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AWS

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Yellow.ai Scales Generative AI-powered Chatbot and Voicebot Solutions Globally on AWS

[MEDIA ALERT]

Global leader in conversational AI, which handles more than 12 billion conversations across more than 85 countries annually, uses generative AI to self-serve 90% of incoming customer queries, reduces operational costs by 20% by migrating to AWS

NEW DELHI—November 20, 2023— Amazon Web Services (AWS), an Amazon.com company, today announced that [Yellow.ai](#), a global leader in conversational artificial intelligence (AI), has chosen AWS as its preferred cloud provider to power its generative AI-powered voicebot and chatbot solutions. These dynamic AI agents enhance the customer experience with [goal-driven conversations](#) with customers while comprehending their needs and providing highly personalized responses. The company's customer service dynamic AI agents use large language models (LLMs) to deliver high-quality 24/7 support services across more than 35 text and voice-based channels in more than 135 languages. To scale its business globally, Yellow.ai has



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Since migrating to AWS in May, [Yellow.ai](#) has reduced its operational costs by 20%, driven performance improvements by 15%, and cut infrastructure costs by 10%, allowing the company to reinvest in innovation and AI research and development. Yellow.ai recently launched [YellowG](#), a generative AI-powered platform driven by a blend of centralized global and proprietary LLMs using [Amazon SageMaker](#), a fully managed service to build, train, and deploy machine learning (ML) models. Using LLMs, Yellow.ai generates responses to customer queries by drawing from a knowledge repository consisting of websites, documents, and other related data. Exhibiting realistic empathy while minimizing hallucinations (AI responses that aren't accurate or real), its hallucination rates are close to zero, Yellow.ai's dynamic AI agents can self-serve up to 90% of customer queries. They have also improved ecommerce customer interactions, raising customer journey completion rates by 50% and increasing customer satisfaction scores by 40%.

Yellow.ai is using [Amazon Bedrock](#), a fully managed foundation model (FM) service that gives businesses access to industry-leading FMs, enabling Yellow.ai to rapidly prototype, iterate, and scale generative AI applications. Yellow.ai aims to use the power of generative AI for goal-driven conversations and to enhance customer support. The dynamic AI agents can engage with customers to manage prospective leads, handle queries, offer personalized discounts, and share special offers, among other benefits.



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South America, and the U.S., Yellow.ai is helping companies swiftly deliver quality customer support at scale. Yellow.ai joined the [AWS Independent Software Vendor \(ISV\) Accelerate](#) in August 2023, which offers valuable co-selling support and benefits, enabling the company to engage with AWS sellers worldwide who cater to millions of active AWS customers. This year, as an AWS Technology Partner, Yellow.ai significantly expanded its business reach and co-selling efforts across Asia-Pacific, India, and North America, acquiring new customers in key industries including retail, financial services, and utilities.

"We're on a remarkable growth journey, with an impressive 80% increase in our annual recurring revenue globally. To support our continued global expansion, we needed world-class infrastructure, and AWS has provided us with the scalability, availability, and business support needed to provide the best service to our customers and their users," said Rashid Khan, chief product officer and co-founder at Yellow.ai. "In the customer service industry, swift, engaging, and personalized interactions are key to successful outcomes. With our migration to AWS, we are able to leverage price-performant generative AI solutions to make our dynamic AI agents even smarter and more intuitive to enhance the customer experience."

"Generative AI is transforming the customer service industry, making interactions more engaging and seamless," said Kumara Raghavan, head of Startups at AWS India and South Asia. "Yellow.ai is transforming its business with the latest cloud technologies to build dynamic AI agents to improve the customer care experience. We look forward to helping Yellow.ai make generative AI-driven conversational



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AWS has a long-term commitment to customers and local communities in India, and has invested US\$3.7 billion (INR 30,900 crores) in the country between 2016-2022. AWS Regions in India, the AWS Asia Pacific (Mumbai) Region launched in 2016, and AWS Asia Pacific (Hyderabad) Region launched in 2022. AWS plans to invest US\$12.7 billion in India by 2030 in local cloud infrastructure, bringing AWS's total investment in India to US \$16.4 billion (INR 1,36,500 crores) by 2030. These investments are a catalyst to accelerate innovation and drive productivity, which will contribute an estimated US\$23.3 billion (INR 1,94,700 crores) to India's total gross domestic product (GDP) by 2030. AWS has also trained more than 4 million individuals in India with cloud skills since 2016.

About Amazon Web Services India Private Limited

Amazon Web Services India Private Limited (AWS India) undertakes the resale and marketing of AWS Cloud services in India.

About Amazon Web Services

Since 2006, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud. AWS has been continually expanding its services to support virtually any workload, and it now has more than 240 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 102 Availability Zones within 32 geographic regions, with announced plans for 15 more Availability Zones and five more AWS Regions in



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