Tech Mahindra Partners with Yellow.ai to Transform Enterprise Customer Experiences with Conversational AI

Technology

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Partnership is aimed at redefining the way enterprises connect with customers, employees, and vendors

New Delhi – February 7, 2022 - Tech Mahindra, a leading provider of digital transformation, consulting, and business re-engineering services & solutions, today announced a collaboration with Yellow.ai, the world's leading next-gen total experience (TX) automation platform to transform enterprise customer experiences with conversational Artificial Intelligence (AI). The partnership is aimed at redefining the way enterprises connect with customers, employees, and vendors.

As part of the partnership, Tech Mahindra and Yellow.ai will work towards developing next-gen conversational-AI solutions to elevate omnichannel capabilities such as Enterprise Resource Planning (ERP), Human Resources Management System (HRMS), Supply Chain Management (SCM), and Customer Relationship Management (CRM). These implementations will help

reduce costs, optimize resources, improve response time, and provide intelligent insights to enterprises across the globe, serving key industry verticals such as telecommunications, media & entertainment, energy & utilities, automotive, healthcare, retail, and manufacturing.

Birendra Sen, Head, Business Process Services, Tech Mahindra, said, *"As organizations across the globe are shifting from transactional to conversational business model, we believe that conversational CX and EX solutions will revolutionize the way they do business. Our partnership with Yellow.ai is aimed at driving digital transformations in the CX and EX space. Together, we aim to redefine the way enterprises connect with their customers and employees by personalizing their interactions."*

This partnership will enable enterprises to provide personalized experiences to customers and employees. The joint offering will support a diverse set of solutions across a variety of platforms including, conversational chatbots and voicebots for live chat, email support, and ticket management. These features will support conversational campaigns & surveys, provide analytical insights, and enable customer experience automation & full-stack experience automation for IT, HR, and P2P.

Raghu Ravinutala, CEO and Co-Founder, Yellow.ai, said, *"We are breaking new ground with Tech Mahindra to give enterprise customers a competitive advantage with greater efficiencies across business processes. With our joint offerings, we aim to redefine how enterprises connect with their*

customers, employees and vendors. Combining a conversational layer built on our rich NLP engine with Tech Mahindra's deep expertise in optimizing day-to-day business activities, our objective is to transform the future of work across a broad set of industries."

Tech Mahindra believes in DigitALL philosophy for comprehensive Business Transformation. Digital technologies catalyze the transformations – they humanize businesses by helping them think, sense, connect, communicate, secure, and act better than before. As part of NXT.NOWTM framework, which aims to enhance 'Human Centric Experience', Tech Mahindra focuses on investing in emerging technologies and solutions that enable digital transformation and meet the evolving needs of the customer.

About Yellow.ai

Yellow.ai is the world's leading next-gen Total Experience Automation Platform, that aims to make every conversation fulfilling and delightful for your customers and employees. The platform is trusted across 70+ countries by 1000+ enterprises, including Domino's, Sephora, Hyundai, MG Motors, Bajaj Finserv, Food Panda, Bharat Petroleum, Biogen International, Edelweiss Broking, Siemens Limited, Waste Connections, American Bureau of Shipping, Carrefour, Kuwait Food Company (Americana), Choithrams, Amouage Oman, Arabian Radio Network and Tata. Powered by Dynamic AI agents for enterprises, the company aims to deliver human-like interactions that boost customer satisfaction and increase employee engagement at scale, through

its no-code/low-code bot builders. Recognised by Frost & Sullivan, Gartner, IDC, and G2 crowd as a leader, the company has raised more than $102M from blue-chip investors and has offices across six countries.

For inquiries, please contact:

Anujaa Singh, PR & Communications, Yellow.ai

Email: anujaa.singh@yellow.ai

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise. We are a USD 5.2 billion organisation with 121,900+ professionals across 90 countries, helping 997 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies, including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end to end digital transformation for global customers. Tech Mahindra is one of the fastest-growing brands and amongst the top 15 IT service providers globally. Tech Mahindra has consistently emerged as a leader in sustainability and is recognised amongst the '2021 Global 100 Most sustainable corporations in the World' by Corporate Knights. With the NXT.NOW framework, Tech Mahindra aims to enhance 'Human Centric Experience' for our ecosystem and drive collaborative disruption with synergies from a robust portfolio of companies. We aim at delivering tomorrow's experiences today and believe that the 'Future is Now'.

We are part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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For more information on Tech Mahindra, please contact:

Abhilasha Gupta, Global Corporate Communications and Public Affairs

Email: media.relations@techmahindra.com;

Tags :

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