



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



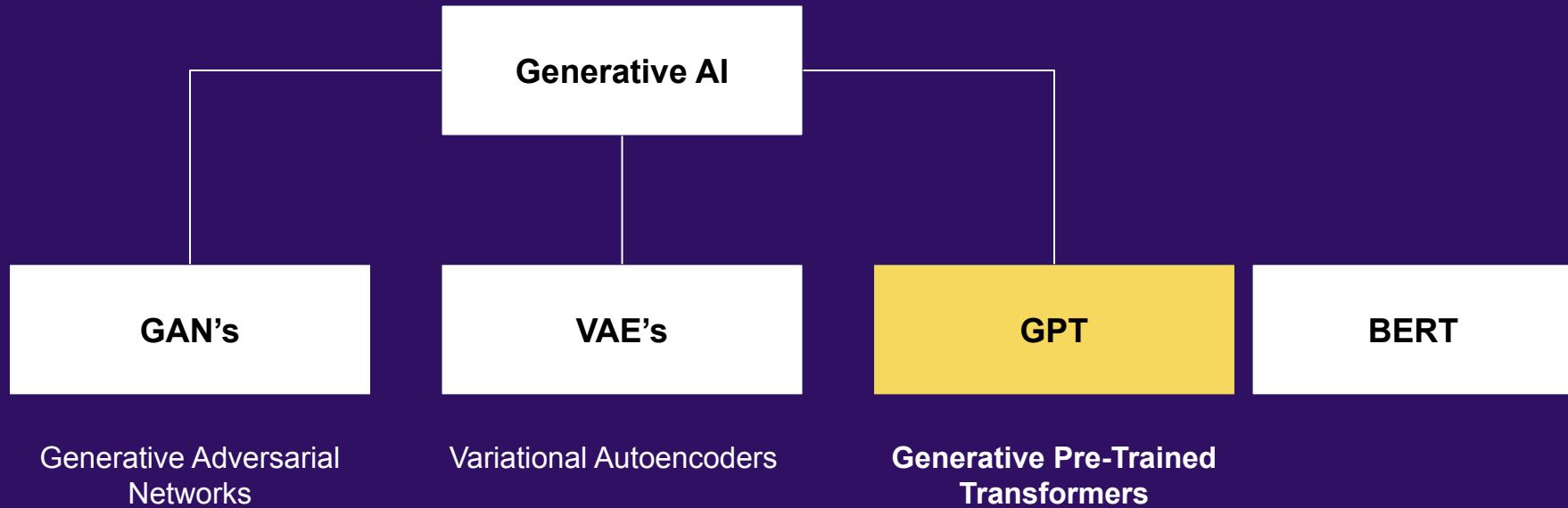
What is Generative AI?

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

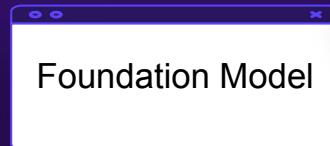
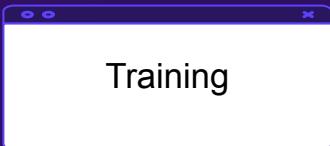
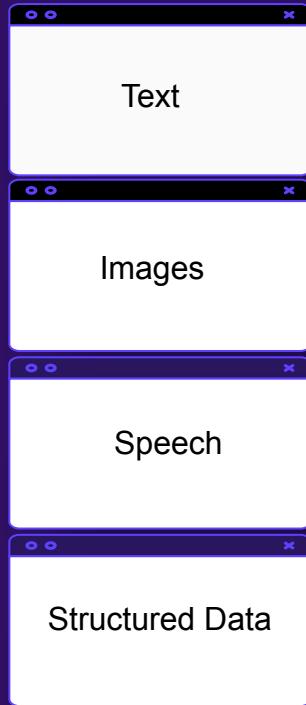
	 ChatGPT	 yellow.ai
Scalability	Highly scalable depending on API usage and subscription plans	Designed for enterprise scalability and performance with fine-tuned LLMs for petabyte scale
CRM and ERP Integration	Requires custom development for integration with CRM and ERP systems	Offers native and pre-built 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



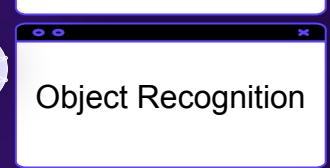
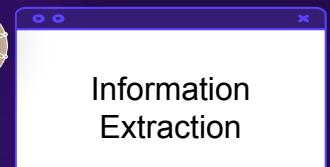
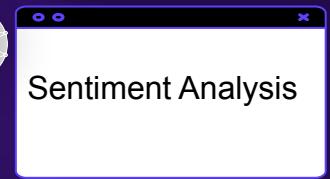
**Expand LLMs and
explain what is it?**

What are Large Language Models (LLMs)?

Data Layer



Tasks



LLMs Key Capabilities



Chatbots before LLMs

Welcome to

```
EEEEEELL      IIII    ZZZZZZ   AAAAAA  
EE   LL      II      ZZ   AA   AA  
EEEEEELL      II      ZZZ   AAAAAAAA  
EE   LL      II      ZZ   AA   AA  
EEEEEELLLLL 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.

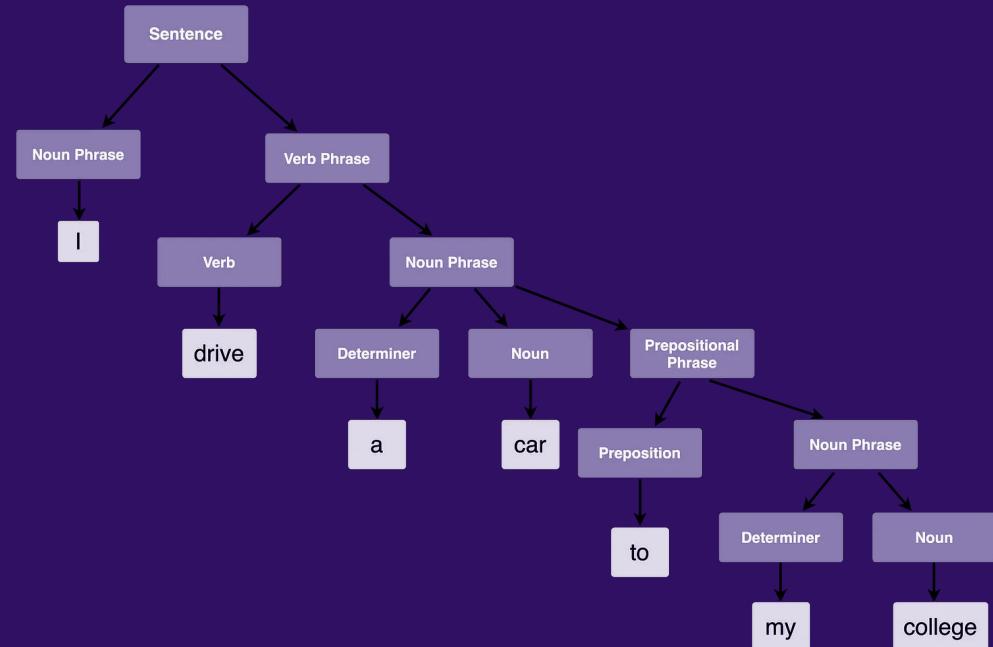
ELIZA: I am sorry to hear that you are depressed.

YOU: It's true. I am unhappy.

ELIZA: Can you explain what made you unhappy ?

YOU:

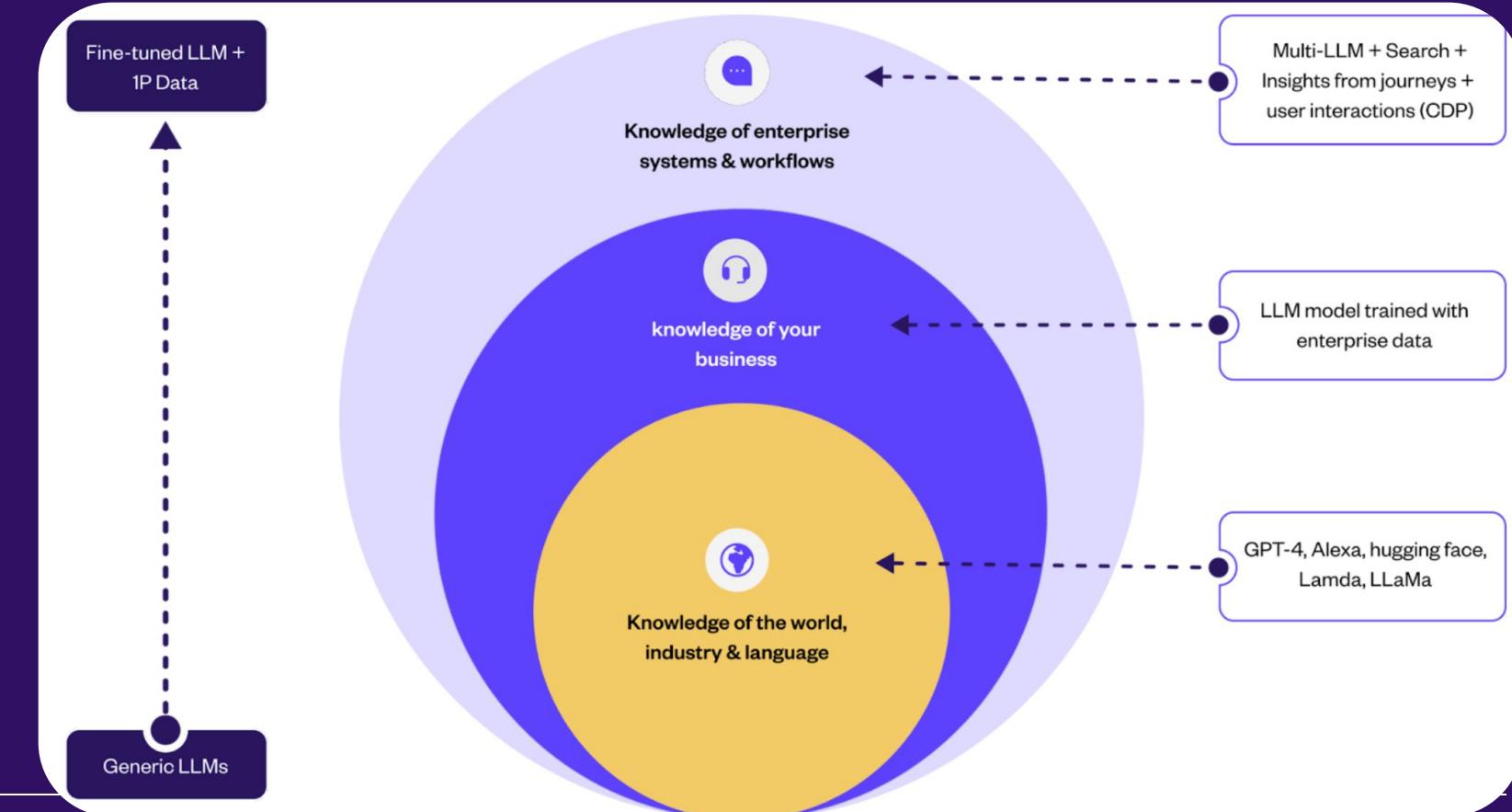
ELIZA, built by computer scientists at MIT in 1966



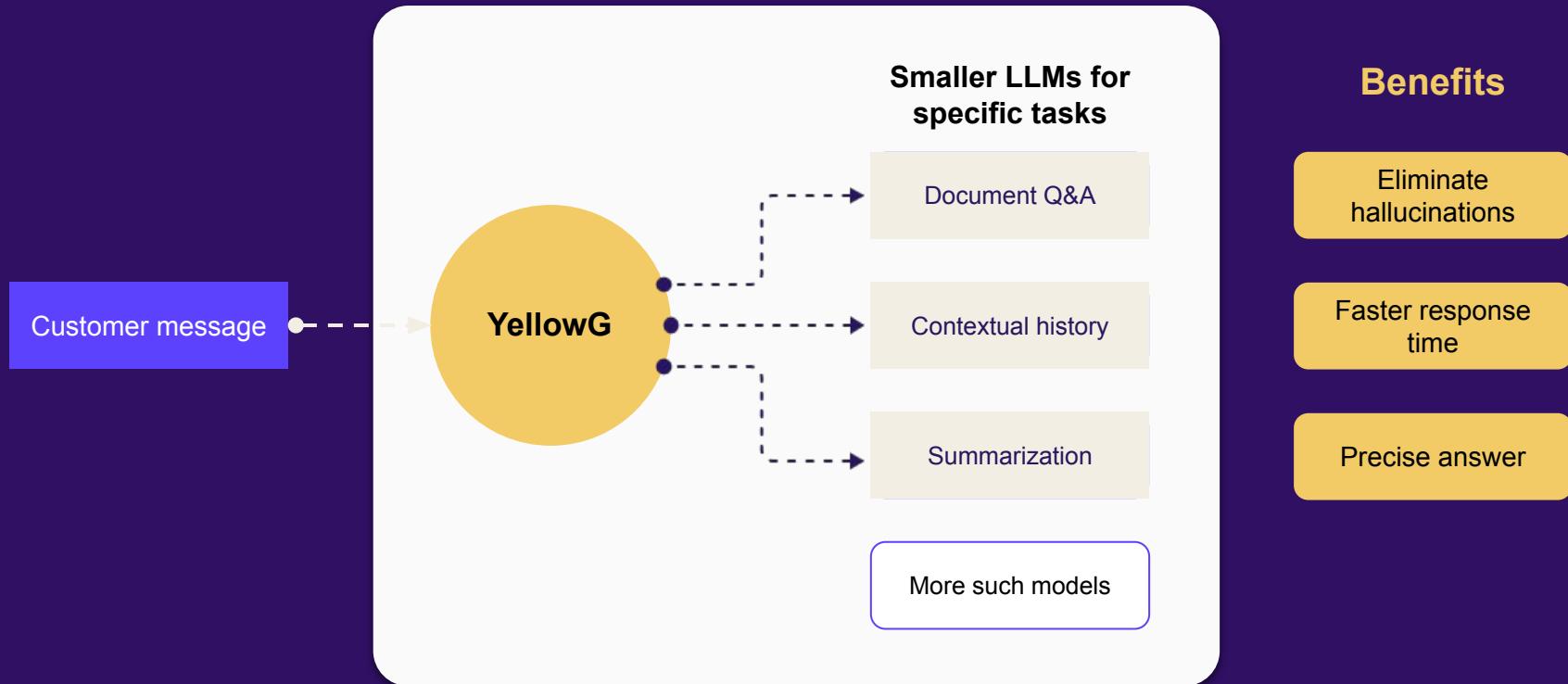
Before LLMs, chatbots relied on manually-engineered pattern matching and identification algorithms to parse and construct sentences



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.



YellowG Output

Rating = 9.9

Accurate and only relevant information

What's difference between permanent and contract?



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



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



Hell Ya!! Let's do it!

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



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.



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?



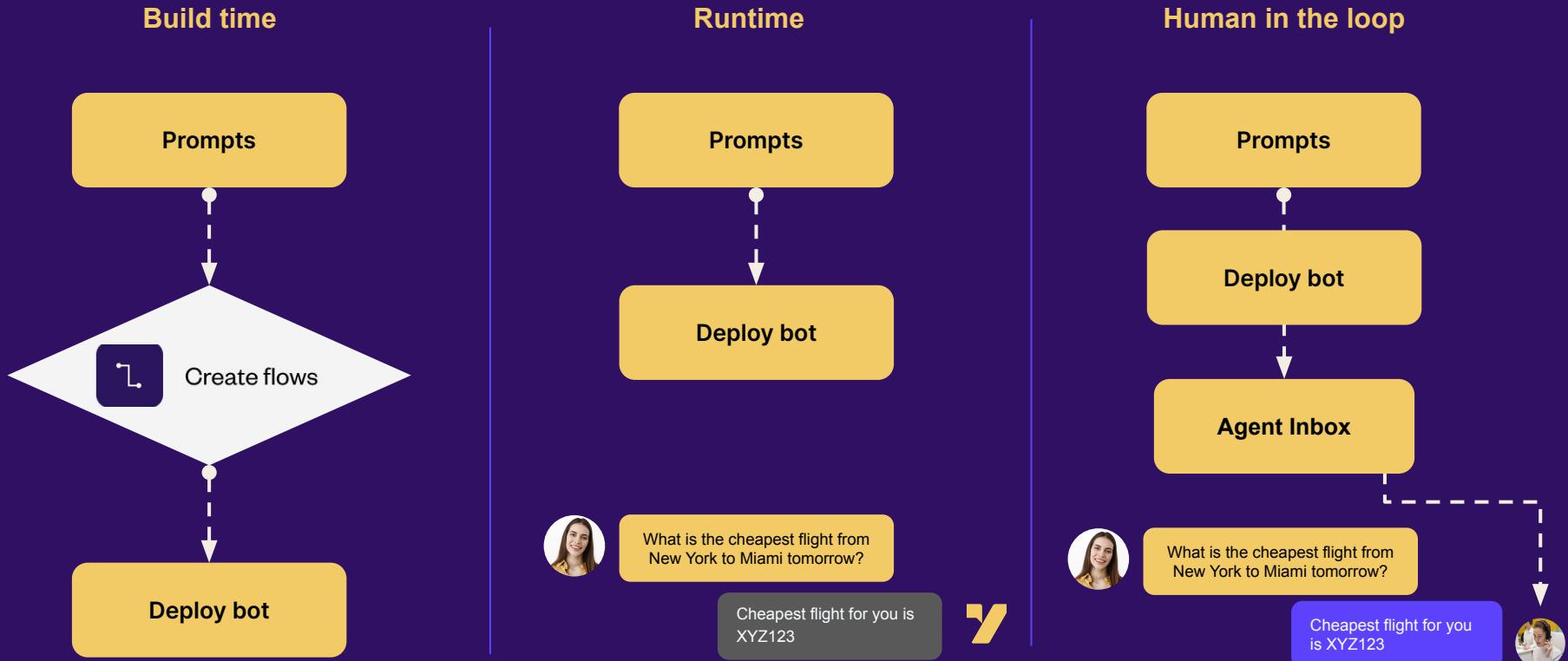
Also as your check-in date is more than 48 hours away, you will not incur any cancellation fees. Get well soon!



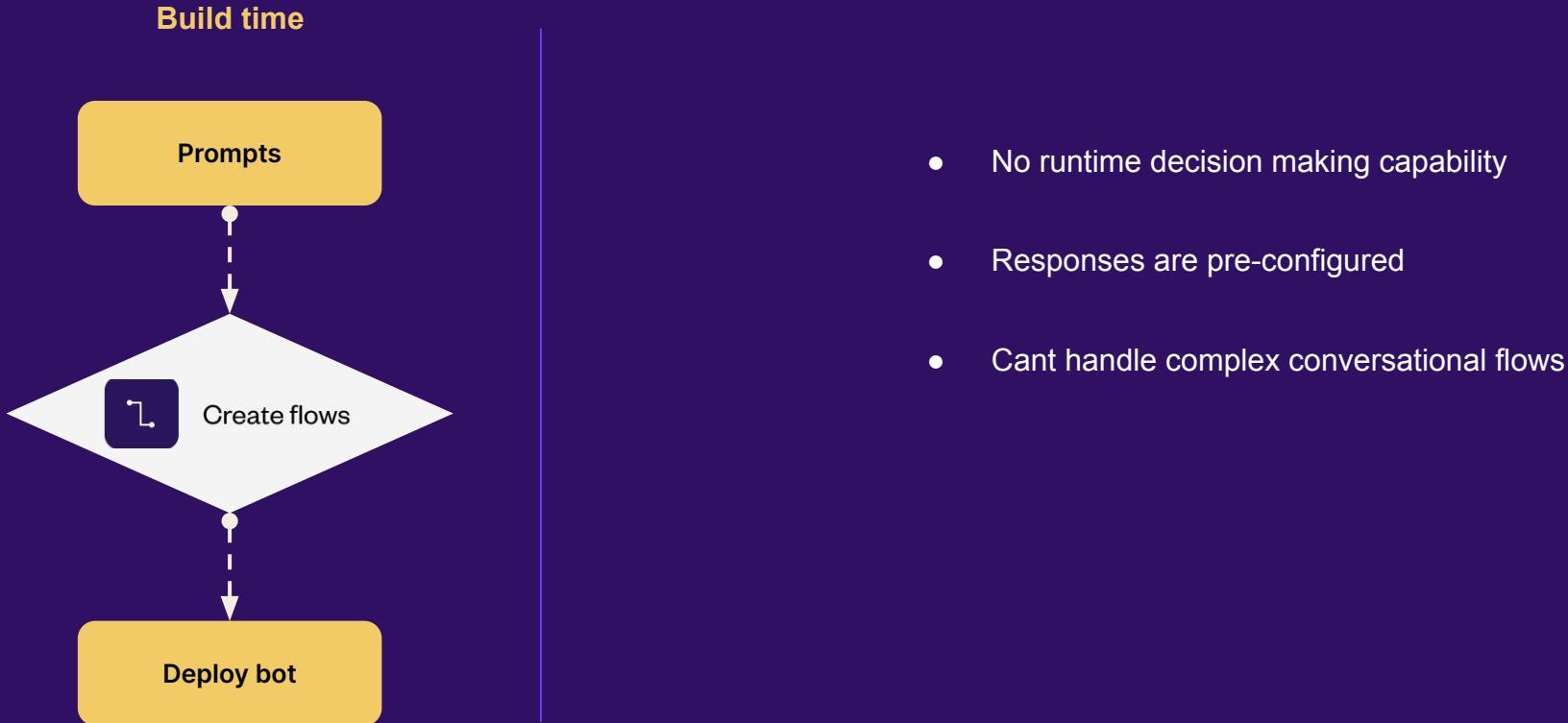
Thanks a lot!!



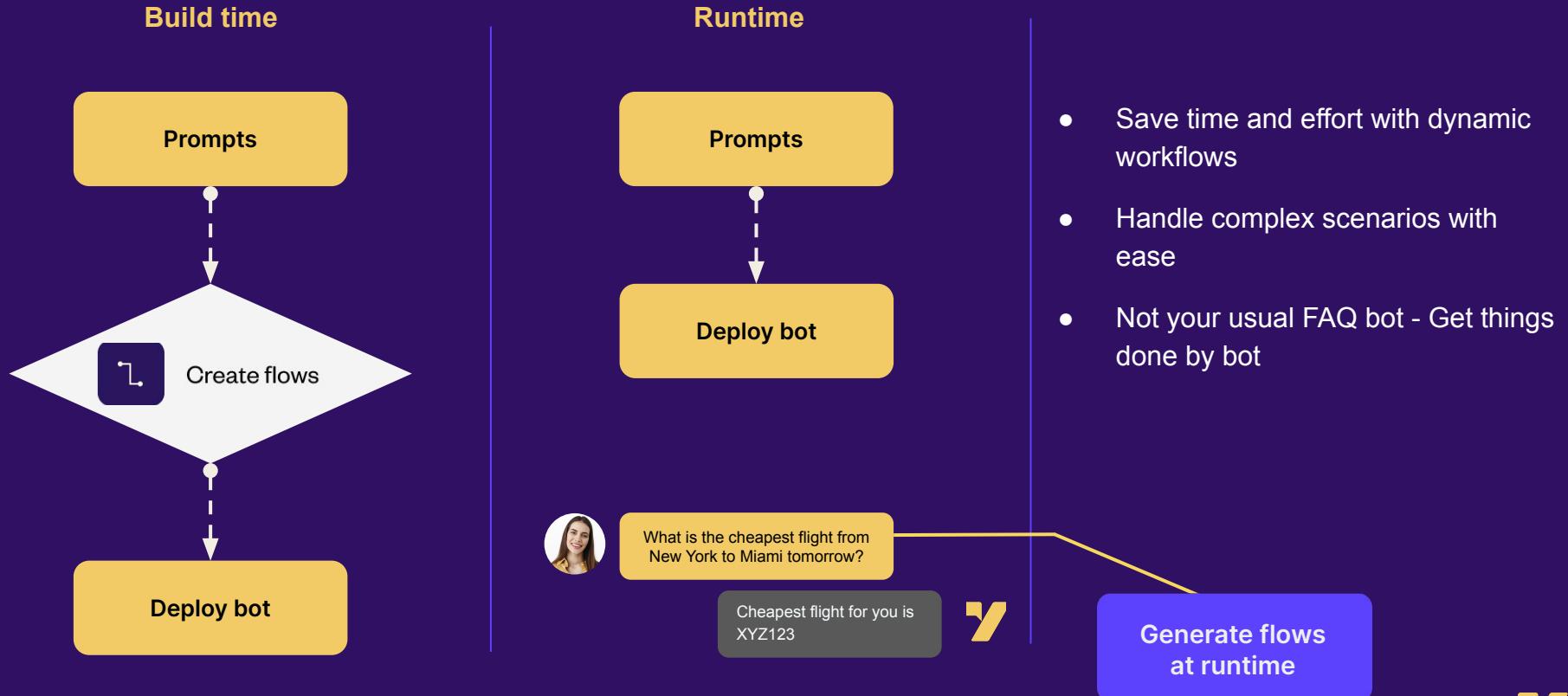
3-pronged strategy to solve for CX at scale



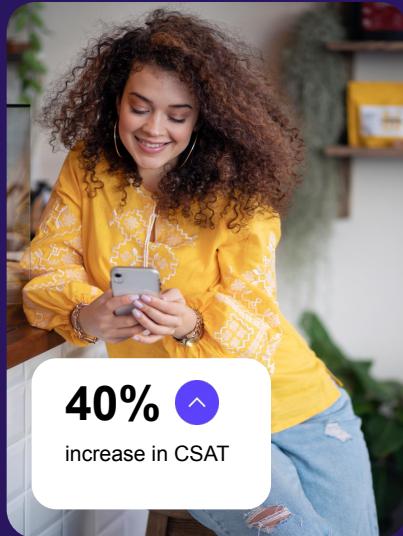
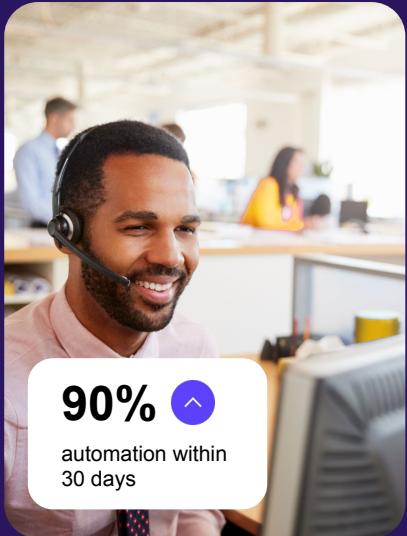
Build time features help to save only setup time and effort



We are pioneering runtime workflows with Generative AI



Transform your business with Generative AI-powered automation



Current state of enterprise LLMs



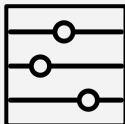
Security
concerns



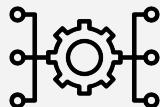
Lack of enterprise
insights



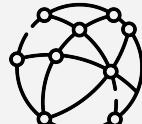
Slow & Inaccurate
Response



Hard to configure and
control



Inability to integrate with
enterprise systems



Generic output meant
for all

Customer message

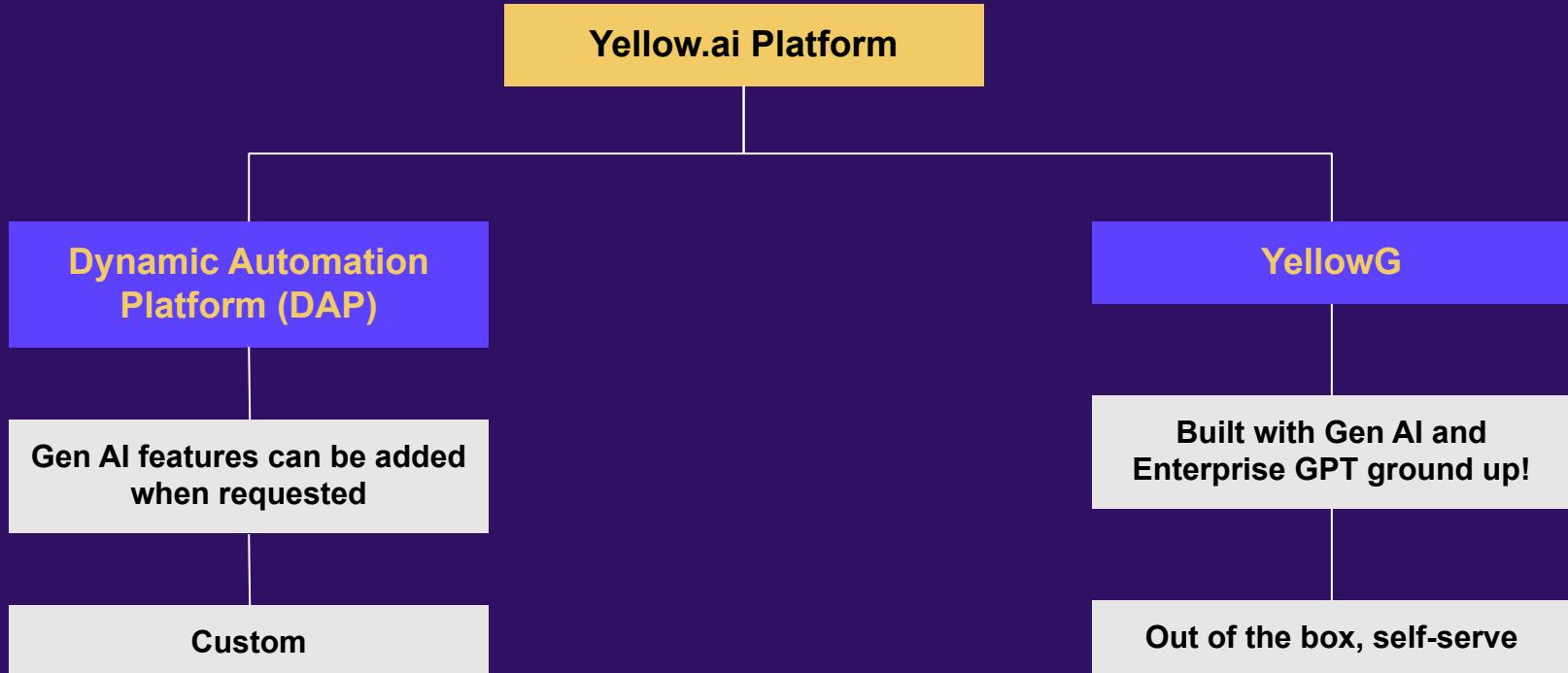
Single LLM
for all tasks

Output

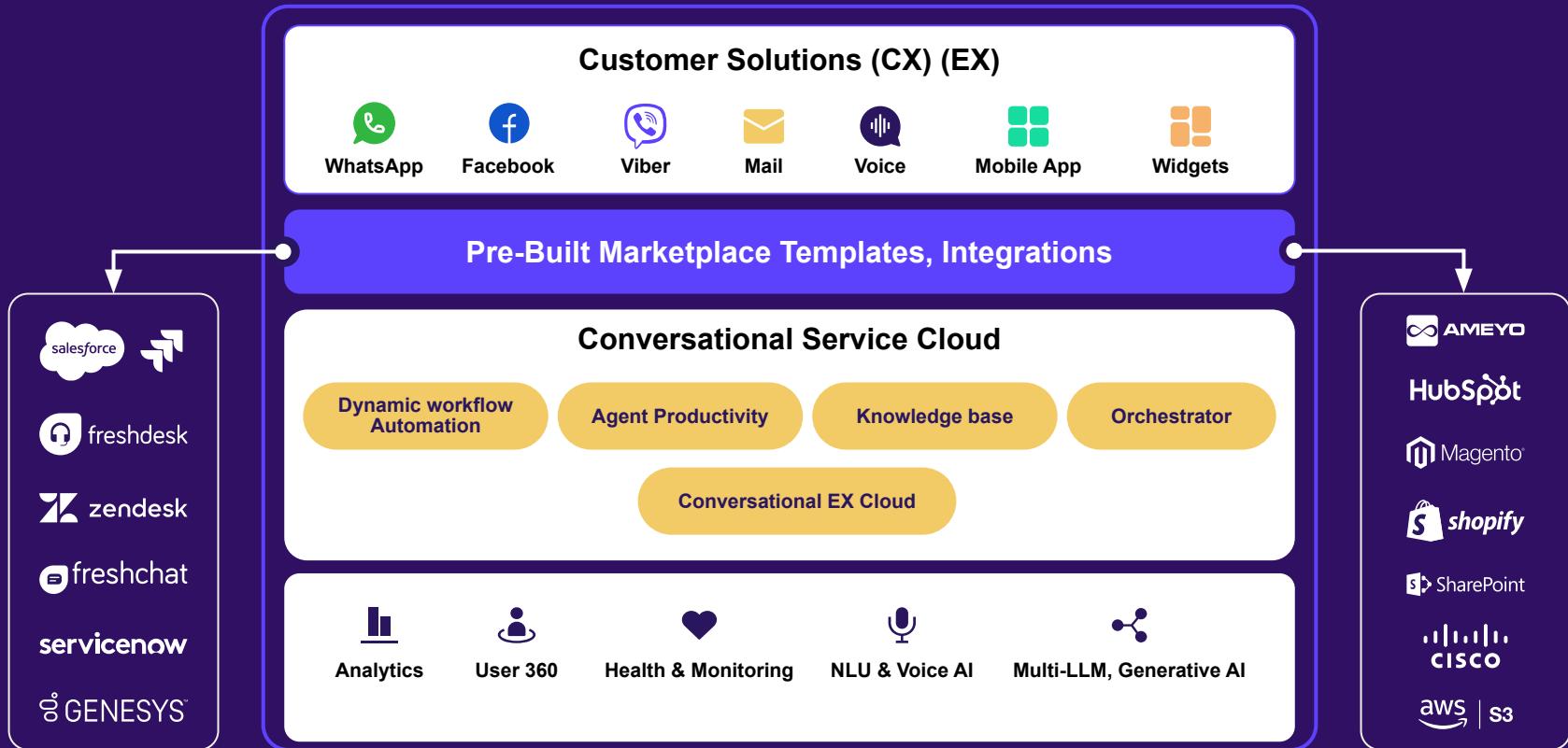


The platform experience

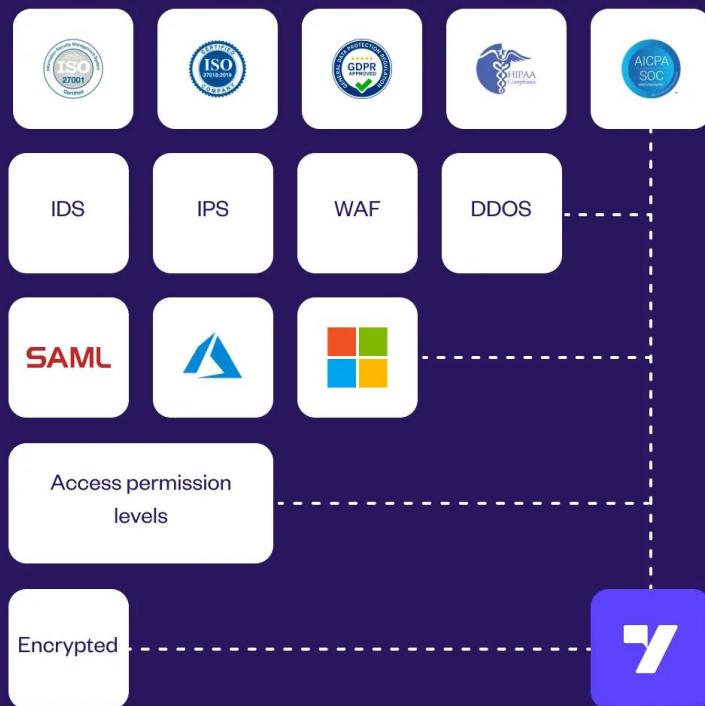
Paths to Dynamic Automation Platform with Generative AI & YellowG



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

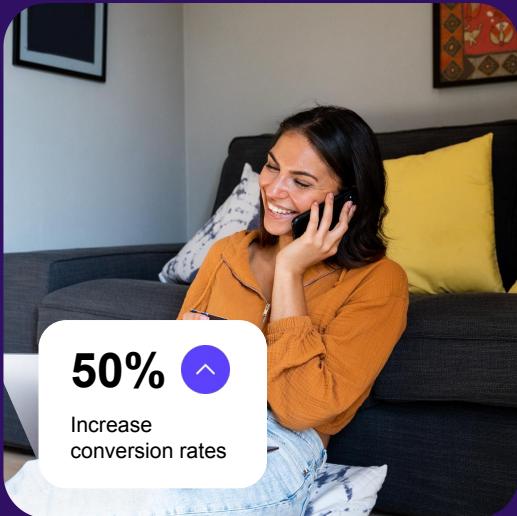


Transform your business with AI-powered automation



60%

Reduction in
operational cost



50%

Increase
conversion rates



40%

Increase in
ESAT

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



Solutions ▾ Products ▾ Resources ▾ Company ▾ Q

Book a demo Try for free

Conversations Reimagined

Welcome to the world of instant automation.



Create an assistant for my website



<https://yellow.ai/>



Generate



Generative AI powered inbox - Agent Assist

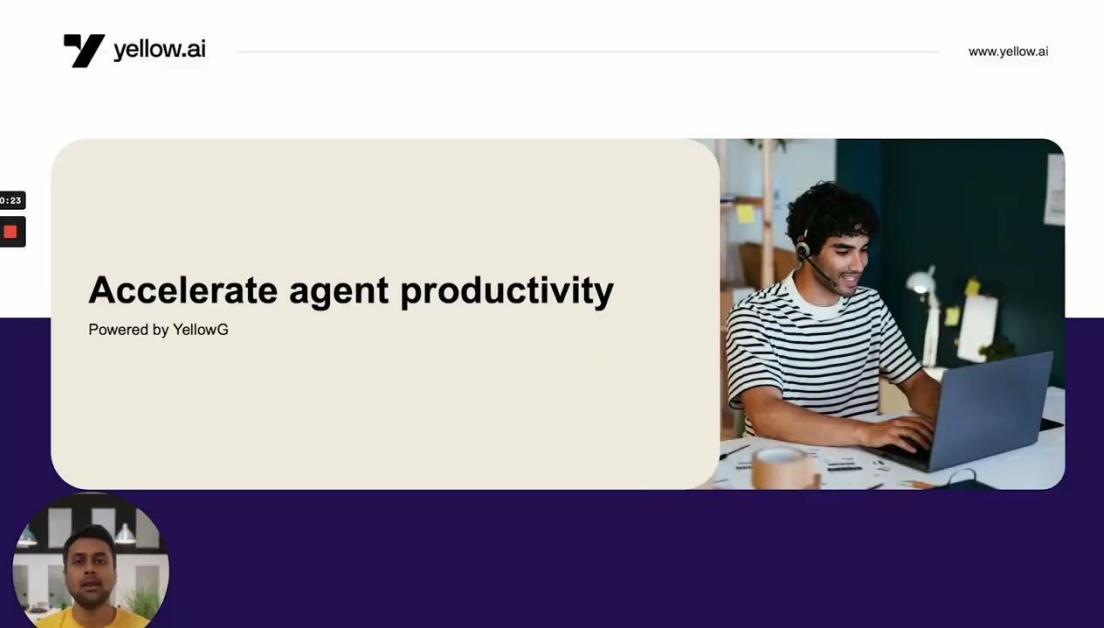
Features including tonality suggestions, chat summaries for customer context and coaching insights, to improve agent performance.

50%

increase in **CSAT**

30%

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



The screenshot shows a web-based application for customer service agents. At the top left is the yellow.ai logo and at the top right is the website address www.yellow.ai. Below the header, there's a video player interface with a play button and a timestamp of 0:23. A large, semi-transparent callout box covers the center-left portion of the screen. It contains the text "Accelerate agent productivity" in bold, followed by "Powered by YellowG". In the bottom right corner of the callout box is a circular thumbnail of a man's face. To the right of the callout box is a photograph of a smiling man wearing a headset and working on a laptop at a desk. The overall background of the slide is dark purple.



Goal-based conversations

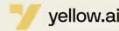
Power chat and voice bots to handle specific scenarios via responsive and contextual interactions

90%

Automate **self-serve**
by 90%

50%

Improve **customer
journey completion**
by 50%

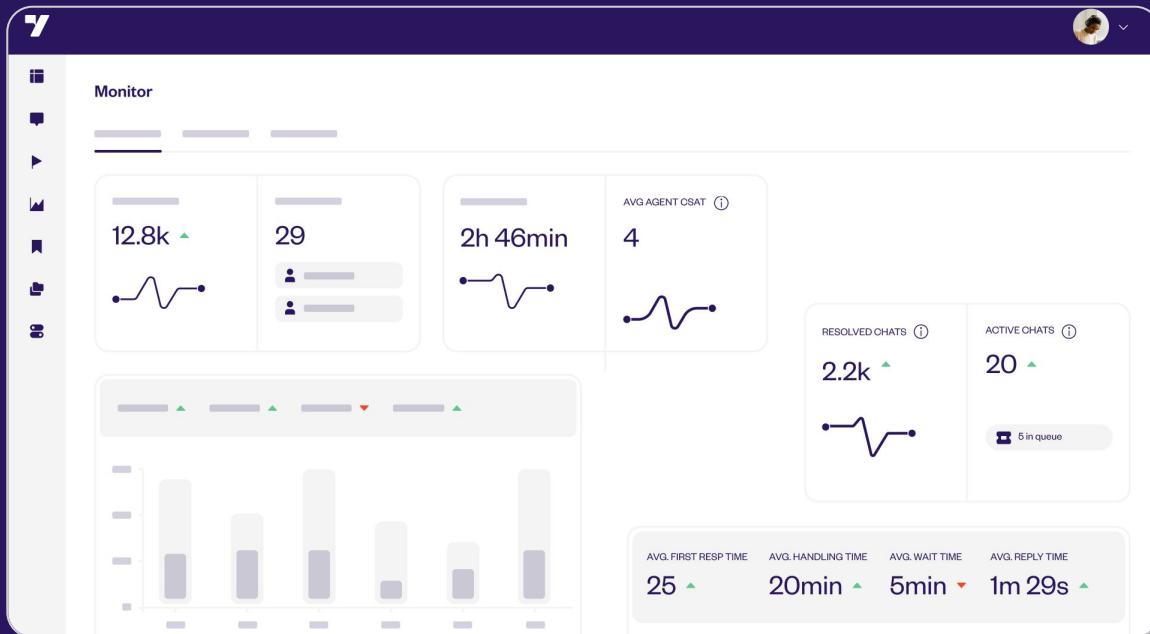


Deep insights & analytics

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

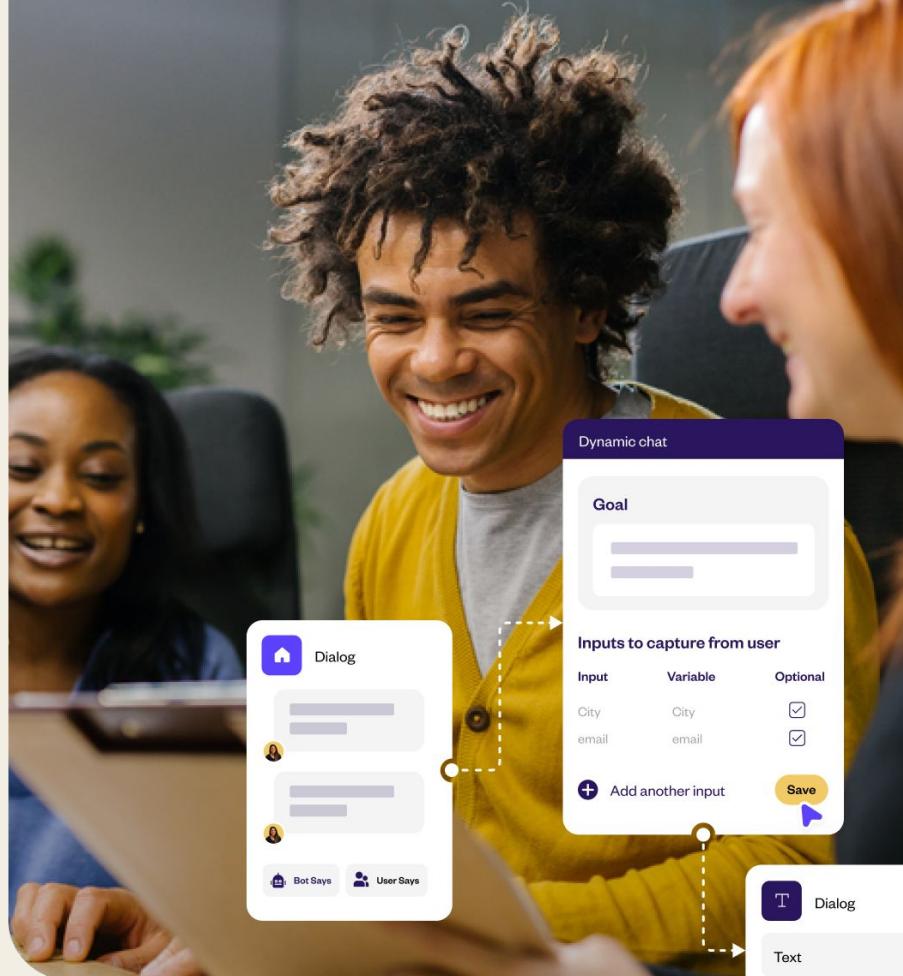


Deliver autonomous, human-like experiences for customers & employees with YellowG

- ✓ 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

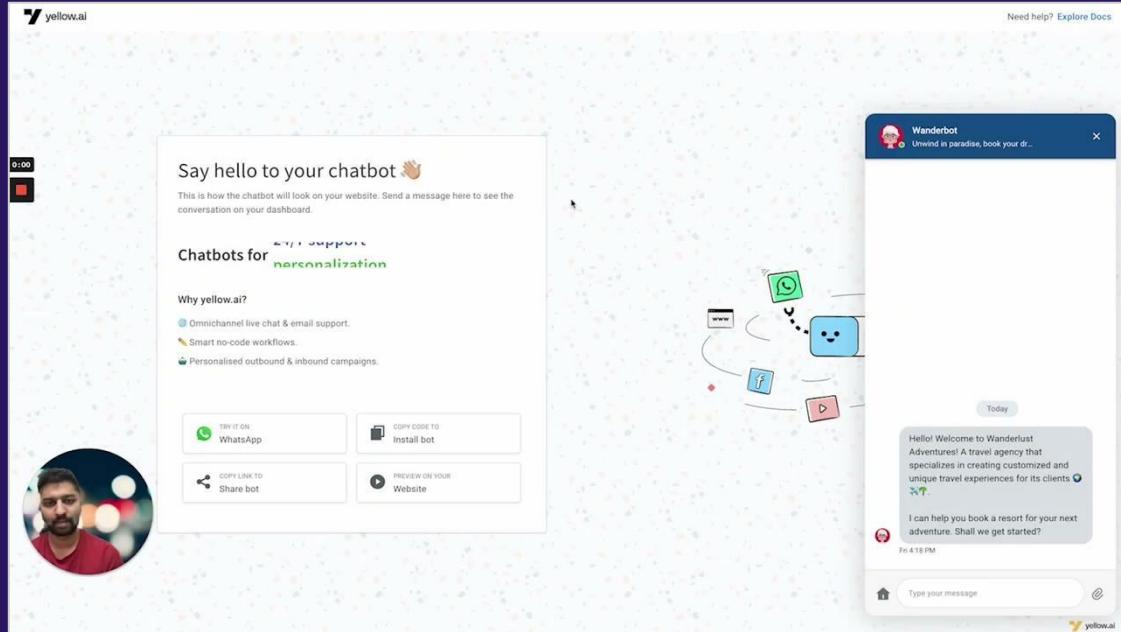
Create workflows dynamically, adapting to changes in customer context.

40%

increase in **Lead Generation**

50%

increase in **User Engagement**



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)

Chat Session 1:

- User: Please provide me with your mobile number.
- Bot: I understand, but a mobile number is required for this process. Please provide a valid mobile number.
- User: I dont have one
- Bot: I understand, but a mobile number is required for this process. Please provide a valid mobile number.
- User: Can I give my girl friends number?

Chat Session 2:

- Bot: I understand, but a mobile number is required for this process. Please provide a valid mobile number.
- User: Can I give my girl friends number?
- Bot: If you have her permission to use her mobile number and she is okay with receiving communications related to this, then you can provide her mobile number.
- Bot: ah fine then, note it. 9838383833
- Bot: Thank you for providing the mobile number. Next, please share your email address.

Chat Session 3:

- User: my name is John my number is 9990460897 and reside in Delhi
- Bot: Thank you, John! Your mobile number is noted. Now, can you please provide your email address?
- User: my i need to give email
- Bot: Yes, providing your email is necessary. Please share your email address.
- Bot: i will not give
- Bot: I understand your concerns. However, giving your email address is mandatory for me to assist you further. If you change your mind, feel free to provide your email address.

Chat Session 4:

- User: orange
- Bot: I'm sorry but "orange" doesn't appear to be a valid city name. Please provide a valid city name where you are currently based out of.
- User: grapes
- Bot: I apologize, but "grapes" is not a valid city name either. Please provide the correct name of the city where you are currently based out of.
- User: india
- Bot: India is a country, not a city. Please provide me with the name of the city you are currently based out of within India.



Personal Loan Outreach- BFL

Hey there! We noticed that you visited our website. We have amazing product, just for you! But wait, there's more, too! You can actually book a loan within 5 minutes right now! Don't let this opportunity slip away. I can help you apply for. Are you in?

Tue 8:33 PM

nope

Tue 8:33 PM

Hello! I noticed that you have some pre-approved loan offers from Bajaj Finserv.

Are you interested in learning more about these offers? They come with some great benefits, such as quick disbursement, flexible loan amounts, and competitive interest rates.



Tue 8:34 PM

.. ok.. what is the interest rate for these loans?

Tue 8:37 PM

The interest rate for the personal loans ranges between 11% to 25%, depending on your profile. I can provide you with

The interest rate for the personal loans ranges between 11% to 25%, depending on your profile. I can provide you with more specific information once I learn more about your financial situation. Are you interested in proceeding with the loan application?

Tue 8:37 PM

still not sure.. I have my marriage coming up. I would need roughly 100000 for it..

Tue 8:38 PM

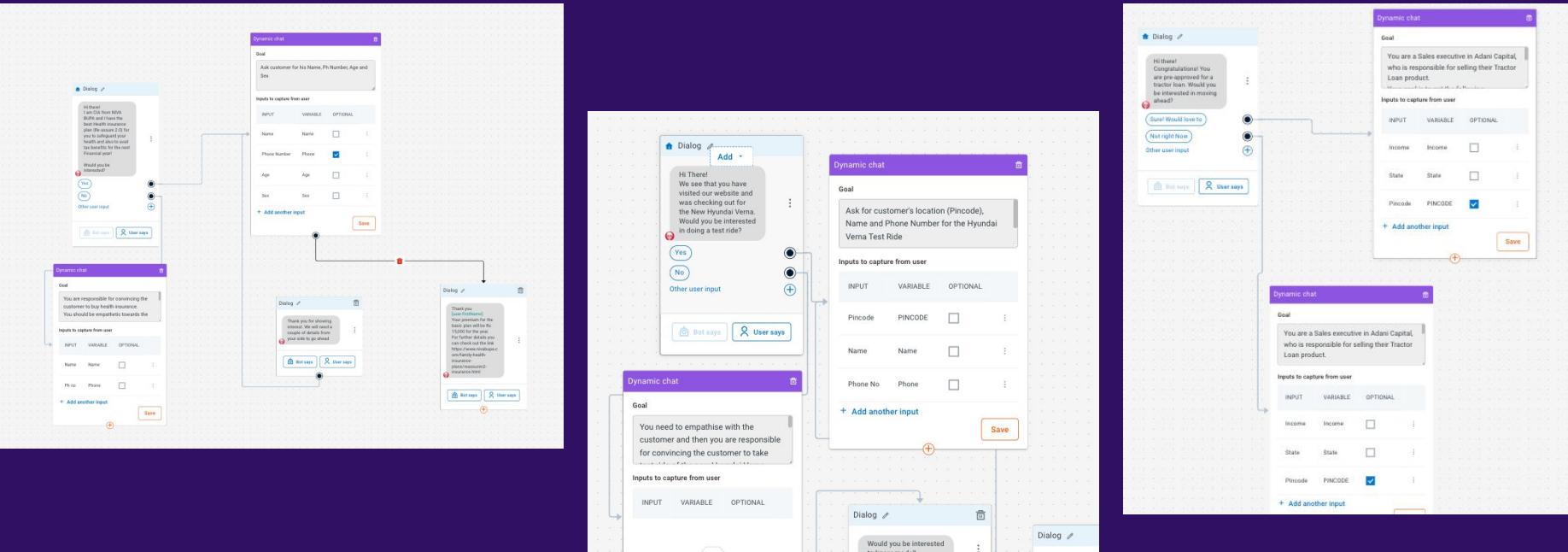
Congratulations on your upcoming marriage! A personal loan of 100,000 from Bajaj Finserv could be an excellent choice to fund your wedding expenses. With our quick disbursement process, you'll receive the amount within 4 hours of approval.

Before we proceed, can you please confirm the following details for loan approval:

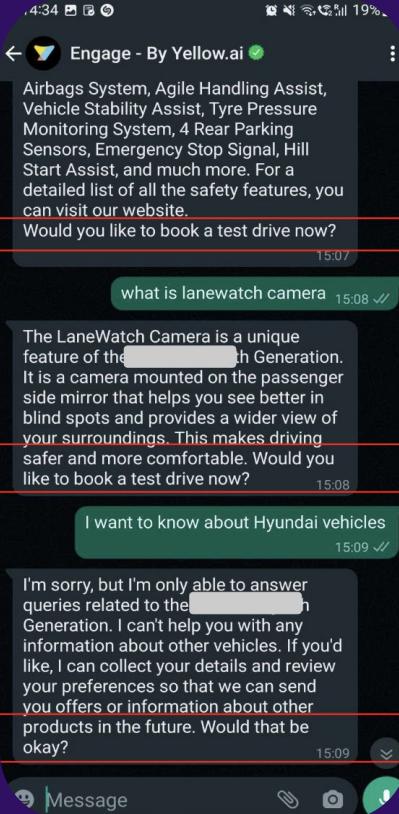
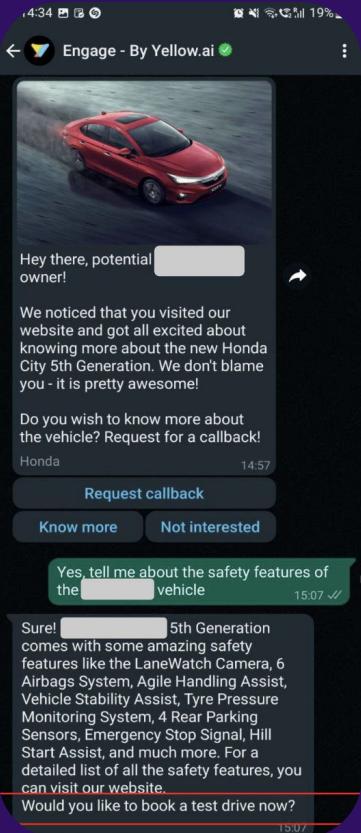
1. Reason for taking the loan: Marriage ceremony
2. Loan amount: 100,000



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 •

+ Follow

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/3JhmtU2p), 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

