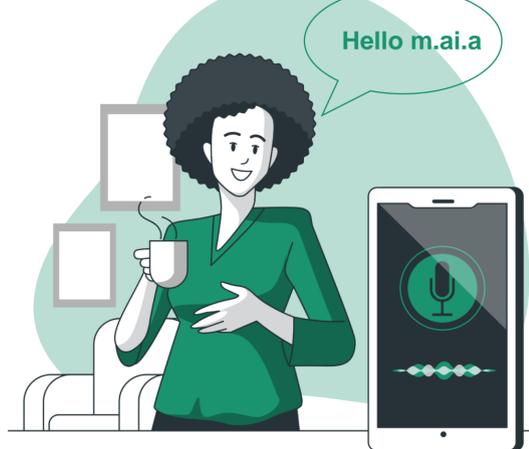
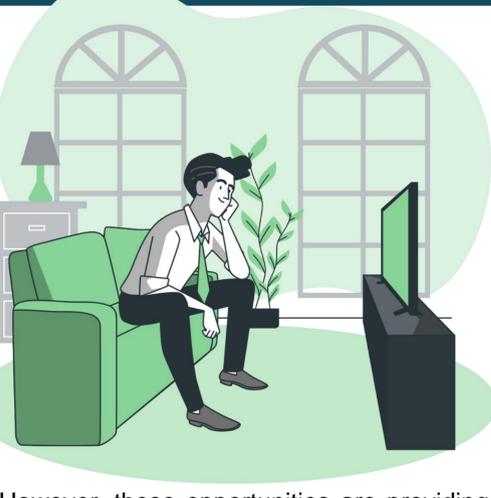


Meet m.ai.a in Media & Entertainment

m.ai.a is Tech Mahindra's **cognitive human-like voice assistant** that harnesses the power of Artificial Intelligence and Natural Language Processing to solve simple to complex customer queries providing a frictionless & seamless experience to consumers. m.ai.a digitally augments customer support center and greatly improves support efficiency.



Covid 19 Impact on Media & Entertainment



As more and more people are home bound due to Covid 19, there has been a perceptible increase in Media and Entertainment content consumption.

People are now exposed and are getting accustomed to a variety of content. While outdoor media & entertainment consumption models are witnessing a dramatic fall, the new normal in this industry is shifting towards digital viewership and online content, demanding quality of engagement from the brands.



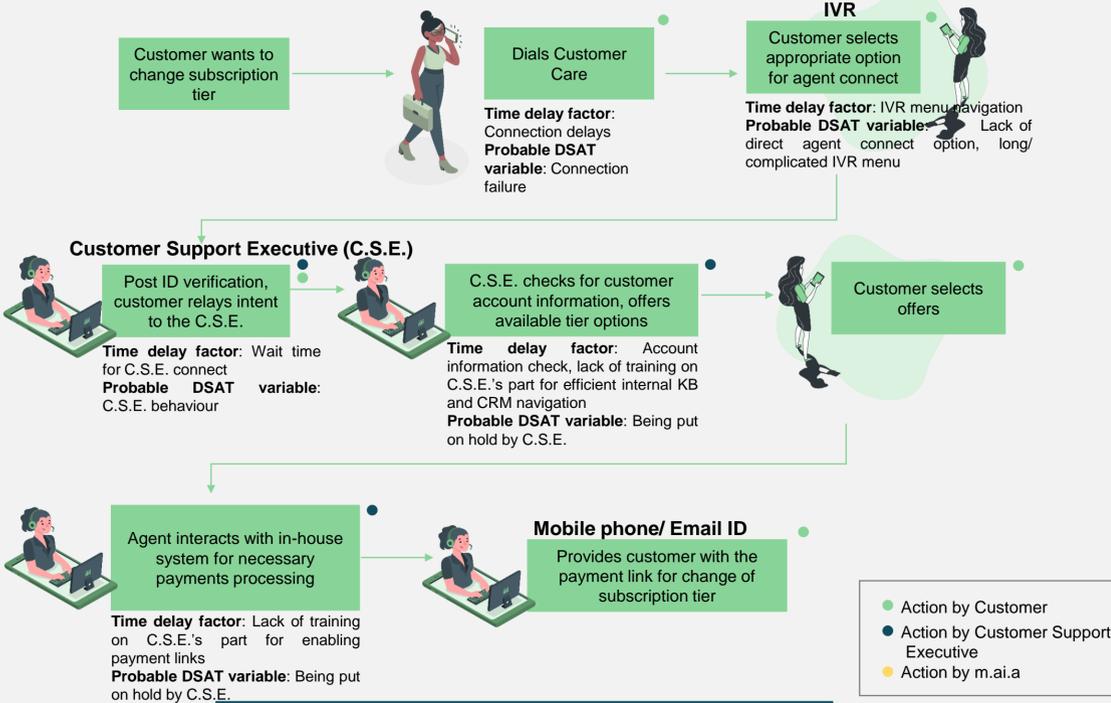
However, these opportunities are providing the brands a chance to build new revenue streams but is constantly heaving a huge amount of pressure on the customer support center for quick resolve and delivery.

Organizations who capitalize on new technologies to meet such customer expectations are likely to differentiate themselves from the crowd and leave long-term, positive brand imprint in the customer's mindset.

Realizing this need of enhanced customer experience, m.ai.a provides the right solution to the brands.

m.ai.a's Capability

Conventional Customer Support Center



m.ai.a enabled Customer Service

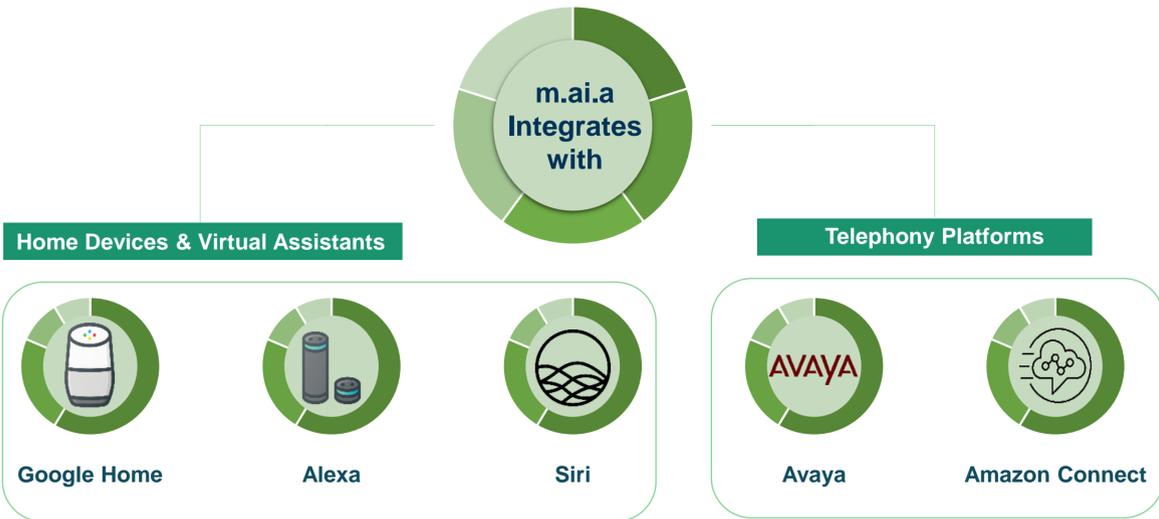


Benefits of m.ai.a

- ✓ Providing Always-On support
- ✓ Improving query resolution speed and accuracy
- ✓ Increasing rate of First Contact Resolution
- ✓ Shorter customer journey
- ✓ Minimal customer interaction required for greater CX
- ✓ Empower customers through Next Gen self-service
- ✓ Multi-platform customer support centre accessibility (m.ai.a can be integrated with Alexa, Google bot etc.)
- ✓ Reduced dependency on customer support executive leading to cost optimization
- ✓ Client preferred standardization of journey for end customers
- ✓ Eliminate wait time and provide better customer experience thereby improving after-sales support and profitability.
- ✓ Provide multi-lingual support



Integrations



The uncertainty due to Covid19 is presenting enterprises with both risk and opportunity to create a longer-term benefit from increased customer brand perception and loyalty. Superior CX is achievable only with quick decision and Next Gen Technology.

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