



Yellow.ai Battlecard



Basic Information

Company Overview

Yellow.ai, founded in 2016, is a conversational AI and customer experience (CX) automation platform that enables businesses to automate support, commerce, and employee interactions across text and voice. The company has raised over \$102 million, with investments from firms like WestBridge Capital, Sapphire Ventures, and Salesforce Ventures. Yellow.ai serves over 700 customers globally, including major brands such as Domino's, Hyundai, and Tata Capital.

Competing Products

Yellow.ai Customer Service Automation Platform + VoiceX Platform

- AI Agents
- AI Assistants
- No-code builder, lifecycle optimizer, and designer
- AI Analytics
- Marketplace

Pricing

Yellow.ai offers freemium and premium enterprise plans for its conversational AI platform.

Enterprise pricing is based on monthly tracked users (MTU), with exact costs customized according to custom features, integrations, and compliance requirements. Apart from the subscription plans, Yellow.ai charges based on the usage of specific modules such as MRU count and WhatsApp usage.

While pricing is not publicly available, we can extrapolate based on various marketplaces and exchanges (from older plans):

Set Up and Platform Fee: \$100,000 one time¹
Professional Digital: \$58,000/60k conversations and 10 agents/year²
Professional Voice: \$58,000/120k voice minutes and 5 agents/year²
Enterprise: \$285,000/480k conversations and 600k voice minutes for up to 20 live agents + \$18k/year for generative AI features²

1. Pricing is taken from the [SAP Store](#)

2. Pricing is taken from the [Salesforce AppExchange](#)

Features	Free	Enterprise
File of bots	1	Unlimited
Channels	2	All
Custom integrations (APIs)	1	Unlimited
Custom dashboards (data explorer)	X	✓
Agents limit	2	Unlimited
Out-of-box integrations	Limited	Unlimited
MTU	1000/month	Usage based pricing
User/SEO	Max 1000 records 1000 transactions	Unlimited 1000 transactions per user FU
Campaign management	1 active campaigns Max 10 templates	Unlimited active campaigns Unlimited templates
Code access	X	✓
Custom events	X	✓
Try for free		Contact us

How to Spot Yellow.ai in Deals

Prospects aren't always open to sharing what competitors might be in play. This section highlights common feature names or phrases that may help you detect that Yellow.ai is in play.

- Feature and Model Names
 - Automation (bot building platform)
 - Conversation (Gen AI bot builder)
 - VoiceX (new voice bot platform)
 - YellowG, Orchestrator LLM, Komodo 7B, Analyze LLM
 - DynamicNLP
- General frequently used phrases
 - Conversational Service Cloud/Commerce Cloud
 - Dynamic AI agents
 - Unified customer service automation platform

Disclaimer

Everything in this document is designed to be customer-facing, unless noted otherwise **in red**, but **do not** share the document directly, and be selective about copy and pasting any information. This document is always living. Reach out to sean.lynnch@kore.com for questions and feedback.

Talk Tracks

Our Manta

This section covers the core idea behind our competitive positioning. It helps when asked, "What makes you different from the rest of the market?"

Most competitors are suitable for basic chat and voice automation for CX or EX use cases. The household names might offer a bit more variety, but generally want to lock you into their ecosystem.

What makes us different is that we help enterprises generate value from AI across a full range of both CX and EX use cases, including generative AI apps, RAG/LLM-based search, and experience optimization. We also let you choose the model, data, cloud, and application providers that are right for your business. No vendor lock-in, black boxes, or 'AI solutions' consisting of simple API calls to ChatGPT and the like.

How We Position

Use this section as soundbites and coaching points when a customer asks, "What makes you different from Yellow.ai?"

1) Validate competitive presence:

Yeah, I'm familiar with their product, and I'm glad you brought them up. Are you currently using them, or are you just exploring some different options?

2) Acknowledge competitor strengths:

From what I've seen, they're good for customer service automation, and their new Conversation module (powered by YellowG) coupled with the orchestrator LLM allows you to build bots fast without extensive training or AI knowledge - just some prompts, essentially. They've also recently improved their analytics module by introducing an LLM to help analyze the quality of service and agent interactions.

3) Reframe:

That said, customers often report that the platform itself has a very steep learning curve, and the support experience can leave a lot to be designed. Their in-house LLMs have some distinct limitations, such as no disambiguation or multilingual support for their orchestrator LLM. They also provide limited privacy and compliance controls for their LLMs and a smaller overall selection of model integrations.



Specify:

Unlike Yellow.ai, Kore.ai provides the most comprehensive fusion of conversational, search, and generative AI capabilities on the market. Our platform is model, data, cloud, and application agnostic, so you can quickly build upon your existing architecture and integrate all the LLMs and technologies you need to see real value from your AI initiatives.

Our new DialogGPT model also significantly reduces training time while increasing intent recognition, allowing you to build bots in no time flat, just like Yellow.ai, while giving you considerably more control and flexibility.

Landmines

This section provides sample talking points and conversation starters that paint Kore.ai in the best possible light compared to Yellow.ai.

I. Complex and frustrating setup

How important are UI and UX for you when creating AI agents and bots?

While the jury is still out on Yellow.ai's new AI Agent module, some customers have described the development process as more frustrating than a broken vending machine. They said the setup felt akin to solving a Rubik's cube blindfolded – far from the promised no-code bliss.

II. Tricky integration

Will you need to integrate with a lot of different systems? Do any of them include customized interfaces?

Although Yellow.ai provides 1-click integrations for over 100 popular systems and tools for building custom integrations, many clients needing to integrate Yellow.ai with customized interfaces have reported that their APIs need to be more explicit and can be a hassle to integrate.

III. Search and answer limitations

How crucial is knowledge retrieval for your AI agents or bots?

Customers have told us that their Knowledgebase and Doc Cog features have relatively limited customization and configuration options compared to ours. For example, Yellow.ai's crawler struggles with JavaScript-rendered content, cannot index gated websites, and does not support OCR for text extraction. It also can struggle with contextual relationships, and you need to be especially careful about indexing duplicate or conflicting knowledge from the same or different sources, as it can result in cluttered search results.

Tactical Information

Product Teardown

Feature	Kore.ai	Yellow.ai
✔ = Differentiated ✔ = Supported — = Partial ✖ = Not supported 🟡 = Roadmap		
Pre-Built Solution Coverage		
Banking	✔	— ¹
Retail and e-commerce	✔	— ²
Healthcare	✔	— ³
Recruiting	✔	✖
HR support	✔	✖ ⁴
IT support	✔	✖ ⁴
Enterprise virtual assistant (EVA)	✔	✖
Automation AI		
Supports a wide range of LLM models	✔	— ⁵
LLM orchestration framework	✔	✔
Fine-tuned domain LLM models	✔	✔ ⁶
External NLU connectors	✔	✖
Multi-engine approach to NLU	✔	— ⁷
Advanced guardrails/monitoring/observation for LLMs	✔	— ⁸
LLMs at runtime and design time	✔	✔ ⁹
DialogGPT (dynamic generative AI for bot creation)	✔	✔ ¹⁰
DialogGPT (multilingual support)	✔	✖ ¹⁰
DialogGPT (regression and other forms of testing)	✔	✖ ¹⁰
DialogGPT (mother-child bot architecture support)	✔	✖
Prompt management suite	✔	—
Advanced dialog management	✔	✔
Context management and interruption handling	✔	✔
Drag-and-drop collaborative development tools	✔	✔
Robust testing and debugging tools	✔	— ¹¹

Advanced voice capabilities	✔	✔ ¹²
Bot orchestration (internal and third-party)	✔	— ¹³
GALE		
Development tools for building generative AI agents	✔	—
BYOM or Hugging Face models	✔	✖
Model fine-tuning and one-click deployment	✔	✖
Multi-model and multi-prompt playground	✔	✖
Safeguards, controls, and model monitoring	✔	✖
Agent AI		
Canned and suggested responses with enhancements	✔	✔
Virtual assistant integration and task auto-fulfillment	✔	✔
Escalation and handoff from automated chat to agent	✔	✔
Two-way, real-time translations	✔	— ¹⁴
Real-time transcription of voice interactions	✔	?
Post-call auto summarization	✔	✔ ¹⁵
Knowledge retrieval with LLM-powered answers	✔	✔ ¹⁶
Real-time sentiment analysis with AI rephrasing	✔	✔ ¹⁷
Real-time agent coaching	✔	—
Guided playbooks with scripted next-best actions	✔	✖
Coaching and playbook adherence and tracking	✔	✖
Cross sell and up sell support	✔	✖
Similar cases	🟡	✖
Contact Center		
Agent desktop	✔	—
Supervisor desktop	✔	—
Intelligent routing and queuing	✔	—
Conversational IVR	✔	✔
Real-time insights with role-based access	✔	—
Outbound campaigns	✔	—
Quality management and conversation intelligence	✔	-

Workforce engagement management (WEM)

Partner



Search AI

Advanced search (RAG/LLM-based)



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Knowledge import (documents, websites, databases)



19

Segmentation (tailored chunking and extraction models)



19

Answer retrieval with custom prompts and strategies



29

Answer generation using LLMs



21

Advanced guardrails for answers



19

Platform

Channel support

45+

35+

Prebuilt templates

400+

150+

Prebuilt integrations

150+

100+

Language support

135+

135+

Comprehensive analytics and insights dashboards



22

Enterprise administration and security



19

Cloud and on-prem deployments



19

Multi-region deployment models for on-premise



?

Hybrid deployments



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Notes

1. Yellow.ai provides several banking templates, including creating a new account, applying for a loan, tracking loan status and eligibility, calculating EMI, and standard knowledge questions.
2. Yellow.ai provides a retail and e-commerce template with pre-built templates that include browse products, add to cart, edit cart, clear cart, buy now, Razorpay payment status, check order status, and queries and concerns.
3. Yellow.ai provides a healthcare template covering basic flows like new patient registration, booking a consultation, locating nearby clinics, collecting reports, and connecting with support.
4. Yellow.ai could support HR and ITSM automation via a custom bot, but no templates or bots for this purpose are available OOTB on the Marketplace.
5. Yellow.ai provides a much more limited range of model integrations, including OpenAI, T5, Anthropic, and AI21 (Jurassic-1). Some freedom is given to input your custom GPT or LLM credentials manually.
6. Yellow provides 4 SMLs/LLMs, including YellowG LLM (instant setup), orchestrator LLM (zero training), Komodo 7B (Indonesia's first LLM for customer support with 11+ languages), and Analyze LLM (enhances bot interactions with deep insights and advanced self-learning capabilities).
7. While not a multi-engine approach, Yellow.ai's NLP engine is built on zero-shot learning and pre-trained on billions of conversations across channels and industries. DynamicNLP elevates both customer and employee experiences, consistently achieving market-leading

intent accuracy rates while reducing the cost and training time of NLP models from months to minutes.

8. Yellow.ai provides basic PII-related guardrails and protections. Yellow.ai does not offer comprehensive guardrails beyond this or support feature-based model selection (choose your model on a feature-by-feature basis).

9. Yellow.ai provides auto-dialog and intent training generation using generative AI and uses LLMs throughout dialog flows and when answering knowledge questions.

10. Yellow.ai provides similar functionality through a combination of their YellowG and Orchestrator LLMs. However, the following entries show some significant limitations compared to Kore.ai's DialogGPT. For example, the OrchLLM is only available in English, compared to 100+ languages for DialogGPT. It also only provides debug logs and not deep regression testing.

11. Provides basic lifecycle management tools like separate development environments, testing and debugging tools, version control (prompts), and import/export. The XO Platform provides more comprehensive tools, including regression and batch testing, versioning and version comparisons, bot cloning, and more in-depth health monitoring of the NLU and flow performance with actionable recommendations to validate your training and test datasets.

12. Yellow.ai's recently released VoiceX platform has significantly expanded Yellow.ai's voice capabilities. This was previously a weak point for the company's platform.

13. Yellow.ai supports the concept of universal bot orchestration but not for externally built bots. Control over the general routing experience is also limited.

14. Yellow.ai's Inbox feature provides two-way translations for chat within the agent chat experience.

15. Yellow.ai provides a summarized chat AI feature summarizing the entire conversation between a customer and a bot or agent. This summary can be used to analyze support quality, customer satisfaction, trends, and more. The end user must manually enable this feature by clicking the AI collaborator icon and selecting Summarize chat.

16. Provides a form of intelligent search that can retrieve information from documents, manuals, and resources within knowledge bases. This information is summarized using LLMs.

17. Yellow.ai supports live sentiment analysis based on chat responses with tone and information suggestions.

18. Yellow.ai supports basic knowledge and answers from various sources using LLMs in the answer generation process. However, as a whole, it provides comparatively limited customization and in-depth configuration options as Kore.ai does.

19. Doc Cog provides in-built integrations for Sharepoint, S3, URLs, and KBs (Salesforce, Service-now, Confluence). Any other KB with APIs to access the articles/documents can also be integrated. They also support the uploading of documents and URLs. Knowledgebase supports URLs, manual upload, and uploading documents/folders from third-party applications (such as AWS S3 and Sharepoint).

20. Yellow.ai supports custom prompting for knowledgebase responses

21. Yellow.ai supports using either Yellow DNLP or OpenAI API for its document cognition feature. KB responses can also be customized using prompts, but this is a gated feature enabled only on a request basis. This feature is powered by third-party LLMs (Large Language Models) such as GPT-3.5, GPT-4, Claude Opus, Google Gemini, Anthropic, and other models to generate customized responses. By default, all bots use their in-house model to generate responses.

22. Yellow.ai recently significantly expanded its analytics module to allow users to drill down into individual topics, access conversations by categorization, refine analysis with granular filters, and explore individual user conversations in conjunction with relevant metrics. In addition to these enhancements, they also refined topic clustering algorithms to minimize duplicate topics and further improved sentiment tagging for more accurate results.

Supporting Information

External Validation

Analyst or Review	Kore.ai	Yellow.ai
Forrester Wave: Conversational AI	Leader (2024)	Contender (2024)
Everest PEAK Matrix (Conversational AI)	Leader (2024)	Mjr Contender (2024)
Arago Research Globe for CAI	Leader (2024)	Contender (2023)
IDC Marketscape: Worldwide CAI	Leader (2024)	Major Player (2024)
Forrester Wave: Conv AI for EE Services	Str Performer (2024)	Not Listed
Gartner MQ for Enterprise CAI	Leader (2023)	Challenger (2023)
Forrester Wave: Cognitive Search	Str Performer (2023)	Not Listed
IDC Asia Pacific Smart VAs	Featured (2023)	Not Listed
Opus Conversational AI Interview	Leader (2023)	Leader (2023)
DMG Consulting's Report on Gen AI	Featured (2023)	Not Included
G2	4.7/5 (335 reviews)	4.4/5 (105 reviews)
Gartner Peer Insights	4.7/5 (82 ratings)	4.4/5 (98 ratings)
Trustradius	8.0/10 (6 reviews)	8.6/10 (7 reviews)