The Role Of Conversational AI In Retail & E-commerce

yellow.ai

Delighted Customers, Happier Employees

Next-gen Total Experience Automation for all conversations

Most Common Digital Transformation Challenges Faced By The Retail / E-commerce Industry

Efficient supply chain management

A good start on e-commerce

Building insightful customer data

Meeting customer expectations

Change management

Budget constraints

Technology & expertise matters

Complexity

Security management

Unclear strategy

Next Big Thing
The Automation Revolution

$112 billion in retail sales
to be accounted by artificial intelligence bot in 2023*

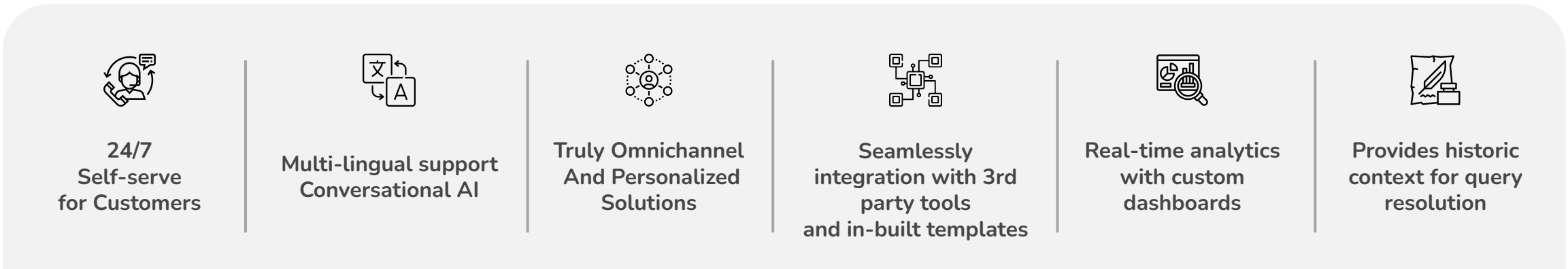**47% consumers***
to purchase from a conversational chatbot

Yellow.ai: The Nextgen TX Automation platform

Total Experience Automation at Scale

Boost Customer Satisfaction	Increase Employee Engagement	Seamless B2B Process Management

60% conversation automation with 40% improved operational efficiency

24/7 Self-serve for Customers	Multi-lingual support Conversational AI	Truly Omnichannel And Personalized Solutions	Seamlessly integration with 3rd party tools and in-built templates	Real-time analytics with custom dashboards	Provides historic context for query resolution

Advantages of TX Automation with Yellow.ai

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 dropoff or churn due to multiple steps of installation and registration
- Faster and more economic Go-To-Market
- Multiplicative reduction in cost of service or support or ordering

Total Experience Automation For
End-to-End Consumer Journey

Conversational AI For The Entire Customer Journey

Attract new talent for your organization and new customers for your brand.

Engage customers with the right engagement. Run campaigns, use targeted marketing and more to keep customers constantly engaged.

Convert leads to customers. Our bot helps in end-to-end lead generation and conversion.

Delight customers with personalized communication, customized product offerings, attention to detail and more!

Retain clients using personalized marketing and engagement strategies.

1 Attract

Social Campaign Manager

Automated Campaigns across target segments

Store Locator

Help finds Stores near them or in any particular location

Omnichannel Catalogue

Enables availability of product catalogues / offers across various channels

Proactive Notifications

Proactive notifications on upcoming offers, seasonal sales etc..

So what does this mean for clients?

Key achievable metrics :

60% increase in brand recall for brands who have deployed conversational AI support

2 Engage

Product Discovery And Enquiry

Instant access to Product details such as description, benefits, price and specification

Product Comparison

Shorten Buyer's journey by enabling Product Comparison right on the bot interface

Targeted Lead Nurturing

Contextual Omnichannel Nurturing based on Visitor Behavior history

Inbound User Engagement

Start conversations based on user intent with the objective of moving them across funnel. High Product adoption through user education

So what does this mean for clients?

Key achievable metrics :

120-180% increase in Engagement Rate, by Initiating proactive conversations with users

25-30% reduction in drop offs through high user engagement via personalized messages & campaigns

3 Convert

Order and Cart Management

Enable customers to place and modify the orders without any hassle

Seamless Payments

Integration with all leading Payment apps to make it easy and convenient

Product Suggestions: Upsell/Cross Sell

Quick Product Suggestions based on shopping history

Cart Recovery

Recover lost sales through automated reminders on abandoned carts

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So what does this mean for clients?

Key achievable metrics :

15-20% higher revenue through deployment of new channels for sales

20- 25 % reduction in stock outs, by faster delivery cycle across value chain

4 Delight

Order Tracking and Updates

Allows consumers to track order details, its current location and number of days for delivery

Live Agent Interaction

Human Agent Collaboration for Users unique questions and escalations

Back in Stock Alerts

Send Back in Stock alerts with CTAs to maximize sales. Personalized messages for new offers, based on past history

Invoice Downloads

Instant Download of Invoice copies for the products brought

So what does this mean for clients?

Key achievable metrics:

60% increase in CSAT scores, driven by improved and seamless customer experience

5 Retain

Subscriptions / Reminders

Proactively educate customers on Subscription plans and remind them for renewals

Feedback Management

Collect Feedbacks for improvement in Life time value of customers and capture change in their preferences

Loyalty Engagement

Better Engagement in terms of periodical promos, offers, personalized greetings for Birthdays, Anniversaries

Customer Support On Demand

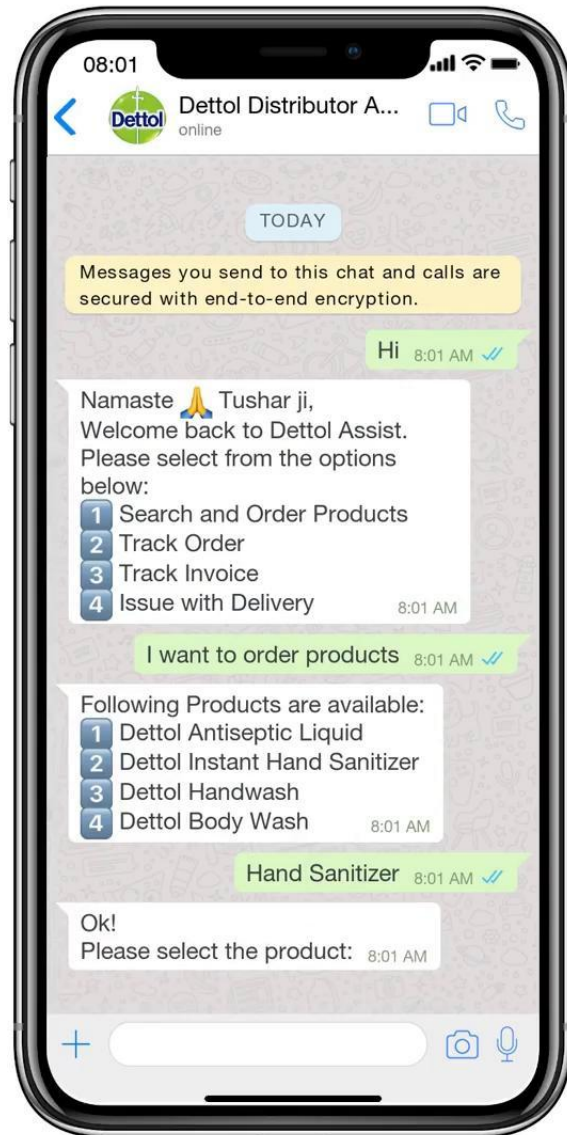Dynamic AI agents enabling hybrid Human+AI enabled support for all queries 24*7

So what does this mean for clients?

Key achievable metrics:

50% increase in re-purchase ratio, driven by increased brand loyalty and retention

Order & Cart Management

Store managers to take care of the stock with **store-wise catalog** and **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

Seamless Payment Flow

Verify the amount and click the 'Pay' button
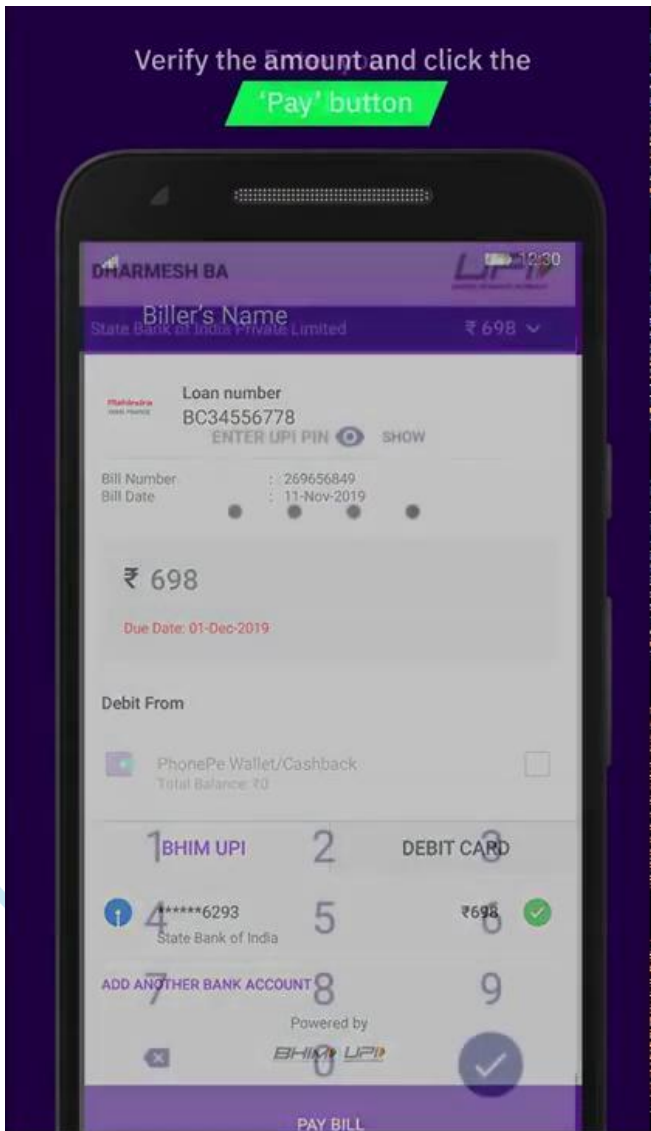
- **Contactless** payment
- Powerful **payment gateways integrations**
- **One click UPI payments** with best-in-class rates

Major payment integrations:

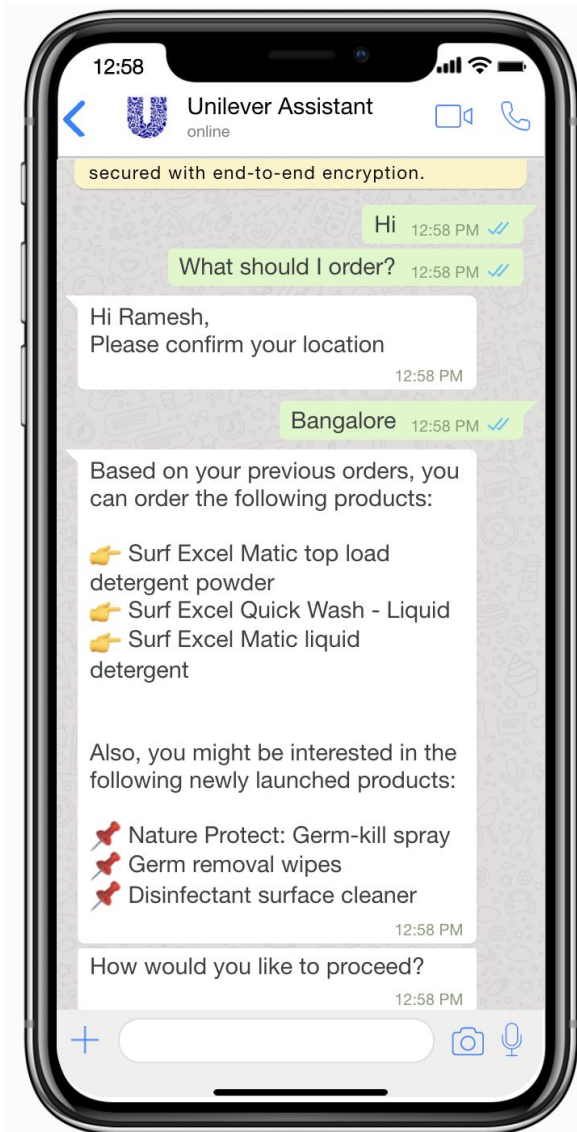Square   midtrans   SETU   paytm

Razorpay   PayPal   PAYZAPP

Repeat/ Suggested Orders

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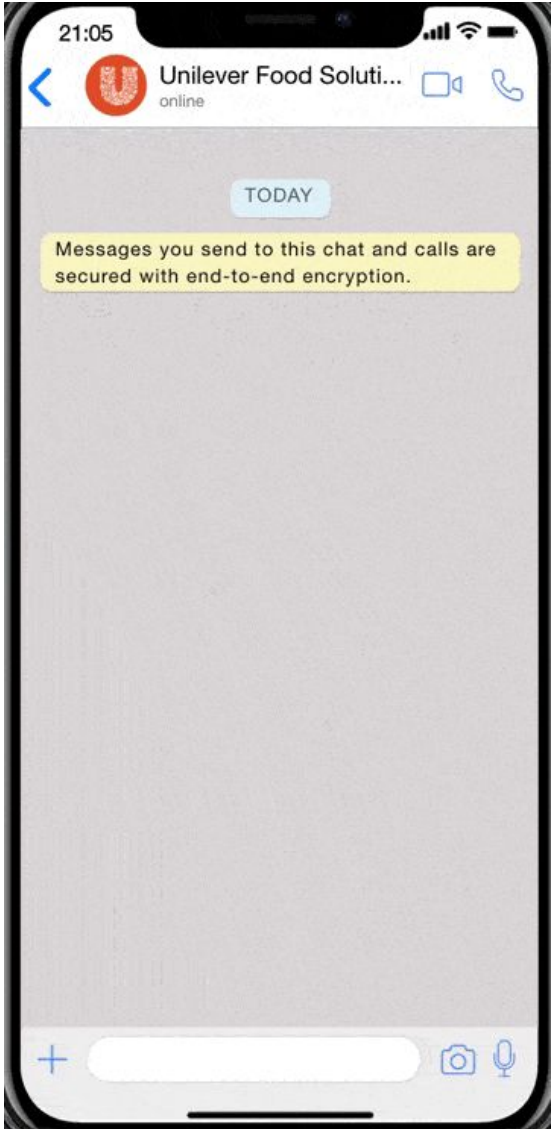
Suggested and repeat orders based on user's last purchases

Similar deployments:

Campaigns/ Surveys

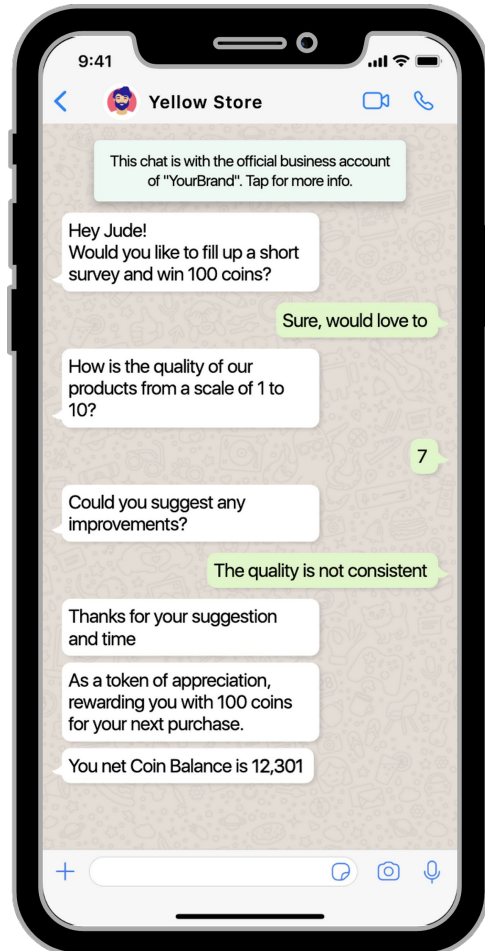Enabling business to understand the **NPS score** and **product performance** of various SKUs

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Surveys for ensuring retailer's satisfaction and collecting retail intelligence

Loyalty Program

Reward for
Surveys & Opt-ins

This chat is with the official business account of "YourBrand". Tap for more info.

Hey Jude!
Would you like to fill up a short survey and win 100 coins?

Sure, would love to

How is the quality of our products from a scale of 1 to 10?

7

Could you suggest any improvements?

The quality is not consistent

Thanks for your suggestion and time

As a token of appreciation, rewarding you with 100 coins for your next purchase.

You net Coin Balance is 12,301

Reward for
Stickiness

This chat is with the official business account of "YourBrand". Tap for more info.

Hey Jude!

Seems like you haven't placed an order with us in a while..

Sharing a little something to show you how much we miss you

500 Coins for your next purchase with us 😄

Your Total Coin Balance is 601

Wow thanks

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**

On-Demand Information
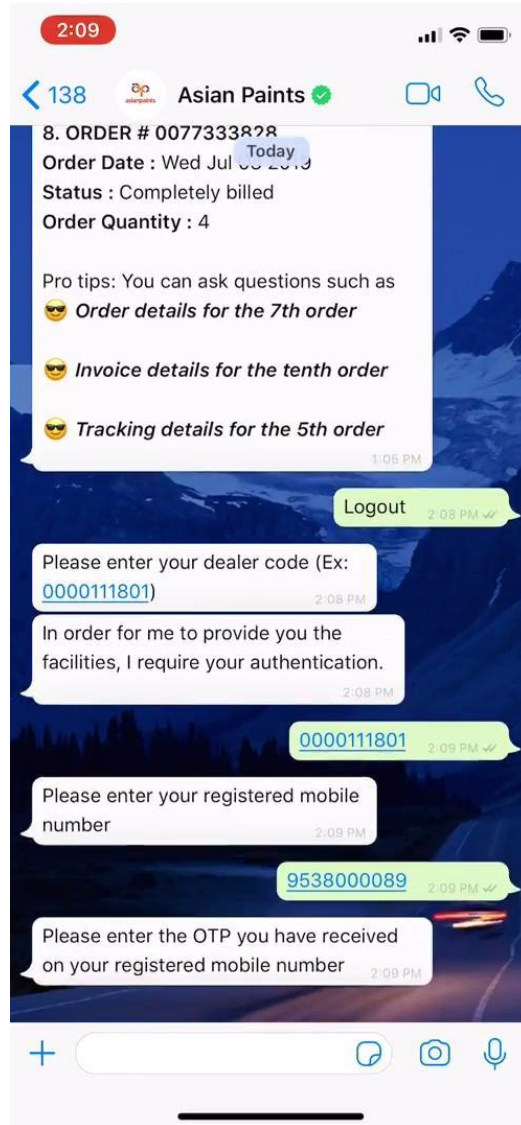
Quick response to users when demanding for information like:

a. **Order updates**
b. **Copies of past invoices**
c. **Product information**
d. **Specific order details**
and much more

Similar deployments:

Live Agent Collaboration
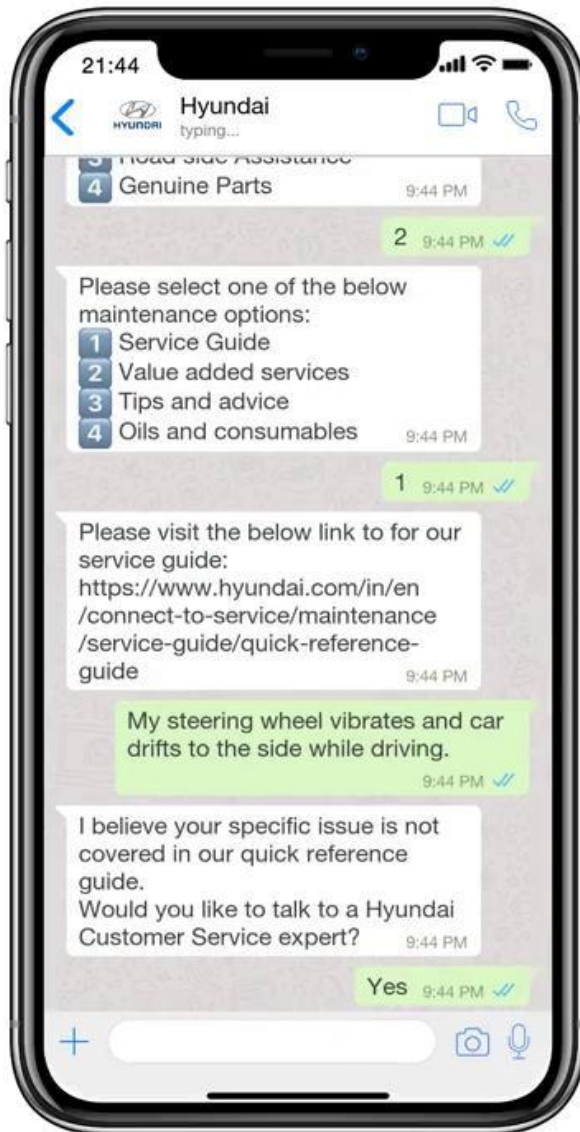
Seamless transfer to a live agent in case of advanced L3/ L4 queries

Let the live agent respond to the user in case of **negative sentiment detection**

Similar deployments:

lenskart.com

Voice Bot for Ordering

Allows the user to **select the language** he/she is comfortable in speaking- **Understands market lingo**

The **bot takes the order** and also **informs** about the variants available currently along with the price

The promotional offers and **discounts** are also intimated to the user on call before the final bill amount

Success Stories
STRICTLY CONFIDENTIAL
DO NOT LEAVE BEHIND
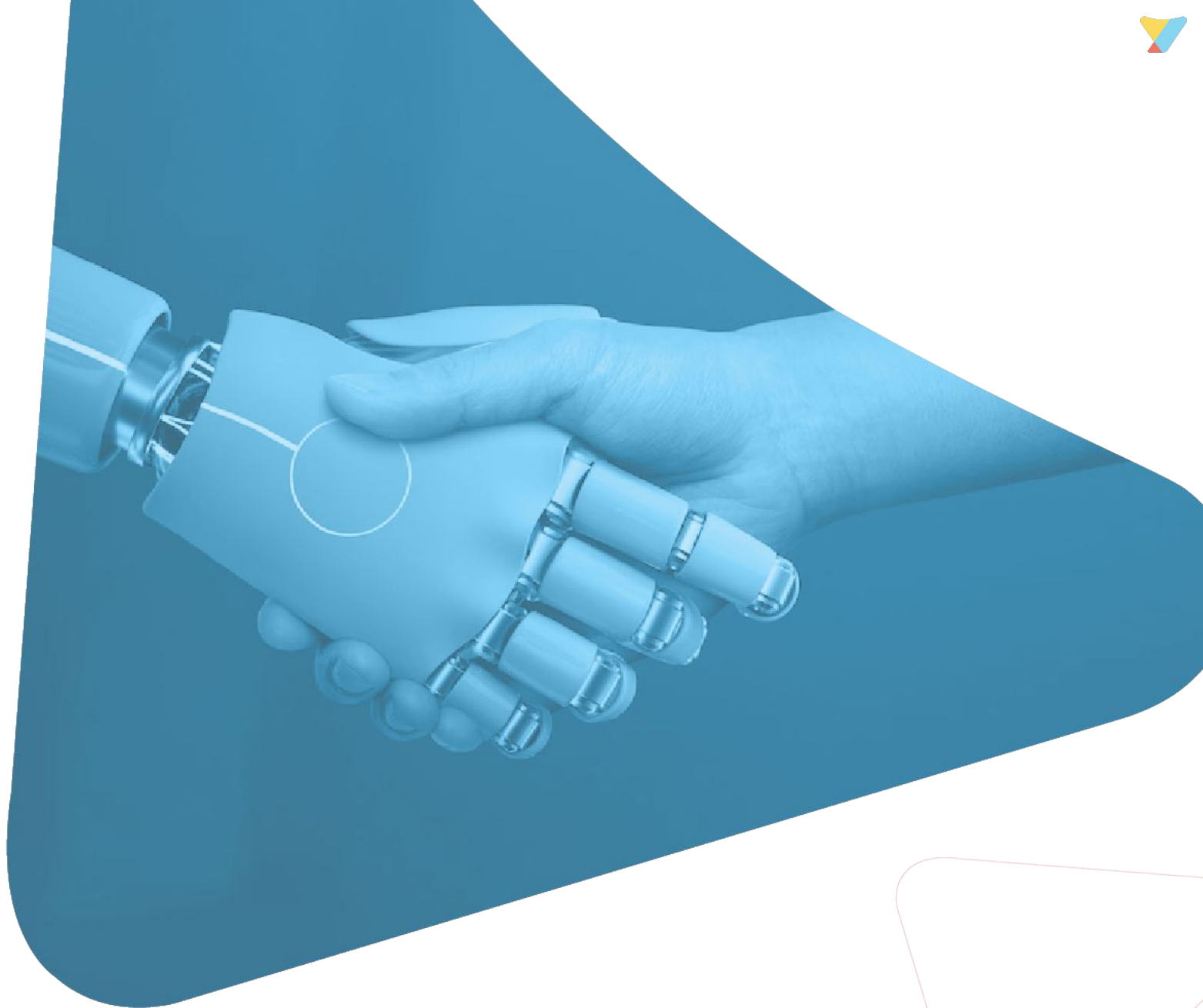
Key Retail Brands Using Yellow.Ai

Flipkart

meesho

foodpanda

udaan

JD.ID

ZALORA

SEVABOT
YOUR MOBILE SHOPPING ASSISTANT

SEPHORA

spencer's

asianpaints

SHOPPERS STOP

pepsi

OT

Pernod Ricard

BESTSELLER

PUMA

ITC
ITC Limited

adani
wilmar

LANDMARK
GROUP

MI

Growing Brands And Enterprises That Trust Yellow.Ai

Food & Beverages

Domino's · McDonald's · LEO COFFEE · adani wilmar — For a healthy growing nation

epigamia GREEK YOGURT · AB InBev · SLAY EVERYDAY · CHAI — CUP OF HAPPINESS

Mondelēz International · pepsi · REBEL FOODS · Levista INSTANT COFFEE

Retail & E-commerce

Le Marche — THE GOOD FOOD STORY. · JD.ID · HEADS UP FOR TAILS — FOR FAMILY

spencer's · FASHION BUG — Changing Lifestyles...... · SARAVANA STORES — Super Store of Shopping World

Cosmetics & Bodycare

jc juicy chemistry — organic by nature · TRESemmé · SEPHORA

PINK ANEE · bodycraft — SALON . SKIN . CLINIC . SPA · Niine — SANITARY NAPKINS · Bath & Body Works

Lifestyle & Fashion

Khadim's · CANDERE — A KALYAN JEWELLERS COMPANY · U.S. POLO ASSN. SINCE 1890 · PUMA

Manyavar · ZALORA · BESTSELLER · TITAN

Electronics & Technology

boAt · Prestige

mi Xiaomi · SINGER · BukuWarung — Mudah. Gratis. Aman.

Total Experience Automation For
Internal Audience

Total Experience Automation For
B2B Process Management

Helping Brands Engage With Their Retailers & Distributors

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
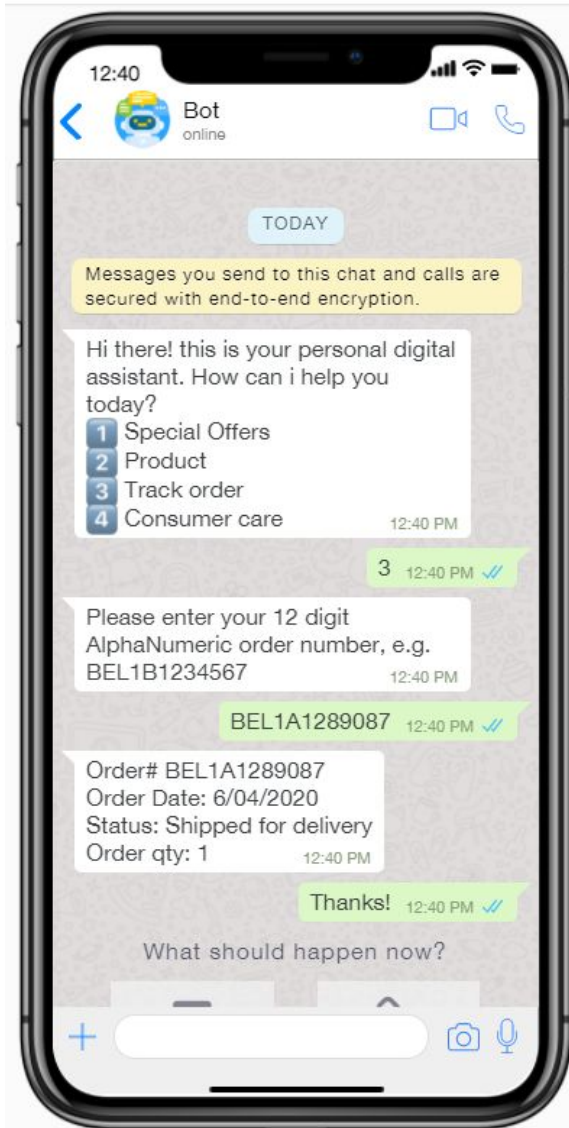- Referral program

24x7 retail support
- On-demand information
- Live agent collaboration
- Faster query resolution

Retailer Management

Improve **retailer coverage** & **range selling** through product discovery

Run targeted campaigns to increase sale of **Must-sell products**

Cover **salesman absenteeism**

Keep retail universe updated about running **offers or promotions**

Retailer Management Without & With Yellow.ai

Retailer

Difficult to handle and time consuming

Identifying the right customer base for certain goods

Manual financial dealings

Rolling out special offers

Retailer

MIA

Identifying customers for dairy products or leather footwear through simple surveys

Automate payments by sending the direct link for any type of online payment options like UPI, e-wallets, etc.

Fetch offers easily based on purchase history and for cross selling items

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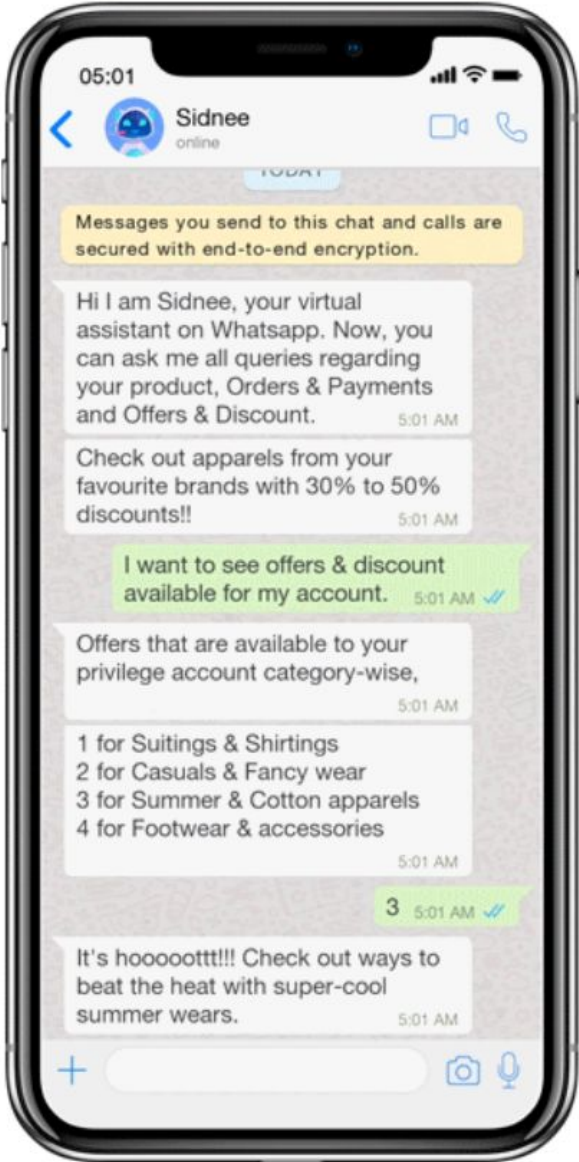
Information about the **discounts or promotions** available on bulk purchase or achieving targets

Price of the goods updated in sync with ERP

Location based **tracking** of the logistics

Instantaneously relay **trade schemes**

Vendor Onboarding
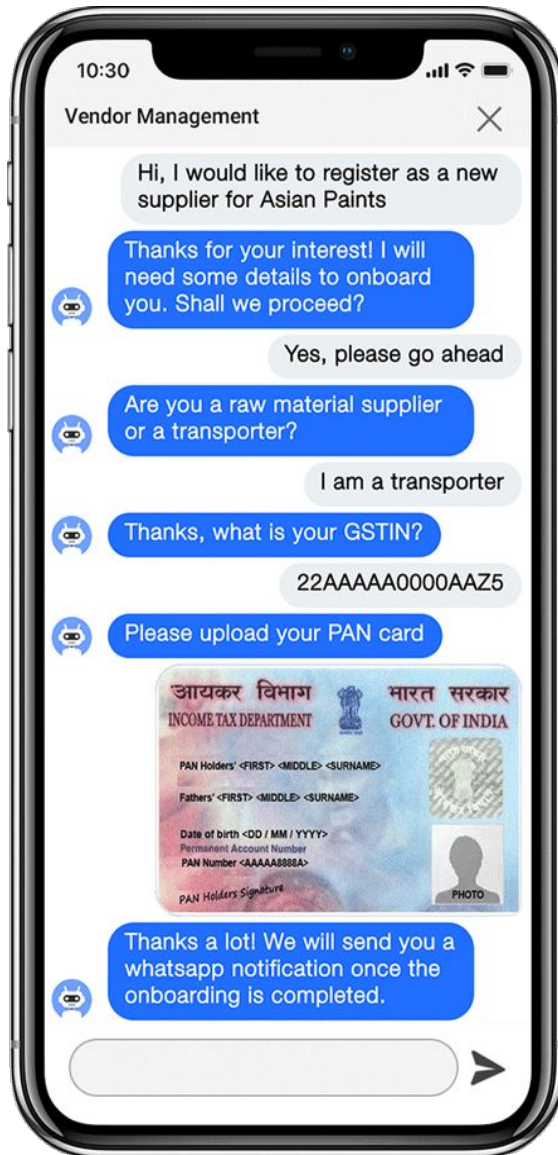
Multilingual support for the vendors trying to register themselves

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

Omni-channel integration

Retailer Onboarding and Verification

E-KYC and **verification** for **retailer onboarding**

Intelligent **NLP system**

Quick Query Resolution
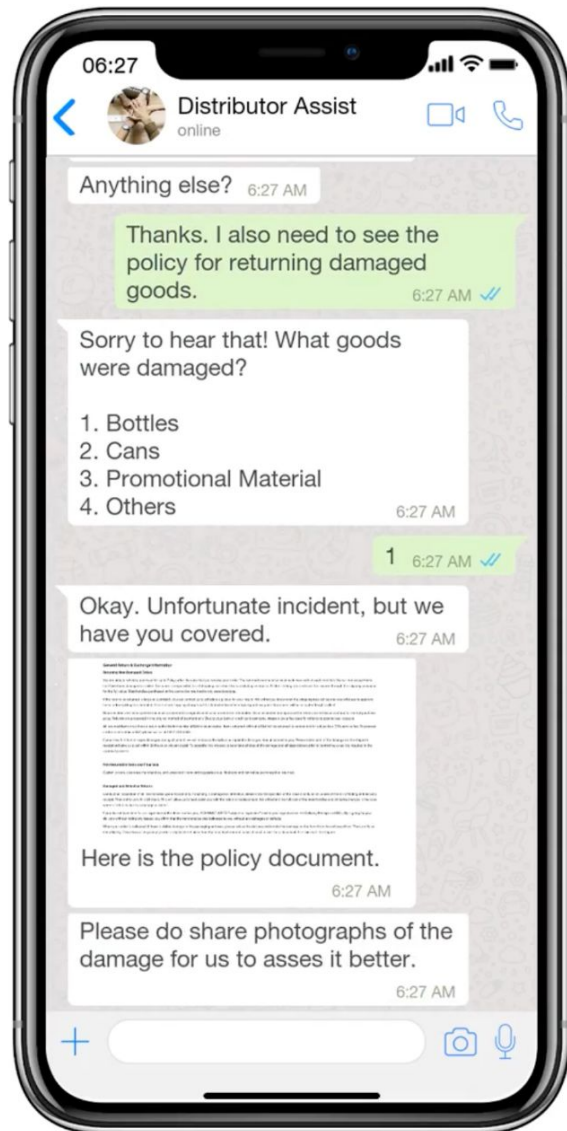
Bot acts a POC for customer to get their queries answered **without human support**

Zero wait time for customers to get their **issues resolved and raise concerns** to the business

Leading brands across industries are choosing Yellow.ai

E-Commerce

Flipkart, meesho, foodpanda, udaan, ZALORA, SEVABOT Your Mobile Shopping Assistant, SEPHORA, JD.ID

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, LIFE GOALS. DONE. BAJAJ Allianz Bajaj Allianz Life Insurance Co. Ltd., AIA, ADB ASIAN DEVELOPMENT BANK, TATA AIG INSURANCE WITH YOU ALWAYS, insureatoasis, ICICI Lombard GENERAL INSURANCE

Public Sector

INCOME TAX DEPARTMENT, Government of Rajasthan, Government, Bank of India, Bharat Petroleum, Ministry of Education Government of India

Automobile & Aviation

SriLankan Airlines, IndiGo, BMW, VW, 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, ThermoFisher SCIENTIFIC

Communication & Media

dishtv, airtel, cellcard, Kompas Gramedia, Edenred

Education

ConveGenius Nudging Education, HARUKAEDU, BYJU'S

Consistently Rated Highly by Analysts

Gartner

Gartner

17 Mentions
Gartner Reports
'20 -'21

KEY VENDOR
CX Automation

LEADER
AI Automation

Recognized as a Niche Player in the 2022 Gartner® Magic Quadrant™ for Enterprise Conversational AI! #FindYourNiche

CHALLENGERS   LEADERS

Amelia
Kore.ai

Oracle   OneReach.ai
Google   Cognigy   IBM
Omilia

Avaamo
Amazon Web Services   Openstream.ai

Aisera   Boost.ai
Verint
Sinch   [24]7.ai   Yellow.ai
Senseforth.ai
Rasa

SmarTek21

Aivo

ABILITY TO EXECUTE

NICHE PLAYERS   VISIONARIES

COMPLETENESS OF VISION   As of November 2021   © Gartner, Inc
Gartner

G2

G2

Leader
WINTER
2022

G2

Momentum Leader
WINTER
2022

Other Analyst Recognitions

Everest Group®

Recognized as "Major Contender" in Conversational AI in Technology Vendor Landscape with Products PEAK Matrix Assessment 2021

FROST & SULLIVAN

Winner of the 2021 Frost & Sullivan "Technology Innovation Leadership Award"

IDC

IDC Innovators: Conversational AI Software Platforms in Retail in India, 2019

"Have demonstrated either a groundbreaking business model or an innovative new technology, or both"

One Of The Most Loved And Awarded Startups

Fast facts

1,000+

Global Enterprise Customers

4 Billion+

Platform conversations quarterly

135+

Languages supported

60%

Automation in first 30-days of go-live

Key awards

Linked in

TOP 2020
STARTUPS
India

Microsoft
Presents
AIforALL
Celebrating innovation
in association with CNBC TV18

CX ASIA EXCELLENCE AWARDS 2020

NASSCOM®
Emerge
50
Awards
2018

Great Place To Work® Certified
NOV 2021–NOV 2022
INDIA ™

NextBIGIdea
CONTEST 2018 : 6th Edition

A Presentation By

yellow.ai

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✉️ Write to us at **contact@yellow.ai**

Know more about our platform **here**