you know you can Apply for Loan right here on WhatsApp? Would you like to Apply Now?

- 1 Yes
- 2 No

08:35

Thank you for contacting Tata Capital WhatsApp services. Seems you are not existing customer of ours or you have not messaged us from your registered mobile number. 08:35

yes 08:35 ✓

You can apply for below products

- 1 Personal Loan
- 2 Business Loan
- 3 Home Loan

Type a message

This screenshot shows a WhatsApp message thread with a blue header for 'Tata Capital WhatsApp'. The bot asks if the user wants to apply for a loan and lists available product types. A yellow callout box highlights the list of products.



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



WASTE CONNECTIONS
Connect with the Future

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



Nitin Sethi
VP DIGITAL

IndiGo

"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

Warung PINTAR

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



Sourabh Sharma
HEAD, DIGITAL INNOVATIONS

BAJAJ FINSERV

A PRESENTATION BY



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