yellow.ai

NextGen Total Experience Automation

for conversations across the globe

Yellow.ai's global customer footprint

1000+
Global Enterprise Customers

4B+
Platform Conversations Quarterly

100+
Languages Supported

60%
Automation in first 30 days of go-live

Yellow.ai Overview

YM's Global Client Footprint

World map showing client locations: CANADA, USA, HONDURAS, TRINIDAD AND TOBAGO, BRAZIL, SWEDEN, UK, FRANCE, SWITZERLAND, KUWAIT, EGYPT, UAE, SAUDI ARABIA, NIGERIA, SRILANKA, MALAYSIA, INDONESIA, SOUTH AFRICA, INDIA, JAPAN, CHINA, HONG KONG, CAMBODIA & PHILLIPINES, SINGAPORE, AUSTRALIA

Recognition and Mentions

Gartner® | G2 | IDC ANALYZE THE FUTURE

BAIN & COMPANY

Investors　　**Raised : 102 M**

WESTBRIDGE | CAPITAL

salesforce ventures

Lightspeed

SAPPHIRE VENTURES

Leading brands across industries are choosing Yellow.ai

E-Commerce

Flipkart · meesho · foodpanda · udaan · JD.ID
ZALORA · SEVABOT YOUR MOBILE SHOPPING ASSISTANT · SEPHORA

Banking & Insurance

TATA CAPITAL · BAJAJ FINSERV · HOME CREDIT · EXIDE Life Insurance · MAX Bupa HEALTH INSURANCE · BPI-PHILAM LIFE ASSURANCE CORP. · Angel Broking · Hong Leong Assurance

ADITYA BIRLA CAPITAL · Indiabulls CONSUMER FINANCE · Panin Asset Management Values Come First · BAJAJ Allianz Bajaj Allianz Life Insurance Co. Ltd. · AIA · ADB ASIAN DEVELOPMENT BANK · TATA AIG · insureatoasis · ICICI Lombard GENERAL INSURANCE · CIMB BANK

Public Sector

Automobile & Aviation

SriLankan Airlines · IndiGo · BMW · Volkswagen · MG · RENAULT NISSAN

Telecommunication

airtel · cellcard

Retail, CPG and QSR

spencer's · asianpaints · SHOPPERS STOP
pepsi · OT · Pernod Ricard · BESTSELLER
PUMA · ITC Limited · adani wilmar · LANDMARK GROUP · Mi

Energy & Utilities

RELIANCE Power · BSES · Schlumberger

Professional Services

Waste Connections Connect with the Future · Innominds · HTC · JMR · BLUEFOX

Healthcare

METROPOLIS The Pathology Specialist · Roche · Biogen · Boehringer Ingelheim · MERCK · Dr.Reddy's

Manufacturing

DUPONT · ALSTOM · AcoTubo GROUP · Thermo Fisher SCIENTIFIC

Communication & Media

dishtv · airtel · cellcard · KOMPAS GRAMEDIA · Edenred

Education

ConveGenius Nudging Education · HARUKAEDU · BYJU'S

Choose the channels and languages your customers prefer

Chatbot on website

Bots on Social Media

Two way WhatsApp Bot

Google Home

Amazon Echo

Virtual Assistants

Telephonic IVR

Email

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

What Can Digital Assistants Do For Your Enterprise?

One platform Enterprise wide automation

Sales

- **Order Management:** Enable customers to order, track or modify orders easily.
- **Up-Sell and Cross-Sell:** Increase revenue though personalised product recommendations, to consumers.
- **Channel Sales Automation:** Automate various functions of the sales channel like order processing and tracking, customer management and so on.

Marketing

- **Smart Lead Generation:** Generate more leads by targeting the right customers.
- **Conversational Banner:** Attract and engage more leads with conversational AI Banners.
- **AI Powered Landing Pages:** Route prospective customers to landing pages through QR code scan and Ad links.

Customer Support

- **24/7 Chat & Call Support:** Cater to customer needs round the clock, anytime, anywhere.
- **Multilingual Support:** The chatbot can handle customer queries in over 55+ languages
- **Omni-Channel Support:** Seamless customer experience across communication channels like Whatsapp, website, Facebook Messenger, IVR and more
- **Live Agent Transfer:** Instantly transfer users to a live agent in case of complex or critical queries.

ITSM

- **Incident Management:** Create and update incidents.
- **Smart LookUps:** Facilitating lookups for access requests.
- **Critical alerts and monitoring:** Timely Monitoring and Alerting.
- **FAQ/Knowledge Management:** Answer FAQs and other queries instantly.

HR

- **New Hire Onboarding:** Make the onboarding process efficient and streamlined
- **Leave Management:** Enable employees to apply, modify or cancel their leaves anywhere, anytime in a frictionless manner
- **Meeting Scheduler:** Allow employees to host meetings and book meeting rooms with ease.
- **Reimbursement Processing:** Process reimbursement requests faster with chatbots powered by OCR capabilities
- **Payroll Management:** Users can access information regarding salaries, incentives, etc. without hassle.

Operations

- **Auto Trigger RPA workflows:** Automatically fill forms based on the available user data.
- **Document Cognition:** Process unstructured data and scanned documents.
- **Auto-escalation:** Auto Escalation with the chatbot
- **TAT and Error rates:** Increase process integrity with respect to TAT and error rates

Voice Contact Center

- Contact center automation.
- **IVR Automation:** Leverage AI powered speech recognition software to get immediate and accurate responses anytime, and in any language.

yellow.ai

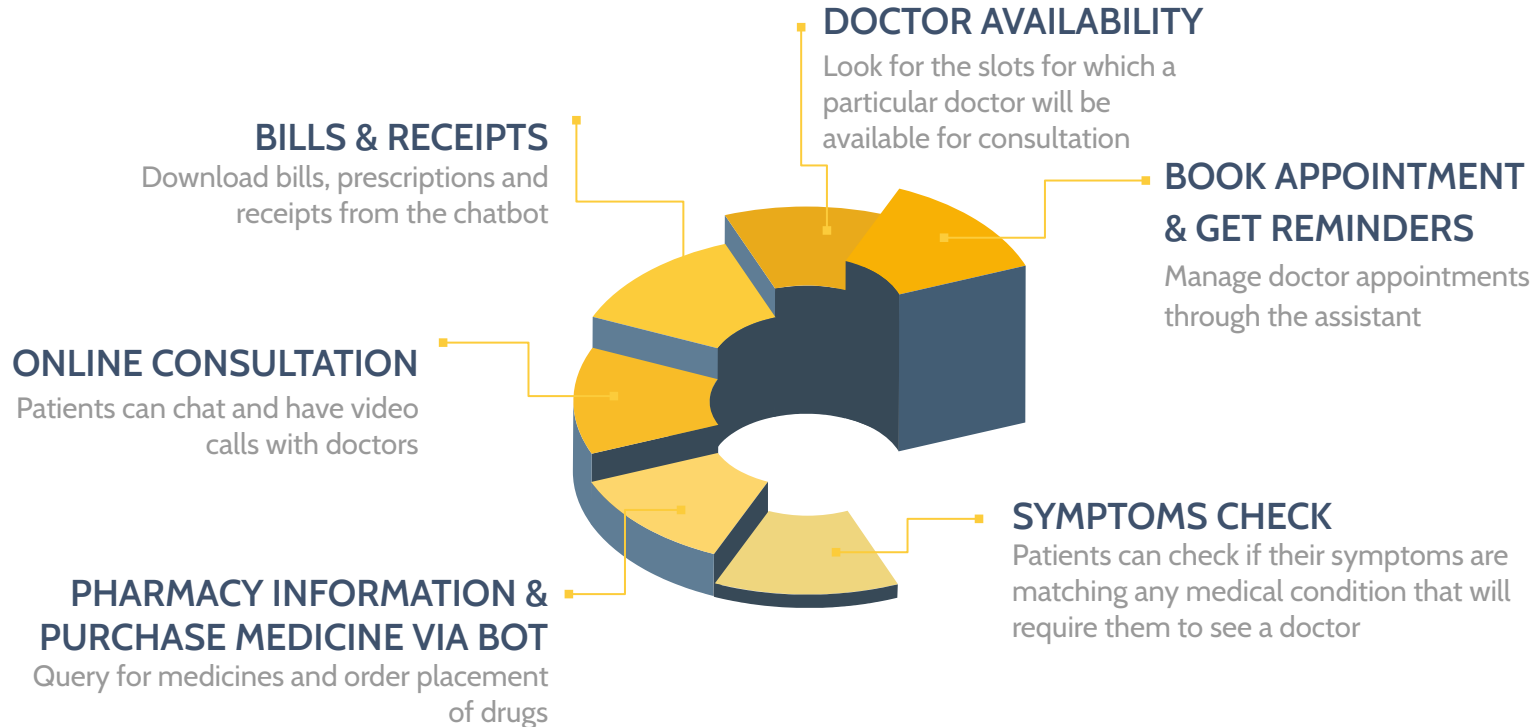# DIGITAL ASSISTANTS FOR THE HEALTHCARE INDUSTRY

Challenges Highlighted as per the survey done with **Doctors** :

- 97% of Doctors agreed therapy non-adherence can results into Recurrence & Relapse of Fungal infection. Thus, improvising on compliance for better treatment outcomes is needed.
- Only 46% Doctors reported that 50% of the patients adhere to the prescribed therapy.

Major Challenges in terms of **Treatment Adherence** for Fungal Infections:

- It's not a very serious/life threatening condition
- **Lack of time spent by doctors** on educating patient for their disease condition.
- Patient do not follow up. They **stop treatment once they feel better.**
- Non availability of a **serious patient adherence** program in fungal infections.

Use cases for Patients

DOCTOR AVAILABILITY
Look for the slots for which a particular doctor will be available for consultation

BOOK APPOINTMENT & GET REMINDERS
Manage doctor appointments through the assistant

BILLS & RECEIPTS
Download bills, prescriptions and receipts from the chatbot

ONLINE CONSULTATION
Patients can chat and have video calls with doctors

SYMPTOMS CHECK
Patients can check if their symptoms are matching any medical condition that will require them to see a doctor

PHARMACY INFORMATION & PURCHASE MEDICINE VIA BOT
Query for medicines and order placement of drugs

Use cases for Doctors/Staff

DRUG INFORMATION

Quickly look up information about the drug and ask all queries related to the Drug

COVID - REAL TIME INFO

All information/docs related to COVID can be queried in real time as the data is constantly changing

CONSULTATION

Provide consultation to patients in real time over chat and video call, so that the hospitals are not crowded

OPERATING PROCEDURE

Look up standard operating procedure for rare cases

HELP FROM DOCTORS

Check availability of other doctors and chat with other doctors for help

CHECKLIST

Download checklist for procedures in real time

yellowmessenger

Use cases for Hospitals

STAFF SCHEDULE
View and manage schedules of doctors and the staff

HOSPITAL INFORMATION
Manage the traffic of patients by providing the necessary information about hospital and doctor availability

STAFF COMMUNICATION
Allow staff to communicate amongst each other and query information about other staff and their availability

CONTACT PATIENTS
Automate the reminders for patient visits based on the schedule

EQUIPMENT GUIDE
Allow staff to get answers to questions related to the usage of equipment

ANALYTICS
View information about finance, staff, patients and everything about the hospital

They are redefining how they interact with businesses

CONVENTIONAL

Multi-channel journeys

CUSTOMER

BUSINESS

❌ **SILOED**   🐢 **SLOW**   🚫 **BROKEN**

FUTURE
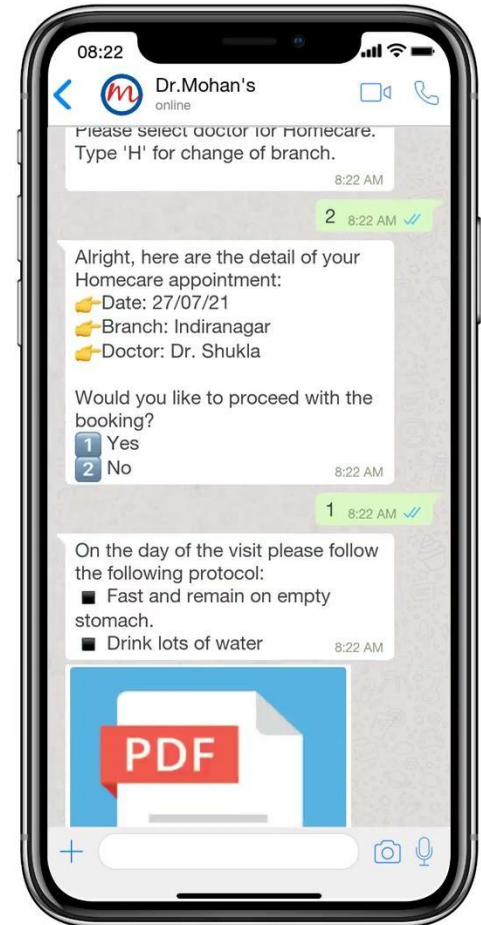
Conversational CX

CUSTOMER

BUSINESS

⚡ **FAST**   ✏️ **SEAMLESS**

Appointment Booking

A simple and interactive flow for patients to book a consultation without any hassle.

Patients can seamlessly get themselves registered and schedule an appointment within a few taps and texts.

The bot can send **reminders** to the patients before their scheduled appointment.
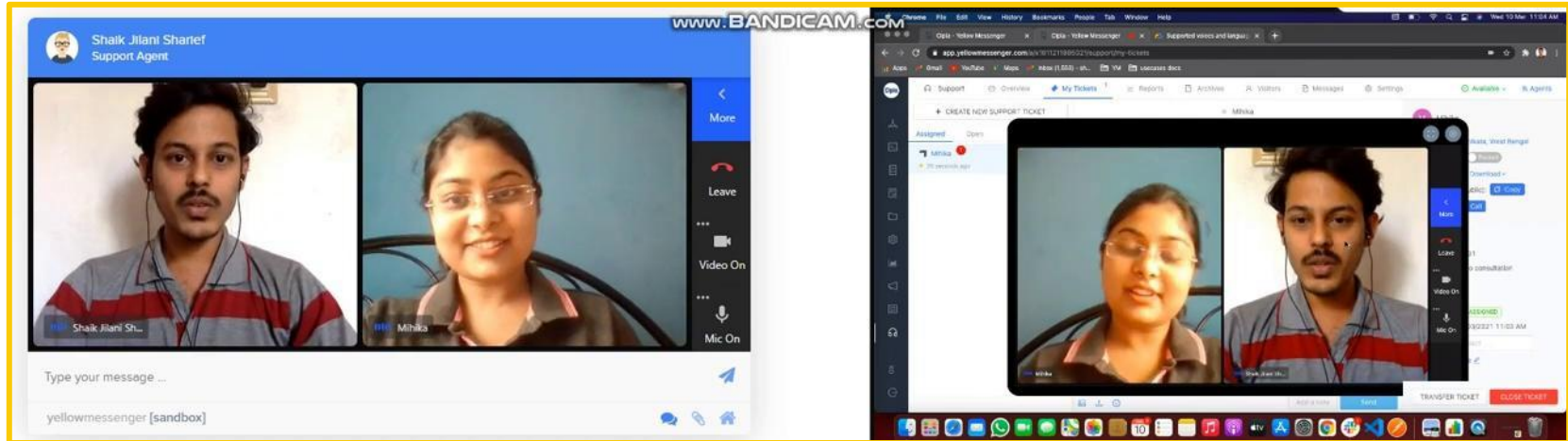
Consultation over video for patients

The bot is capable of connecting the patients with the doctors on duty via Video consultation over the web app.

Patient's prescription for medicines can be sent right to the pharmacies of their choice

Video Consultation in action

As per the availability or other defined rules, the call can be taken for video consultation.
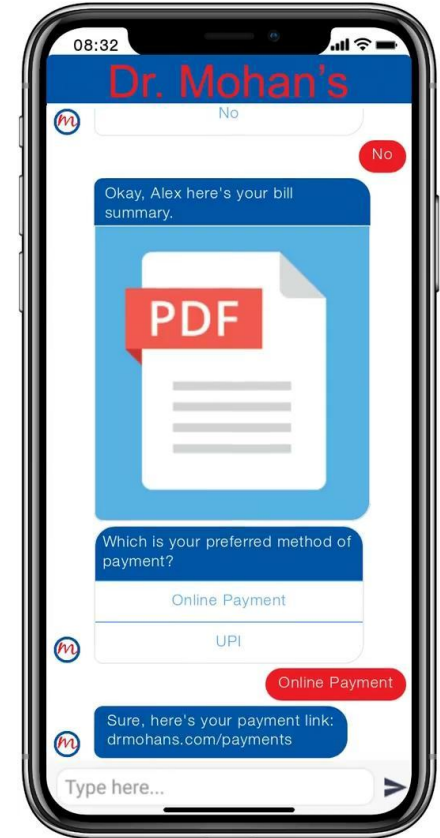
Pharmacies in touch with patients

A patient can locate and choose the Dr Mohan's pharmacies nearest to them & place an order in realtime.

Patients can evade non-adherence to the medications with medicine refill **reminders** and **notify** expiry of medicine and prompt them to order via web applications

Reports and FAQs

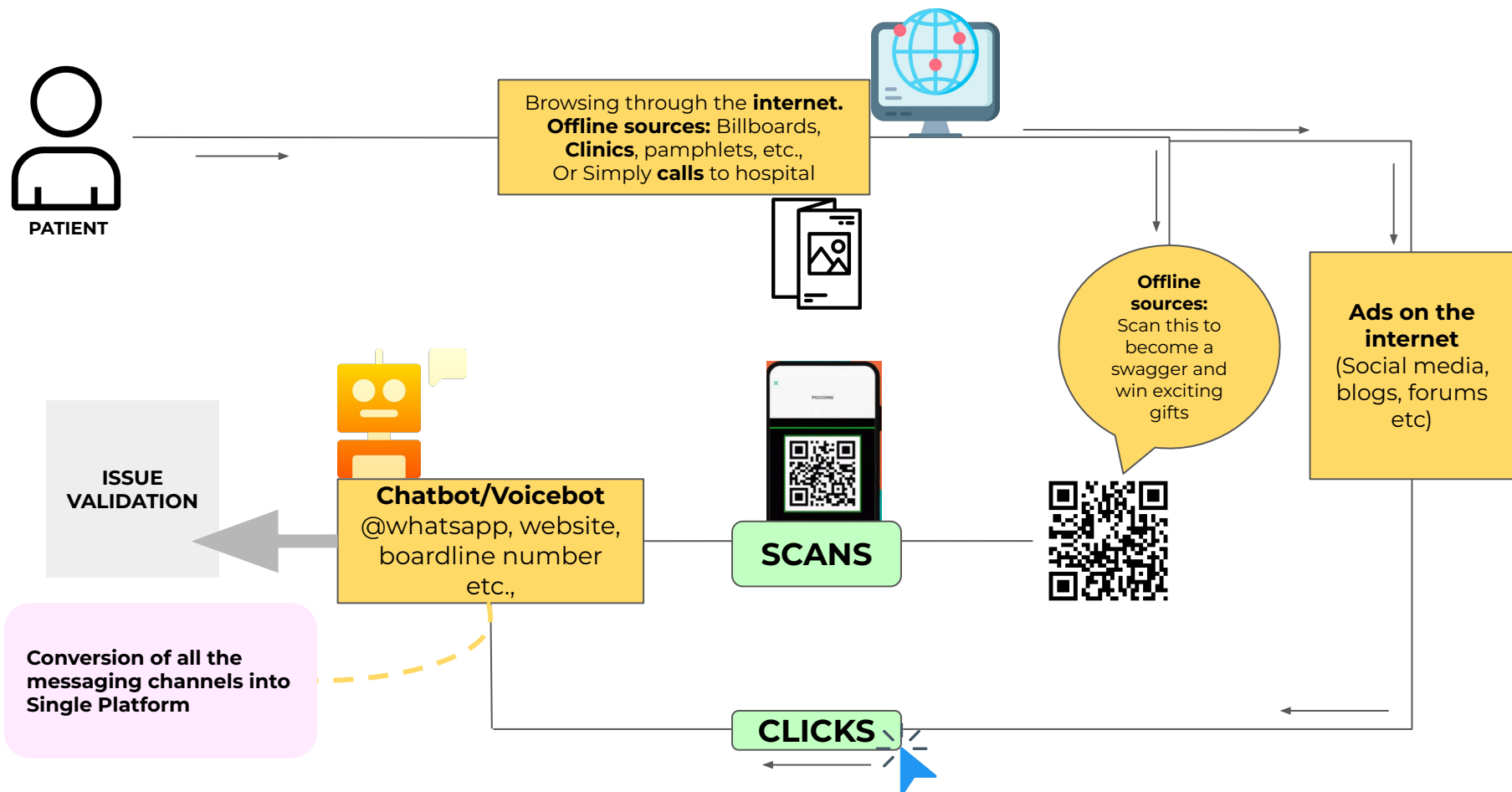Patients can access their test reports right here on WhatsApp as a pdf or a link to download.

Frequently asked questions regarding any specific area can be answered by the bot without human intervention.
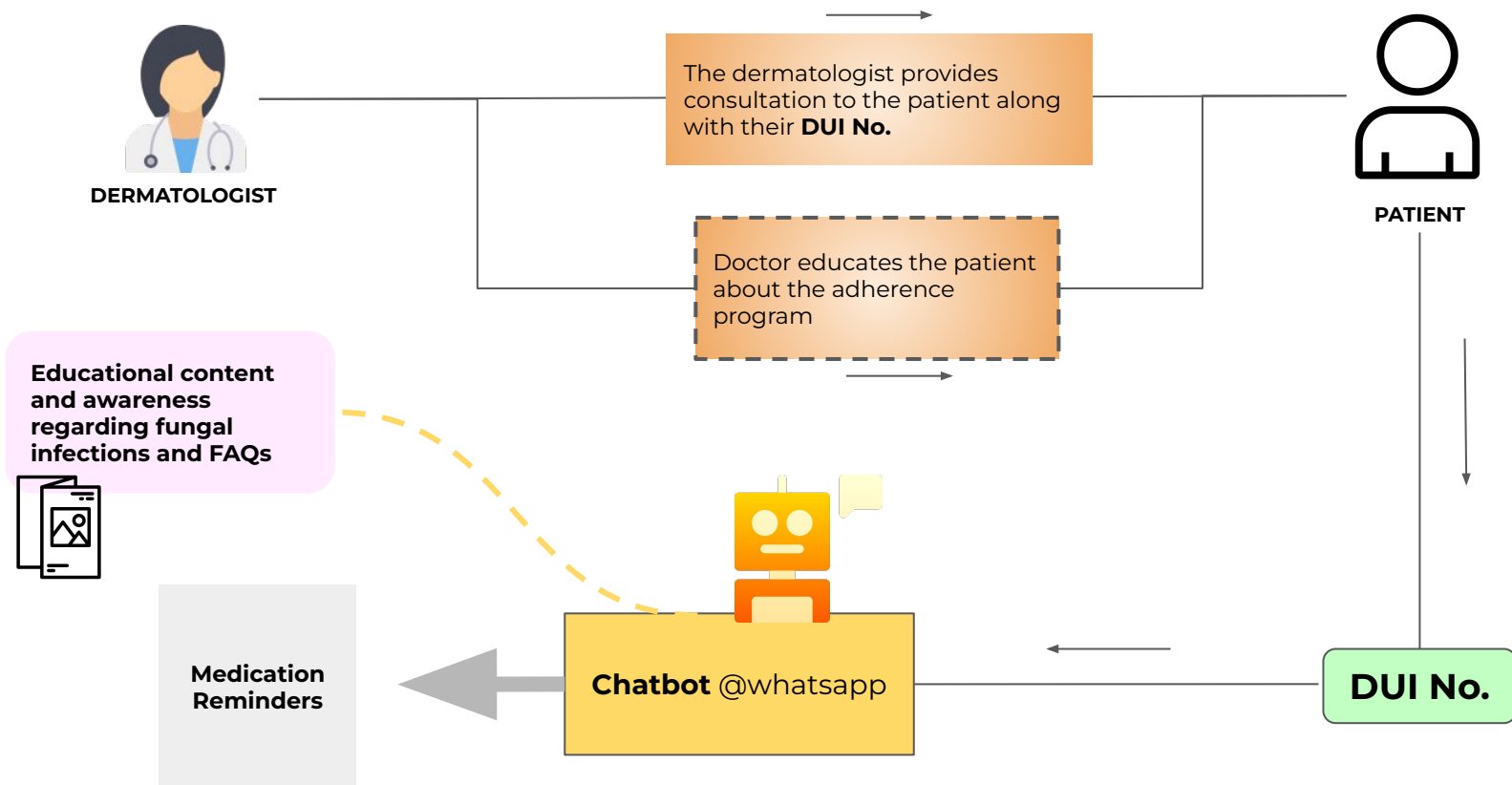
High Level Flow

Medical Rep

Onboarding

Medical Practitioner

Track Patient Progress

PATIENT

Reminders and Education

How the Journey Starts for Patients

PATIENT

Browsing through the **internet.**
Offline sources: Billboards,
Clinics, pamphlets, etc.,
Or Simply **calls** to hospital

Offline sources: Scan this to become a swagger and win exciting gifts

Ads on the internet (Social media, blogs, forums etc)

ISSUE VALIDATION

Chatbot/Voicebot @whatsapp, website, boardline number etc.,

SCANS

Conversion of all the messaging channels into Single Platform

CLICKS

How the Journey Starts for Patients

DERMATOLOGIST

The dermatologist provides consultation to the patient along with their **DUI No.**

Doctor educates the patient about the adherence program

PATIENT

Educational content and awareness regarding fungal infections and FAQs

Medication Reminders

Chatbot @whatsapp

DUI No.

Yellow.ai helps global enterprises transition to Conversational CX

Significant impact on the enterprises' top & bottom line

Godrej Nature's Basket

WHATSAPP

🛒 **Sales**

18.5%

Order Conversion Rate
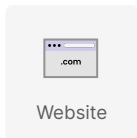
via convenient shopping on
WhatsApp chatbot

🛒 **Shopping Experience**

96.4%

of shoppers

rated 4 or 5 (on 5) their
shopping experience

Significant impact on the enterprises' top & bottom line

Xiaomi | WhatsApp | Website

🎧 CUSTOMER SUPPORT

10M+
Conversations handled

📢 MARKETING

$7.8M
Pipeline generated

with the WhatsApp chatbot

Use-cases covered

- Product browsing & recommendations
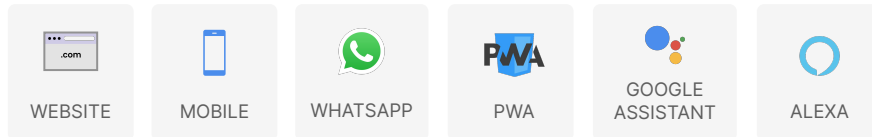- Presale assistance
- Services & Support
- Order updates

Case in point: Total CX Automation for Bajaj Finserv

BAJAJ FINSERV

06
Live channels

WEBSITE

MOBILE

WHATSAPP

PWA

GOOGLE ASSISTANT

ALEXA

🎧 CUSTOMER SUPPORT

20M
Conversations handled
with 95% bot accuracy

🛒 COMMERCE

$100M
Incremental revenue
generated in 3 years

📢 MARKETING

4x
Growth in lead funnel
via multi-channel conversations

Enterprises are loving it

❤

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

WASTE CONNECTIONS
Connect with the Future

Eric Hansen
CIO

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

IndiGo

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**"

Warung PINTAR

Ikhsan Widi Adyatma
PRODUCT MANAGER

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

BAJAJ FINSERV

Sourabh Sharma
HEAD, DIGITAL INNOVATIONS

Thank You