The World's Leading Conversational CX Platform

for brands across the globe

Value Added by:

![yellow.ai logo]

Contrive
Empowering IT with Talent...

The World's Leading Conversational CX Platform
for brands across the globe

Yellow.ai's global customer footprint

750+
Global Enterprise Customers

1B+
Platform Conversations Quarterly

100+
Languages Supported

$100M+
Business Impact Created Yearly

yellow.ai Overview

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YM's Global Client Footprint

CANADA

SWEDEN

UK

FRANCE — SWITZERLAND
KUWAIT
USA
UAE
EGYPT
INDIA
HONDURAS
SAUDI ARABIA

TRINIDAD
AND TOBAGO
NIGERIA
SRILANKA
MALAYSIA

BRAZIL
INDONESIA

SOUTH AFRICA

JAPAN
CHINA
HONG KONG
CAMBODIA & PHILLIPPINES
SINGAPORE

AUSTRALIA

- 500+ Enterprise Customers
- Customers in 27+ Countries
- 1 Billion conversations / quarter
- Powered 800+ Virtual Assistants
- Offices in 6 countries
- 500 employees worldwide
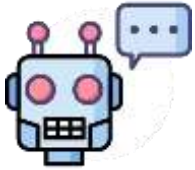
Recognition and Mentions	Investors	Raised $24M	Key Metrics
Gartner. G2 IDC ANALYZE THE FUTURE BAIN & COMPANY	Lightspeed	Light Speed Venture Partners Light Speed India Partners	**Growing 5X YoY**

Channels and languages of customers' preference

Chatbot on website

Bots on Social Media

Two way WhatsApp Bot

Google Home

Ticketing management

Email

Virtual assistants

Telephonic IVR

Amazon Echo

Enterprise messaging

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

Serving industries, 750+ clients across the globe

Public sector credentials

Public Sector

Income Tax Dept	Govt of RJ	Govt of Punjab	MP Electricity	BPCL	MoE, GoI

P B Electricity Board
Dept of Agriculture

We are registered with GeM Portal

Citizen services projects by yellow.ai

Channels Opted: Whatsapp

Use cases:
- FAQs regarding govt welfare schemes for child and women with focus in tier 2 and 3 cities

Channels Opted: WhatsApp, Website, IVR

Use cases:
- Order management
- Product discovery
- Multiple languages
- Customer Support

Channels Opted: IVR

Use cases:
- Technical support
- Power supply, billing and transformer related issues
- Customer Support

Channels Opted: WhatsApp

Use cases:
- Rolling out education initiatives for govt. Schools across North India

Channels Opted: WhatsApp

Use cases:
- Registration and Authentication
- View Bill, meter reading and payment
- Customer Support

Channels Opted: WhatsApp, Website

Use cases:
- Broadcast information
- FAQs resolution
- Knowledge management and Document cognition

Channels Opted: Website, WhatsApp

Use cases:
- Registration and Authentication
- View Bill, meter reading and payment
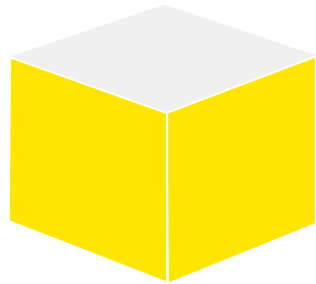- Customer Support

Channels Opted: Website, WhatsApp

Use cases:
- Registration and Authentication
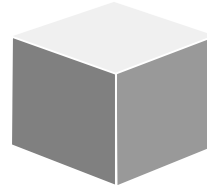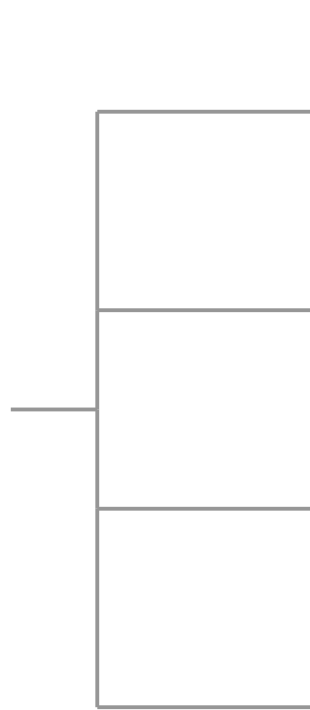- View Bill, meter reading and payment
- Customer Support

How yellow.ai is empowering governments to enable broad-coverage citizen services and drive engagement through easy access to information

Major Challenges faced by **Government agencies**

Major challenges faced by Government agencies

Lack of universal helpdesk
Need of 24/7 helpdesk with easily accessible communication channel to provide reliable information and solution
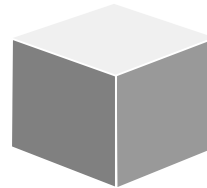
Decreased employee efficiency
Increased workload on employees due to large scale of incoming queries leading to poor efficiency
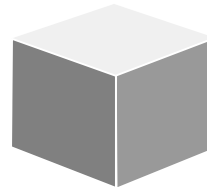
Waste of time
Large amount of time is wasted due to the manual registration related processes and other similar services

Dissatisfied citizens
High turnaround time in query resolution process leading to increased dissatisfaction amongst citizens

Social Impact in Welfare department Maharashtra Govt.

Department of Women and Child Development, Government of Maharashtra

Channels Opted: Whatsapp

Use cases: FAQs regarding govt welfare schemes for women and child with focus in tier 2 and 3 cities
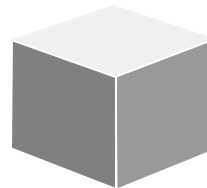
- Information regarding covid 19
- Anganwadi centre related
- About rural child care centre
- Pregnancy women care
- Regarding breastfeeding and maternal health
- Growth of child
- Cleanliness related
- Regarding teenage girls health

Boosting growth enhancement and care

Empowering women and child with access to government welfare schemes

Creating awareness and providing support services virtually

Enriching citizens with correct information and avoiding rumours

Assisting development of children below 6 years with focus on nutrition and health

Assisting adolescent girls (11-18 years) empowerment through nutrition, health care and life skill education

Case study - Customer Support and Booking

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700K
approx. queries resolved

$9M
approx. amount of bookings

1
bots in action

2
active channels - Website, Whatsapp

13
languages configured

Leading Indian PSU

yellowmessenger
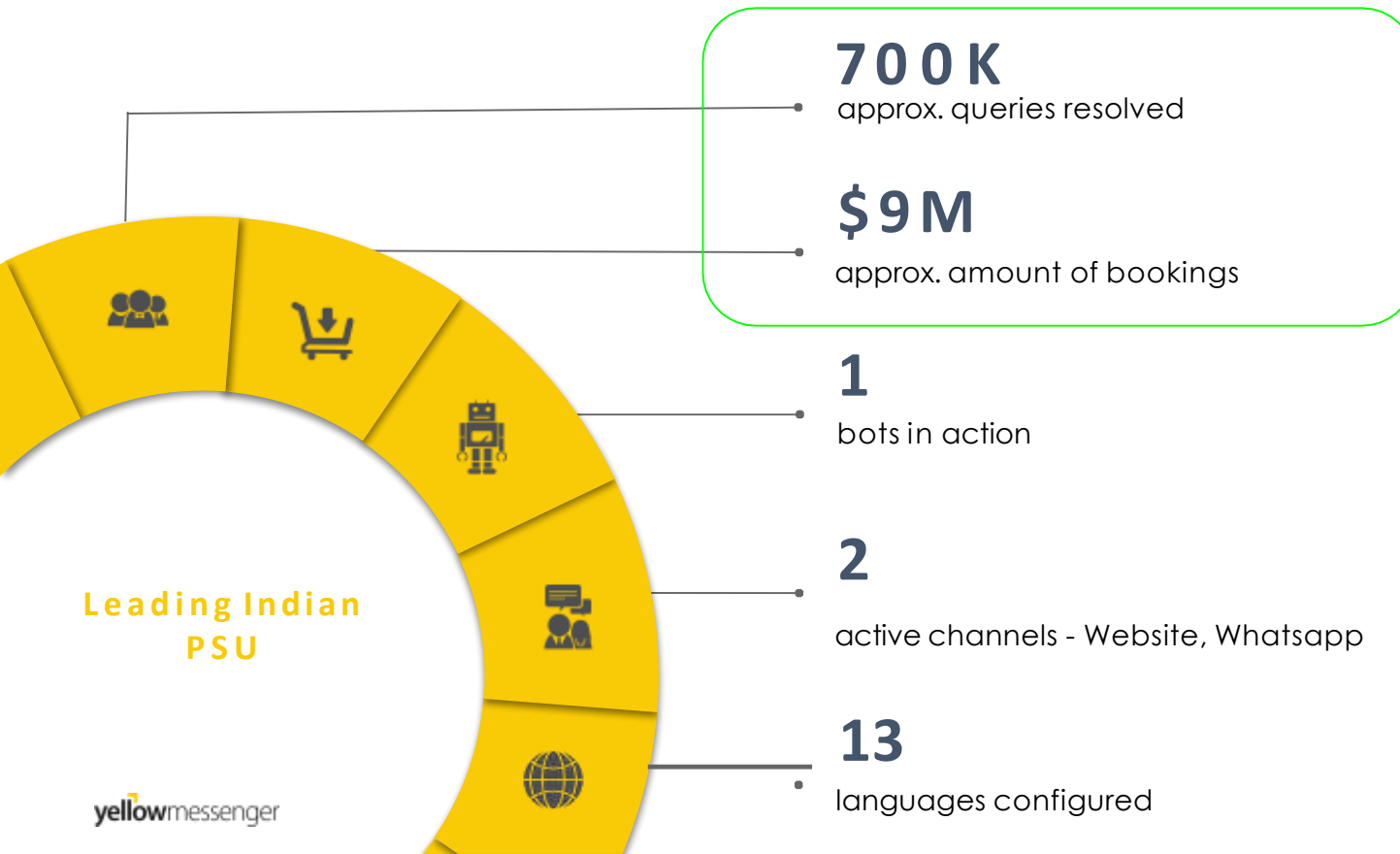
350 K
average monthly new users

4.7M
average monthly messages exchanged

74%
queries handled through chatbot within 3 months

95%
bot accuracy

Deployment and success story Madhya Pradesh Madhya Kshetra Vidyut Vitran Co. Ltd.

1,53,998 Total calls	**1,53,373** Total inbound calls	**1,52,918** Minus CUG
1,46,211 Minus Other Status	**1,11,803** Minus Short Calls (<26 sec)	**27,420** Complaint hit API
25% % Complaint hit API	**39,024** Calls transferred to agents	**75%** Self serve

Why choose yellow.ai?
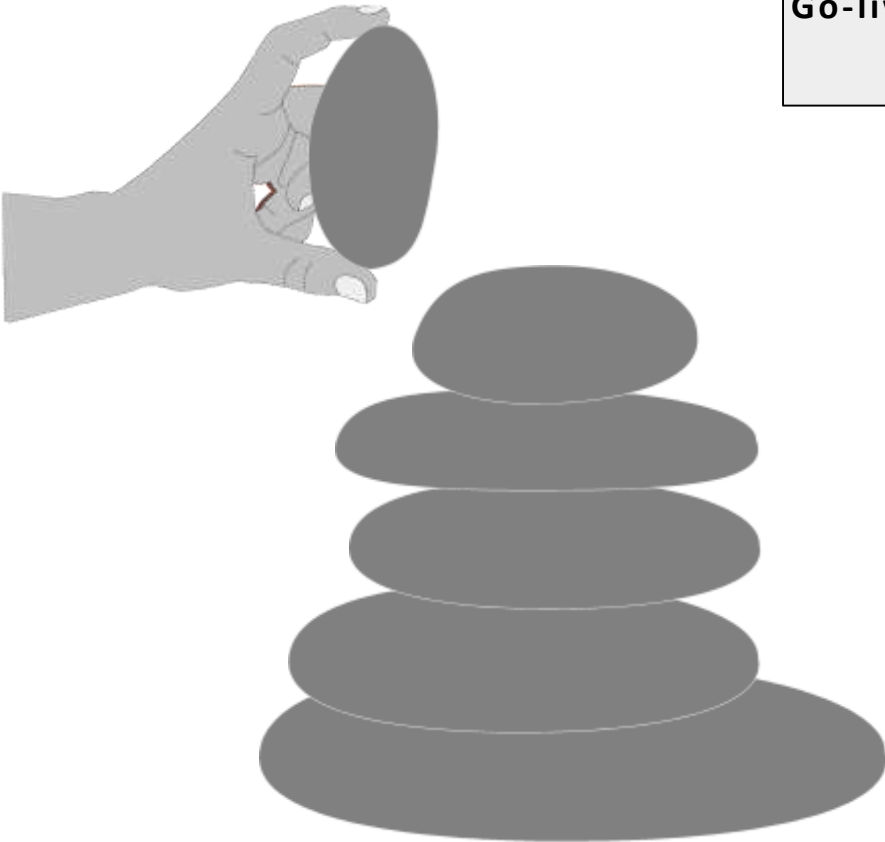
Go-live Strategy : Super Quick WhatsApp Deployments
(WA account live 5 - 10 days)

Government Schemes Understanding

24/7 Customer Service

Complaint handling & Automated Feedback

Customer Education

Multilingual Support

FAQ Handling

Push Notifications

Voice Enabled on Chat

Voice Enabled on Chat

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DEMOS

HR Feedback Call

Insurance Policy Details - ENGLISH

Insurance Policy Details - HINDI

Collections Call - US ENGLISH

Collections Call - HINDI

ITMS Automation - ENGLISH

Agriculture Insurance - HINDI

Renewal Calling - ENGLISH

Electricity Complaint - HINDI

Telemedicine - US ENGLISH

Lead Generation - ENGLISH

Collections Call (Customer Paid) - HINDI
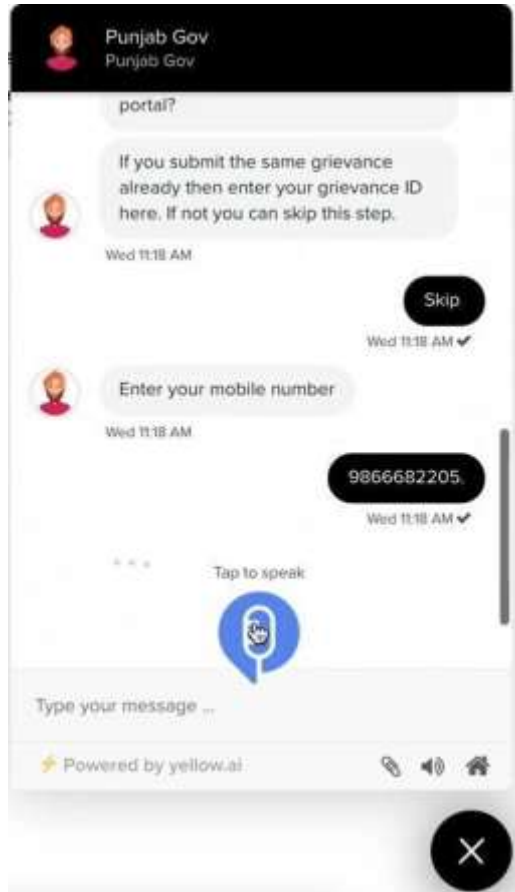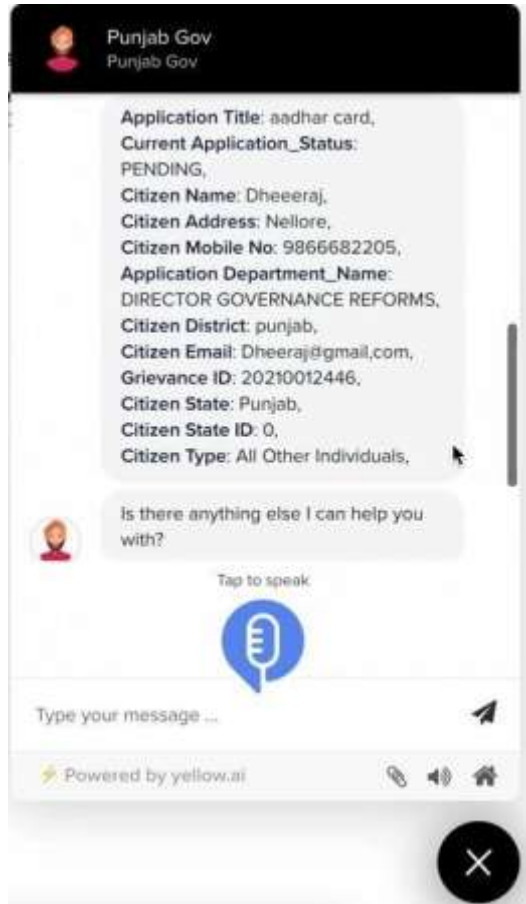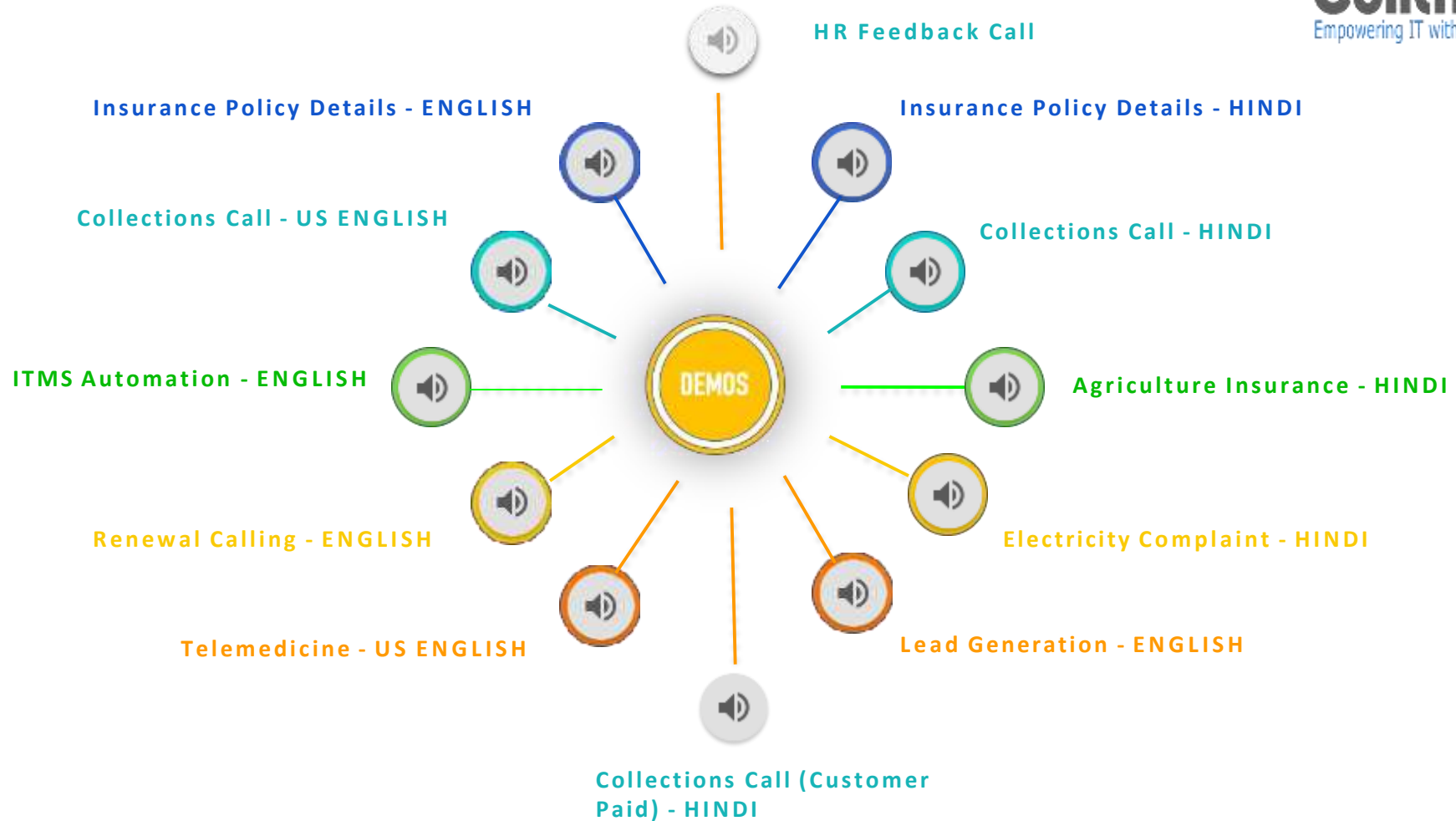
Digital **Enablement** Roadmap

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03 TRANSFORMATION

Actions
Factory model, Increased velocity of bot delivery
Evangelization, drive citizen bot developer program, Hackathons

Outcomes
AI/Automation first mindset
Sustain change

02 EXPANSION

Actions
Cover all key functions, leverage learnings from pilot
Monitoring & Optimization through analytics dashboards
Set up training & programmatic learning services

Outcomes
Continue to achieve KPI metrics
Increased backlogs for bot implementations
Knowledge base, COE plan, Tools and guidelines

01 EARLY ADOPTION

Actions
Establish Digital Enablement Program Office
Use case evaluation and prioritization
Identify sponsors, adoption evangelists
Implement prioritized use cases

Outcomes
Finalized KPIs, Value delivery, superior customer experience

CHANGE MANAGEMENT
CULTURE AND GOVERNANCE

Delivery Methodology

DEFINE	DESIGN	IMPLEMENT	ACCEPTANCE TESTING	GO- LIVE	ON-GOING BOT TRAINING & ENHANCEMENT

What YM Team Does

DEFINE	DESIGN	IMPLEMENT	ACCEPTANCE TESTING	GO- LIVE
• Design workshops covering Functional, UI, conversation, integration requirements	• Channel account setup • Design journeys • Test API integration • UI development	• Develop journeys • Integrate APIs • Acceptance test cases • Analytics design and development • Quality Assurance • Early preview	• Prepare UAT Test cases, BOT guide (optional) • Hand over for UAT • Fix bugs	• Deploy in production • Smoke test • Go-Live

What customer Team Does

DEFINE	DESIGN	IMPLEMENT	ACCEPTANCE TESTING	GO- LIVE
• Business flow of BOT • API doc, Environment details for access • List of FAQs • Channel account • Brand guidelines, Bot Persona • Review requirements spec	• Ongoing Clarifications • Pending inputs • Conversation flow sign-off • Utterance guidance	• Ongoing clarifications • Support API integration • Guidance to curate training data	• BOT testing • Raise bugs / issues	• Final sign-off

Team structure and Escalation Matrix

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CEO

SVP, Global Delivery

Dir / Sr. Dir. Delivery

YM – STUDIO TEAM

Customer Team

PROJECT MANAGER

TECHNICAL LEAD

FUNCTIONAL LEAD

INFRASTRUCTURE LEAD

QUALITY MANAGER

BUSINESS SME/UAT

DELIVERY MANAGER

BUSINESS ANALYST

SOLUTION ARCHITECT

TEST ANALYST

DEVELOPER

UX & SERVICE DESIGNER

CONV DESIGNER

VP, Adoption & Customer success

YM STEADY STATE

CUSTOMER SUCCESS MGR.

SUPPORT ENG.

YM team will work closely with customer for accelerated problem resolution and continued business operations, enabling them to optimize the value of their YM investment

Process setup for rich customer experience. escalation matrix for customer queries and concerns.

Incident rectification, service request response, applicable improvement on bot maintenance and platform support

Scope Statement

business need

Developing and deploying a chatbot on whatsapp for grievance registration and status tracking

scope overview

- 3 Journeys
- 35 FAQs
- 7 API integration
- Language: English, Hindi

Key Milestones

Dependency on client, developer, whatsapp team and integration.

1	2	3	4
Flow sign off	Development	UAT	Deployment

1 — Flow sign off
- **Design structure**
- **Gather media**
- **CRM/API details**
- **Content**
- **FAQ**

2 — Development
- **Develop journeys**
- **Integration**
- **WABA setup**

3 — UAT
- **Bot review**
- **Incorporate feedback**
- **API testing**

4 — Deployment
- **Golive**

Tasks and Ownership

task	task owner
flow changes/media/content	Yellow
FAQ	DoGR
API discussion	Yellow + DoGR
develop journeys	Yellow
API integration	Yellow + DoGR
UAT	DoGR
WABA prerequisites	Yellow

Implementation & Project Plan

Go-Live

M1			
Week 1	Week 2	Week 3	Week 4

Setup
- Design Thinking workshop
- Discuss & Approve BOT flows
- Discuss & Approve Integration plan
- Share Integration Information

Design and Configure
- Analyse & Build Bot Flows
- Application Integration Plan
- Build Chatbot
- Client Application Integration

Test and Train
- BOT QA
- Natural Language Training
- Training and Deployment
- User Acceptance Testing

Refine
- Go-Live Refinement of cases (if required)

Key Activities for chatbot

Design Thinking Workshop and Case Selection
- Cross functional design thinking workshop focused on chatbots – long list of prioritized use cases
- Discuss & approve BOT flows & integration plan

Design and Configure
- Cross functional BOT integration & platform deployment
- Sequencing of use cases deployment by function
- BOT deployment of selected use cases

Test and Train
- BOT QA for the selected cases
- BOT NLP Training
- User familiarization & communication
- Training of Agents on the dashboard console

Refine and roadmap
- Solution tweaked and ready for scale up
- Finalise chatbot implementation roadmap

24

Escalation Matrix

Delivery Manager		
Business Lead		
CPO		

How government CIOs can leverage conversational AI to deliver more personalized, digital services to their citizens

Development specific use cases to tackle challenges

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400+ million WhatsApp users in India, makes it the most preferred channel of communication

Design and conduct **thousands for surveys** to understand the socio-economic condition of citizens in this category

Since majority of backward class citizens are looking for a means to earn their living. Here they can **search for jobs** in their interest of areas as well as government can **post all upcoming jobs** with details on number of reserved seats

Auto-creation of CVs by collecting data in regional languages

Broadcast notifications and alerts like latest updates, welfare schemes and policies, etc can be enrolled systematically **360 deg. lifecycle tracking** and ensuring social benefits are received

24/7 customer helpdesk providing authentic information and solutions to citizens

Can handle **large scale and diversity of queries** coming from thousands to millions of users

Impact created by yellow.ai on Citizens

More Power to Citizens with a Secure Government Chatbot

Augment Transparency and Credibility with a Conversational Government

Always Accessible and Instantaneous Citizen Assistance

Speed up Service and Enhance Citizens' Experience

Conversational AI for Good Governance

A Single Window to Access Multiple Governmental Services

The preferred digital assistant platform of enterprises

THANK YOU