



yellow.ai

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



Yellow.ai's
global customer
footprint

1000+

Global Enterprise
Customers

1B+

Platform Conversations
Quarterly

120+

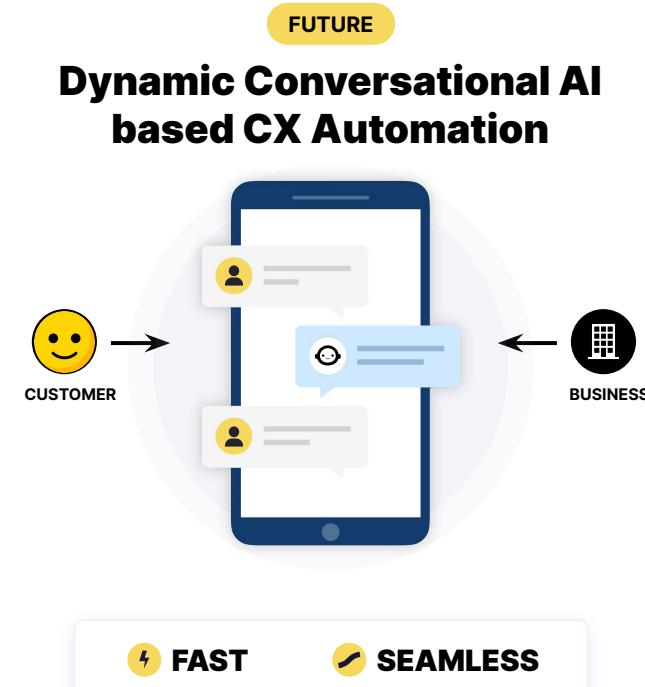
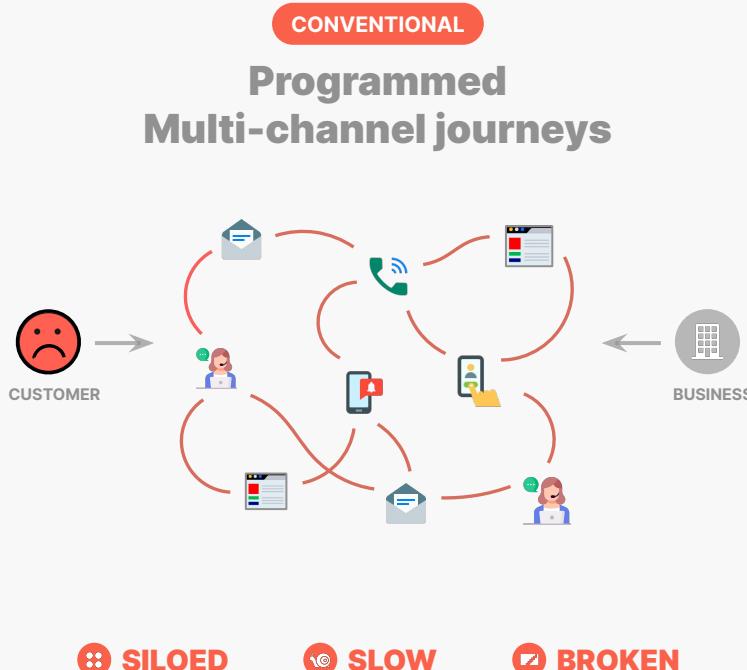
Languages
Supported

60%

Automation in first
30 days of go-live



We are redefining how users interact with businesses





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

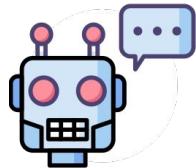


Education





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



Seamless connectivity with your ecosystem

step 1 **connect**



CRM



POS



ERP



Data
Warehouse



Customer
Care

step 2 **setup**



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
Usability	<ul style="list-style-type: none">Necessary to DownloadHigh Mobile environment dependencyUninstall 15% to 40%Tough Quick Language Change	<ul style="list-style-type: none">Available on the flyNo dependency on mobile configuration, PWA can reside on screen without downloading80% Increase in User Mobile SessionMultilingual Capability available on the fly
Scalability	<ul style="list-style-type: none">Needs development from scratch for new use casesEverytime a feature update is there, the entire version of the app. needs to be update on user's device for ideal functioning	<ul style="list-style-type: none">Quick Turnaround time for new use case development through flow builderCan be integrated with backend systems using APIsFeature 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)
Cost of Building and operation	<ul style="list-style-type: none">High development and maintenance costHigh infrastructure cost	<ul style="list-style-type: none">Low development and maintenance costSaaS model available to provide commercial efficiency
Accessibility & Security	<ul style="list-style-type: none">Mandatory Requirement of InternetReduced Security of Customer Privacy & Data	<ul style="list-style-type: none">Can be accessed in case of intermittent InternetAdded Layer of Security using http only cookie/ JavaScript Readable cookie with auth/CSRF tokensEnd to end encryption of data
Experience	<ul style="list-style-type: none">Difficult to capture customer behaviourConversational experience is missing	<ul style="list-style-type: none">Can access most of the device's native featureProprietary NLP Engine helps in improving User Experience by analysing customers behaviour
Customer Service	<ul style="list-style-type: none">Cannot directly interact with Customers or reply to queries, resulting in Higher TAT	<ul style="list-style-type: none">Directly Resolve L1 & L2 Queries working 24*7 reducing TAT



 Conversational AI helping

brands engage with their retailers

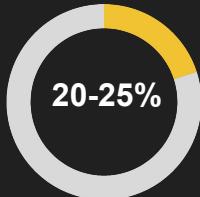




Use-cases helping brands engage with their retailers

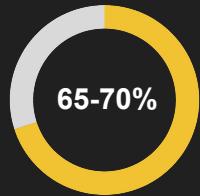
Buying assistance	Order and cart management	Product browsing	Seamless payment flow	Suggested/repeat orders	Upsell/cross-sell
Proactive Engagement	Cart recovery	Order day reminders	Order related updates	Campaigns, surveys	
Retail intelligence	Direct connect with retailers	Detailed business insights	Conversational 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



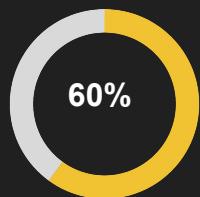
Fewer stockouts & increased sales

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



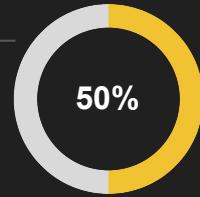
Move to phygital value chain

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



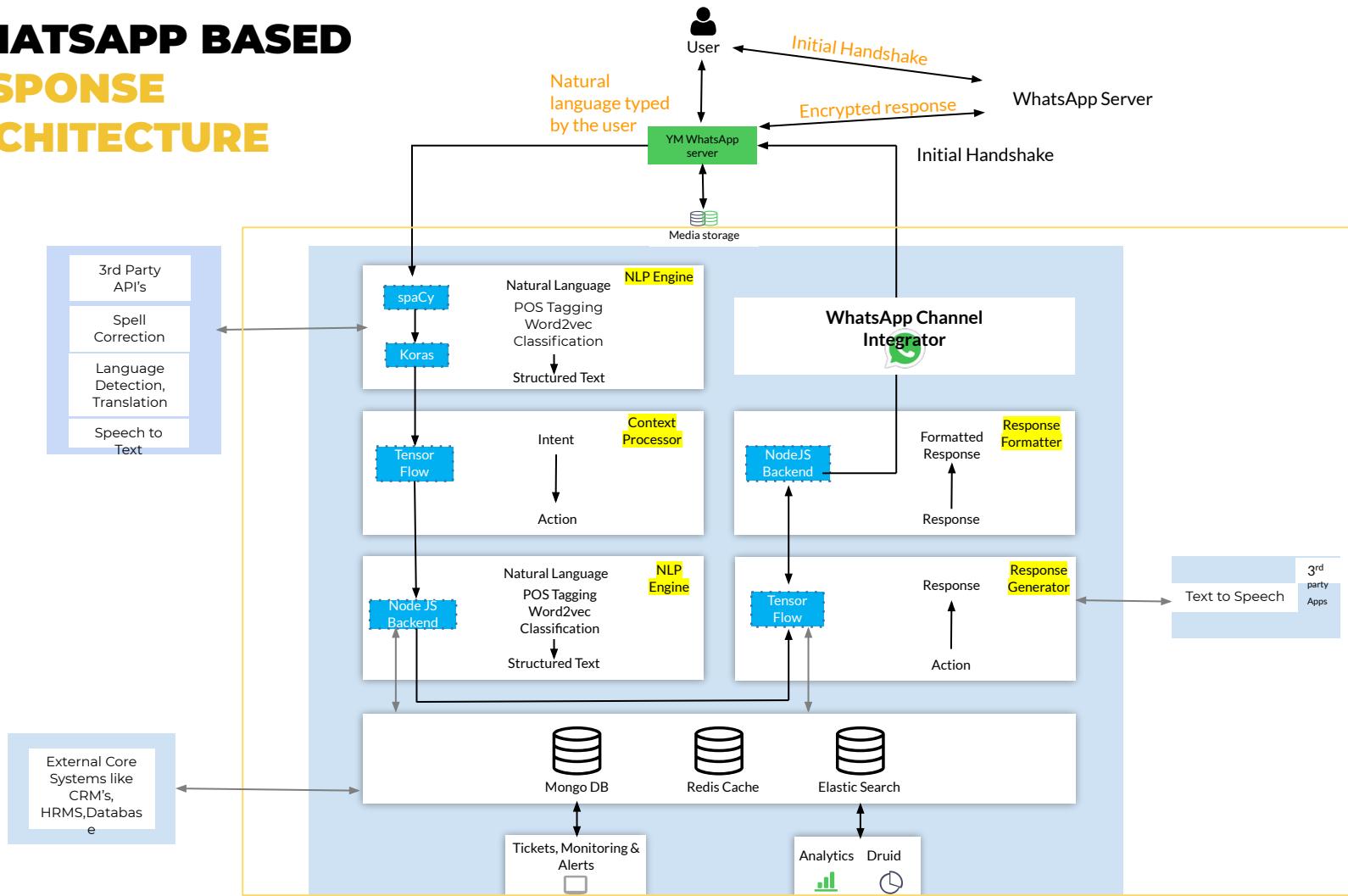
Increased brand loyalty

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

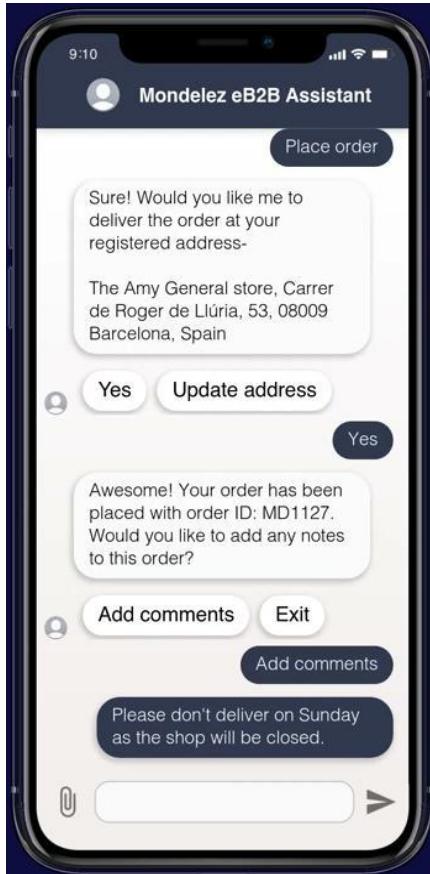




WHATSSAPP BASED RESPONSE ARCHITECTURE



WA + PWA Ordering System Demo



**Journey Initiation
on WA**

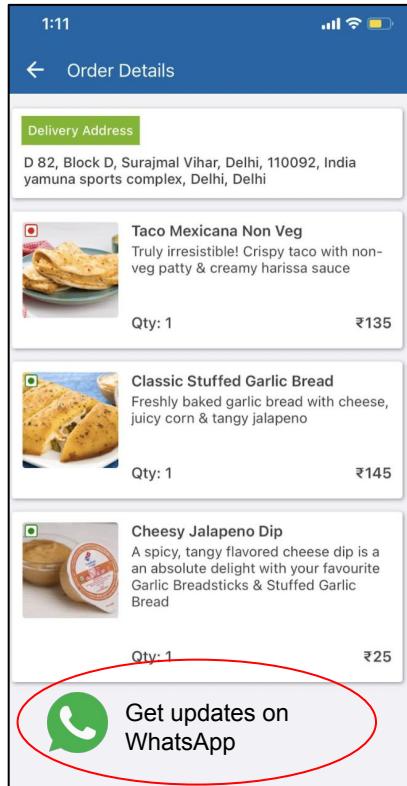


**Product ordering
on PWA Interface
with flexibility of
UI Customization**



**Engagement and
alerts on WA**

Order Updates on WhatsApp



Order updates

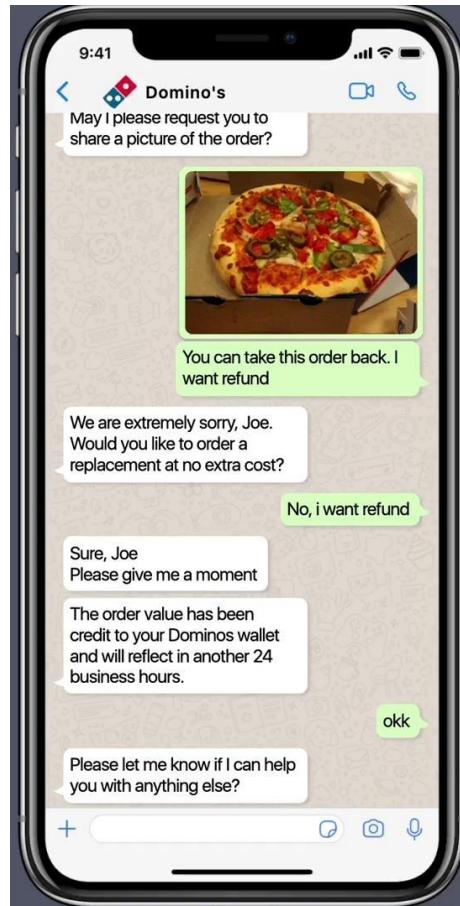


Order tracking



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

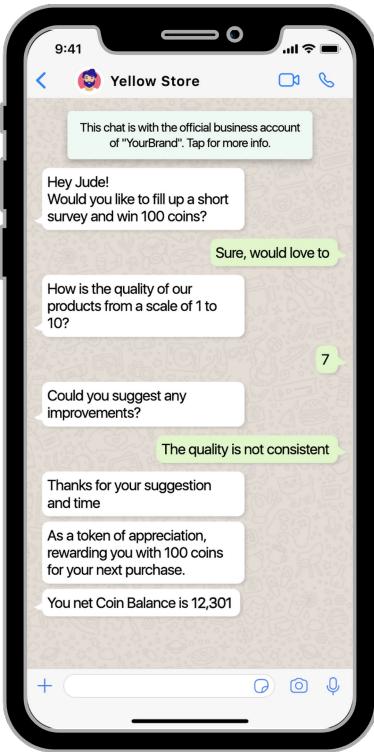


Birthday Bookings

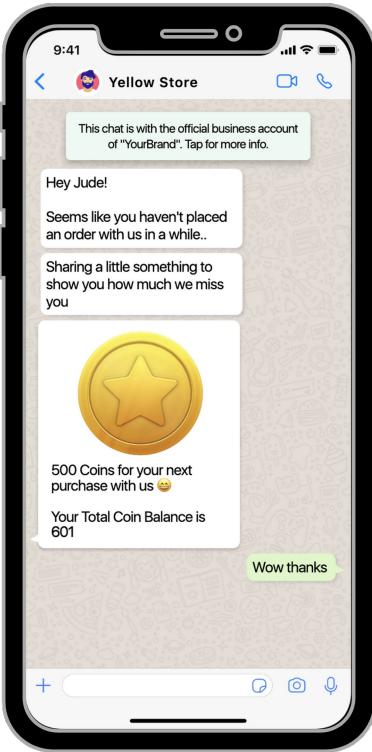


Marketing Campaigns & Customer Engagement

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

PepsiCo Foods

Applied Promotions Summary :-

A: Fixed promotion has been applied.

C: Fixed promotion has been applied.

Taxable Amount : Rs.925.32

Discount : Rs.31.82

Total Tax : Rs.111.04

Total Order Value : Rs.1036.36

Note : The above message should not be construed as an Invoice, under applicable laws. Your respective Distributor will issue you the prescribed invoice.

Place your order now and get 1% worth of Loyalty points! You have collected 140 Loyalty points already. Please confirm to create order and earn 10 Loyalty Points worth Rs.10 :

1. Place Order
2. Main Menu

20:54

This is to remind you that your order has not been placed. Order will be delivered only after you place an order. Please confirm to place your order.

21:00

Confirm

Type a message



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:



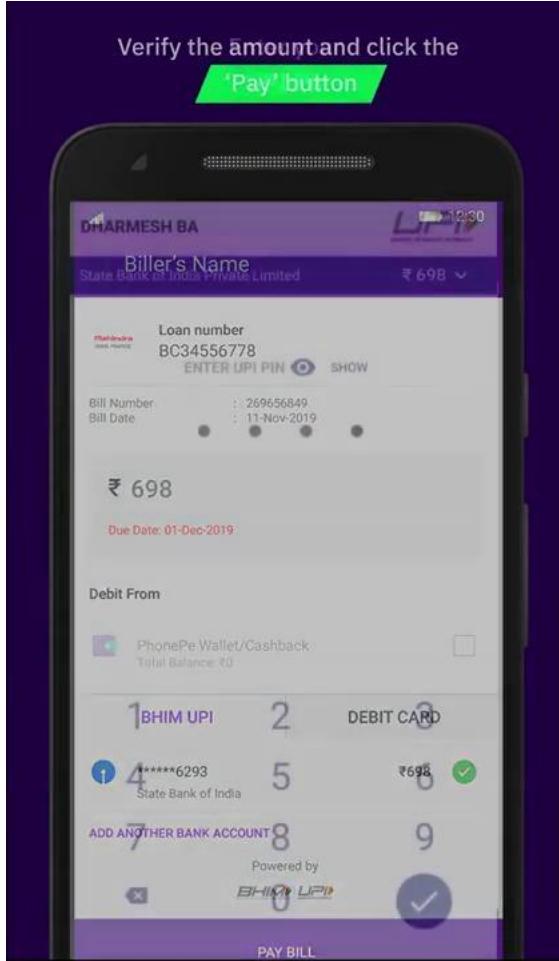
PEPSICO

conektr



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:



Square



midtrans



SETU



paytm



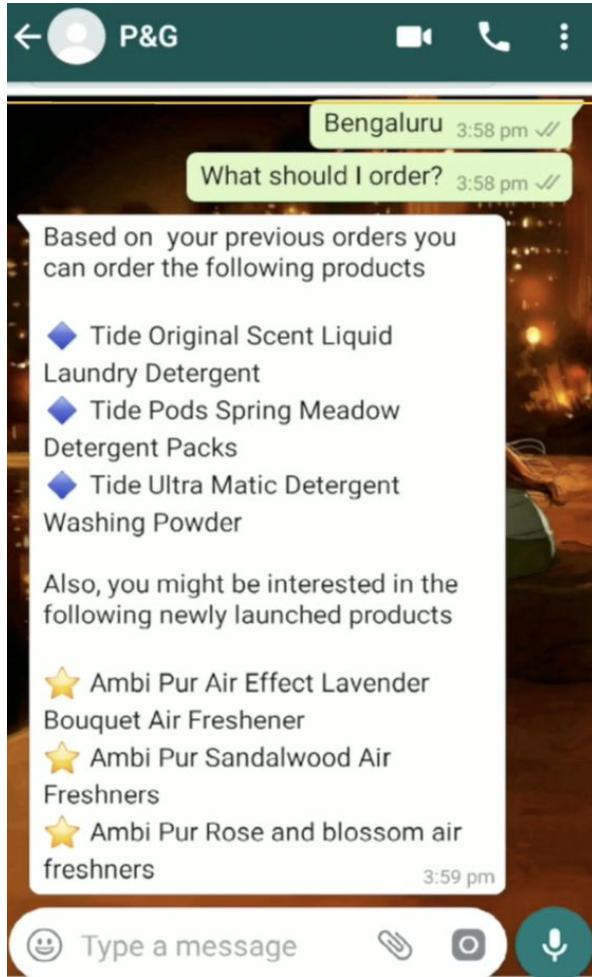
Razorpay



PayPal



PAYZAPP



Repeat/ suggested orders

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

Similar deployments:

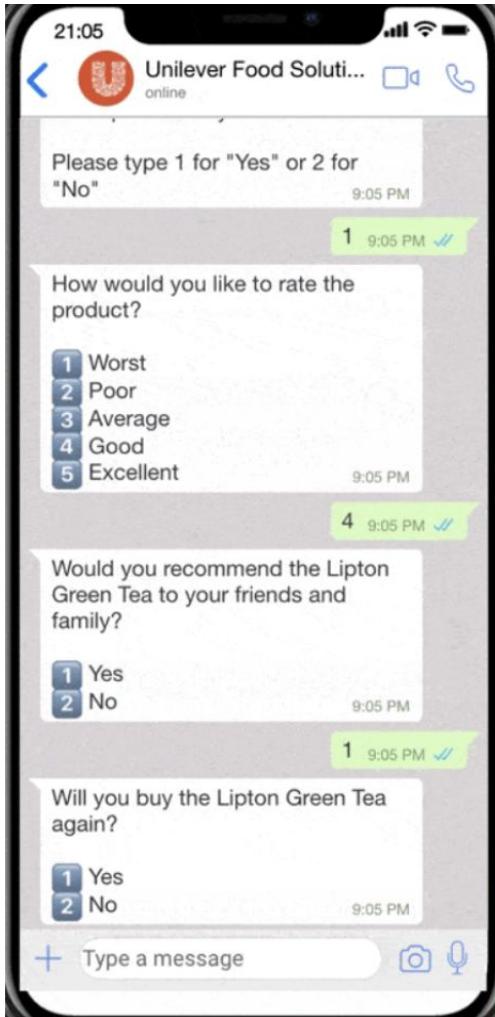
P&G

conektr



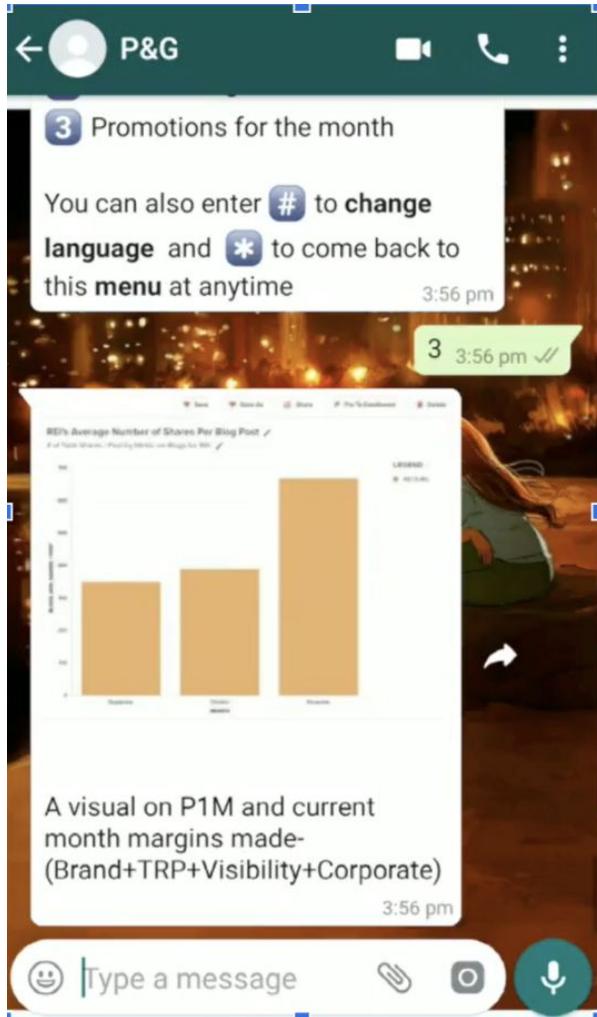
Order related updates

- 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



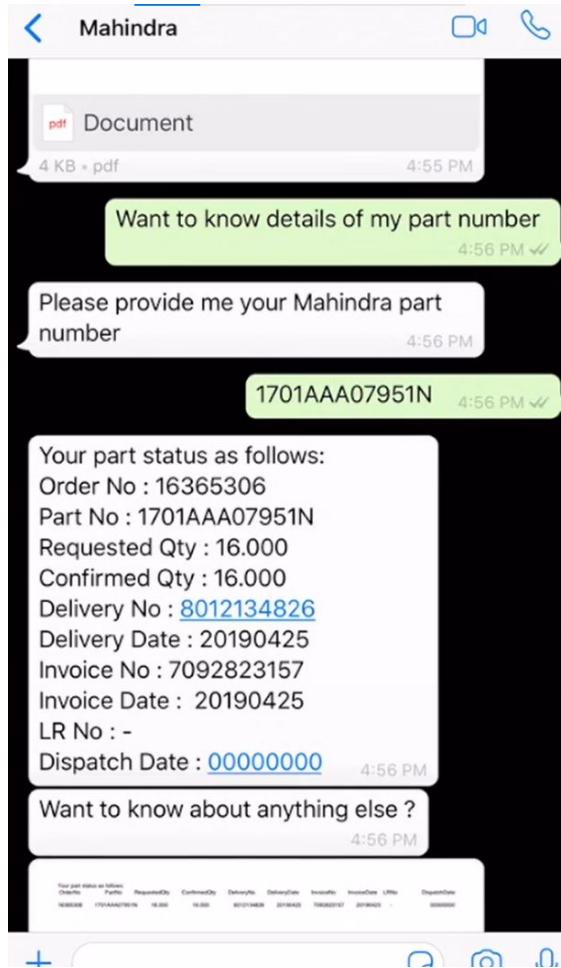
Retail Intelligence: Detailed business insights

- 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

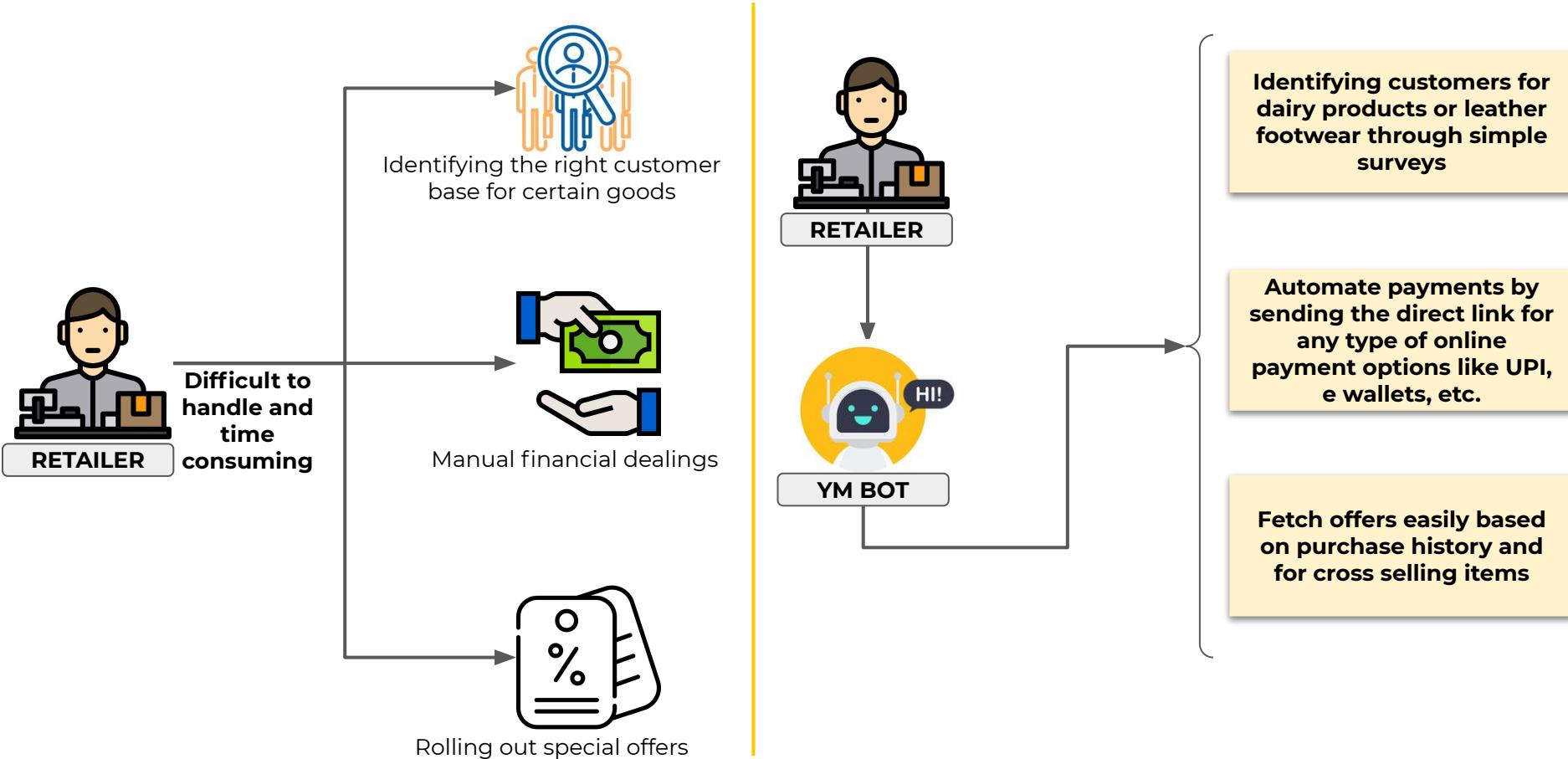
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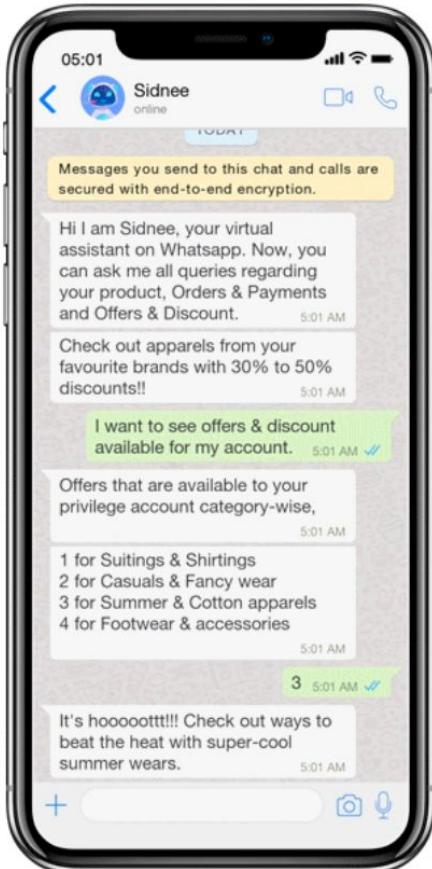
Sample Use Case

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

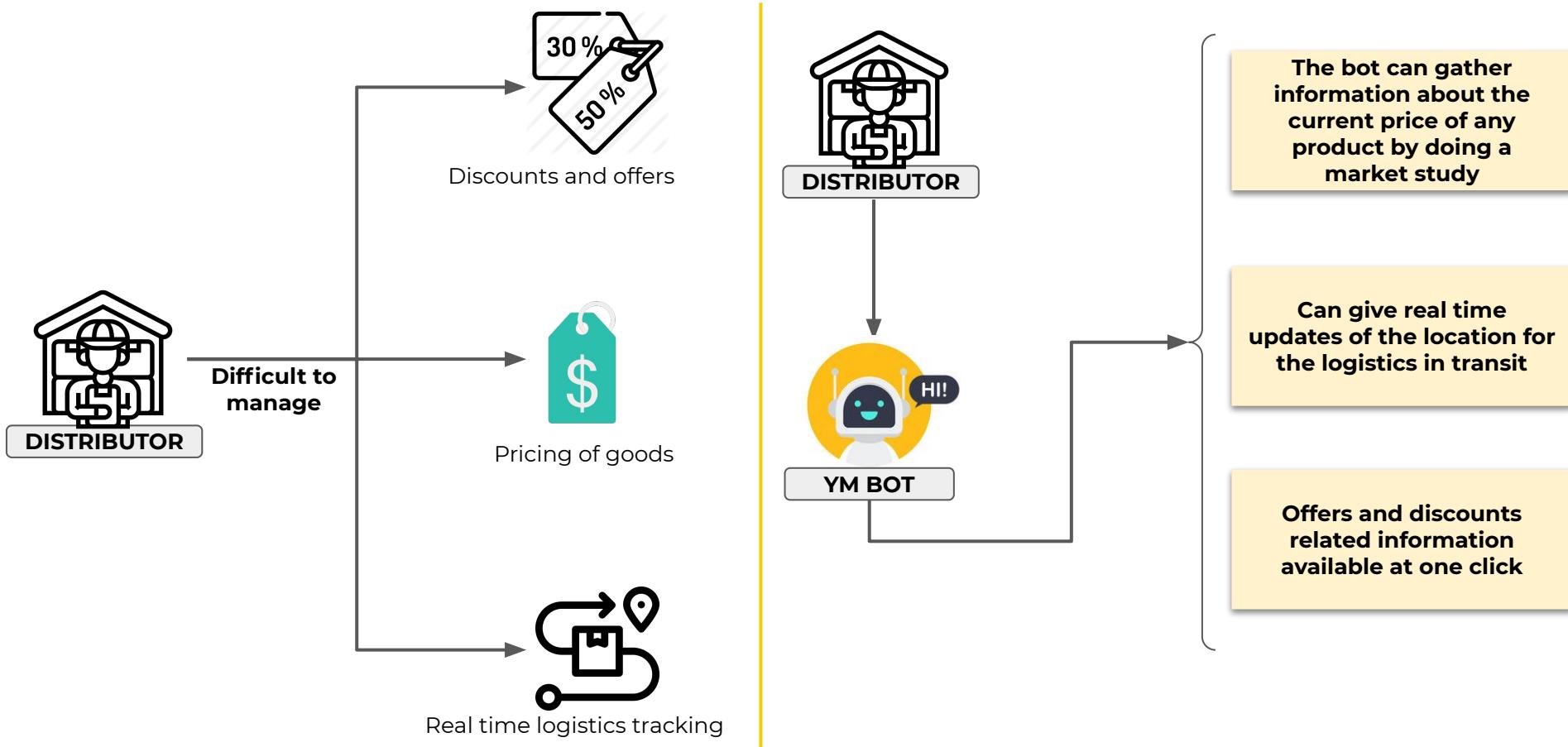


Location based **tracking** of the logistics



Instantaneously relay **trade schemes**

Distributor Management Without and With YM



Vendor Onboarding



Multilingual support for the vendors trying to register themselves

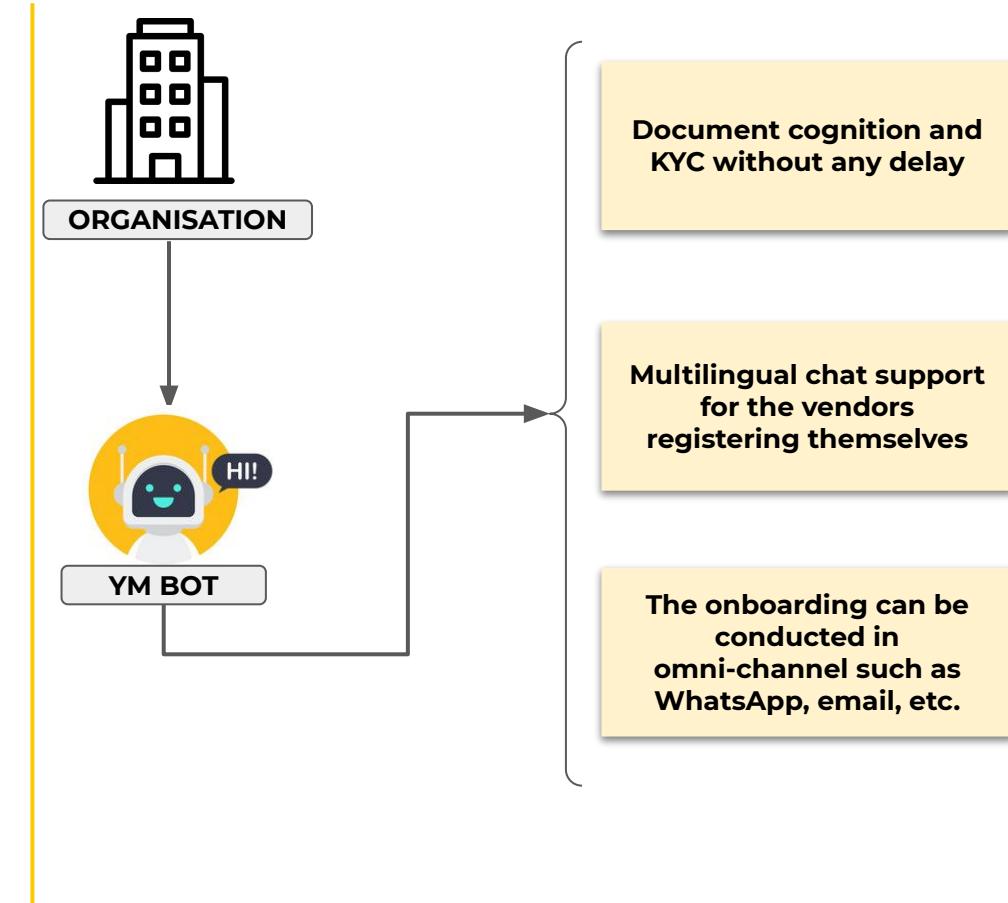
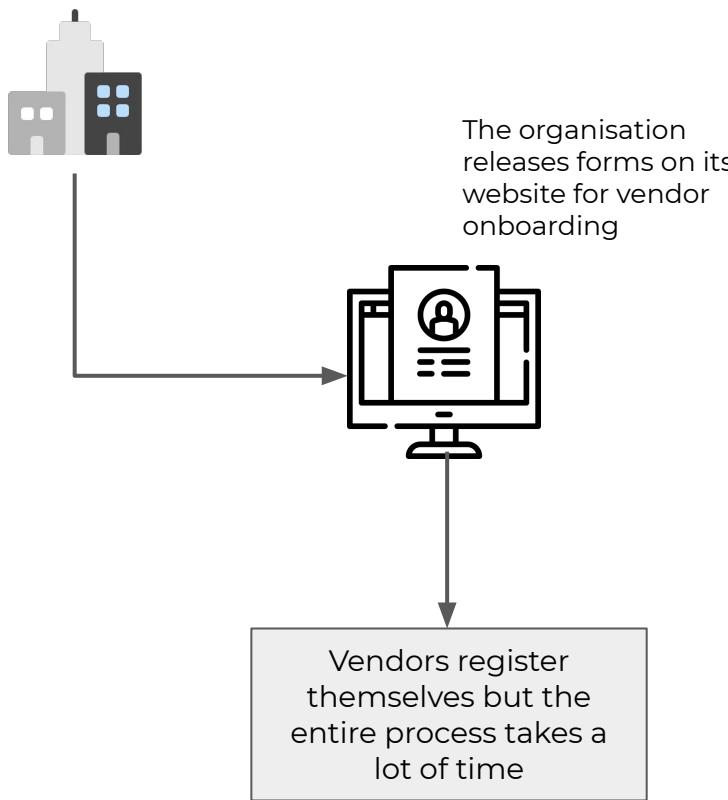


Document cognition and **OCR** features to verify the uploaded documents for **KYC**



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



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



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



38K
engaged users in a week

\$7.8M
projected lead value through the chatbot

1
single bot converting prospects to engaged users

500K
conversations generated

2
languages configured

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



50K+

- vendors use the vendor assist bot on whatsapp

20K+ monthly

Conversations on Voice and chat based virtual assistant for placing order & fulfillment

90%

increase in adoption by vendors and sales teams

20%

reduction in overall internal call support volumes

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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