

Meet m.ai.a - Re-Inventing Retail Customer Experience

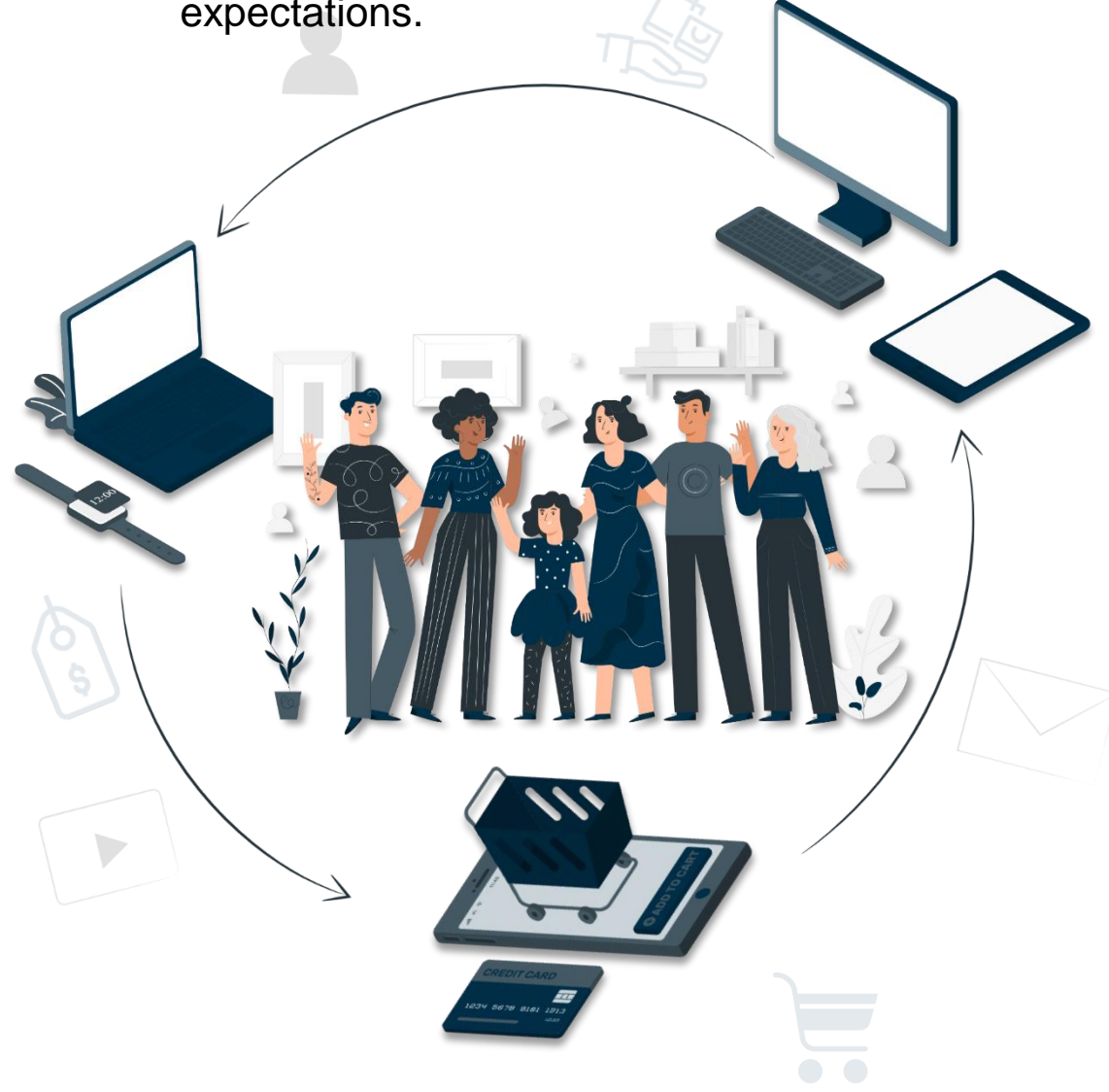
The characterized and ever changing shopping behavior of millennials & Gen Xers have created a paradigm shift in the retail business. Increase in acceptance of digital multi channel platforms and cross device shopping have encouraged brands to prioritize customer experiences largely in the digital sphere and replace conventional methods to deliver customer focused experience.

86% of buyers are willing to pay more for a great customer experience making it a key differentiator for the brands (PWC*).

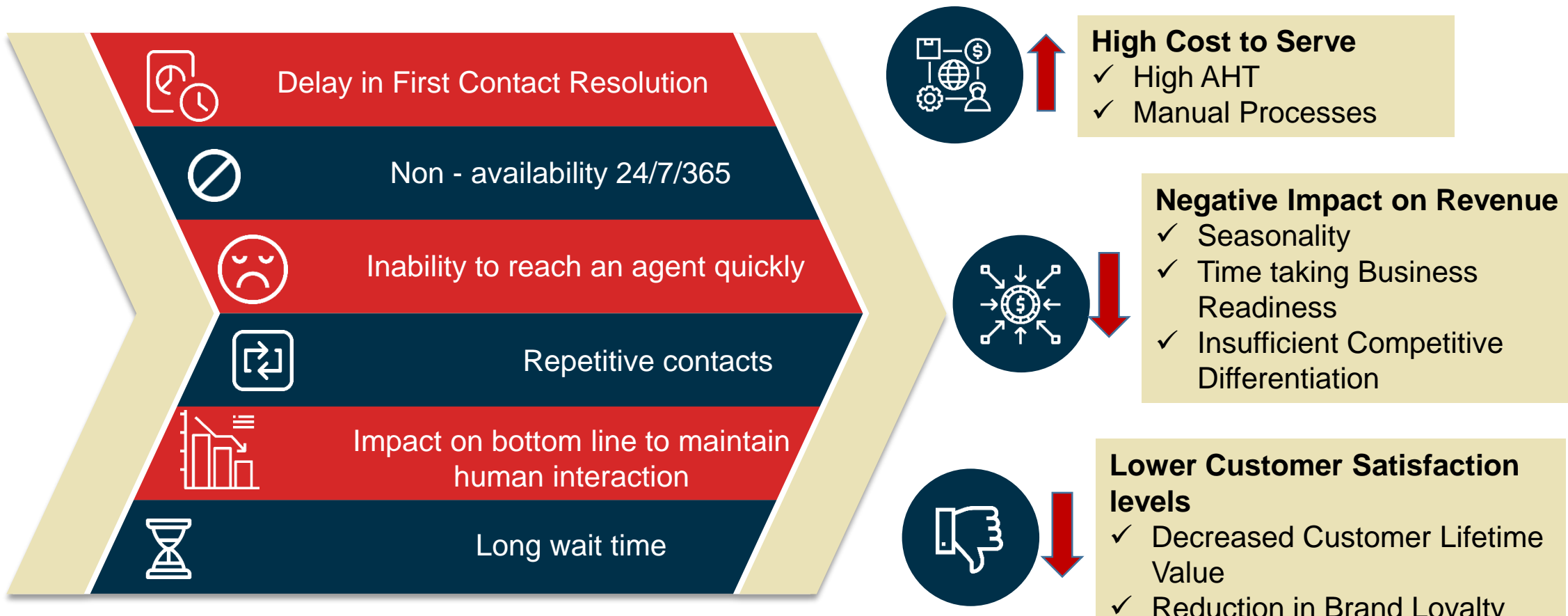
47% of consumers have made the choice to switch to a different brand due to bad customer service (Microsoft*).

96% of consumers say customer service is an important factor in their choice of loyalty to a brand (Microsoft*).

To gain a loyal base of customers, brands now need to revolutionize colonial traditional models of support to meet customer's liquid expectations.



Limitations in Traditional Customer Support



Who is m.ai.a



Introducing m.ai.a a 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.

m.ai.a Enables Seamless Customer Experience

- ✓ m.ai.a's integrates with telephony devices & smart devices for easy implementation across interactive channels
- ✓ m.ai.a increases customer lifetime value
- ✓ m.ai.a easily adapts to customer journey of the organization
- ✓ m.ai.a enhances customer experience and promotes efficiency and cost-effectiveness
- ✓ m.ai.a enables deeper brand engagement and increases brand recall value



What can m.ai.a do

m.ai.a is capable of interacting with customers in a human like conversation which helps brands to address complex or easy customer queries instantly.



- Potential Call Deflection by m.ai.a**
- ~50-60% Product Support (Product Details, Discount & Offers, Policy Related Queries)
 - ~20-30% Order Placement (Account Related, Website/App Error, Product Availability)
 - ~50-60% Payment queries (Payment Mode, Payment Errors, Invoice related)
 - ~40-50% Order Status (Where is my Order?, Order Amendment, Incorrect delivery update)
 - ~20-30% Returns & Refunds (Return Policy, Refund not Received, Refund Modes, Return not Approved)

Effectively handle seasonal spikes in volumes & Natural BCP

Hyper-personalized experiences

~50-60% calls can be transferred to m.ai.a leaving agents to support complex issues

Higher propensity to purchase

Value Envisaged

Reduced Cost

- ✓ Reduction in Low-Value call volumes
- ✓ Reduced AHT
- ✓ Drive self-serve capability with human-like interaction

Increased Revenue

- ✓ Higher sales conversion
- ✓ Increased Average order value
- ✓ Drive cross-selling & Upselling

Increased CX

- ✓ Faster resolution to queries
- ✓ Reduced average handling time
- ✓ Around the clock, multi lingual support

m.ai.a a New Normal for Retail Industry

Retail had predictive indicating surge in transaction lately, without taking into account the abnormal that the world is facing. Opportunities which might have hit hard to few industries have actually taken a major turn in the Retail industry which is according to Deloitte taking a brand into contemporary changes which will become the New Normal.

Organization need to be agile to understand these changes to be able to adapt and implement advances solutions to keep ahead of competitiveness. m.ai.a is the new normal for the retail industry as it adds the advanced layer of customer experience with a greater expertise of the inundated innovation techniques proven for long.

**Looking to transform your
retails industry? Get in touch
with us**