

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 center and greatly improves support efficiency.

# **Current Challenges in the Telecom Industry**



1.Increased volume of calls in Call Centers & handling distress customers

2.Long wait times and dropped connections

1. Retail and in-person service impacted because of store closures

2. Customer's Behavioral Change



- 4. High transaction with minimal man power
- 5. Bad impact on CXX, cycle time, TAT, et al
- 6. Huge Revenue/Sales loss

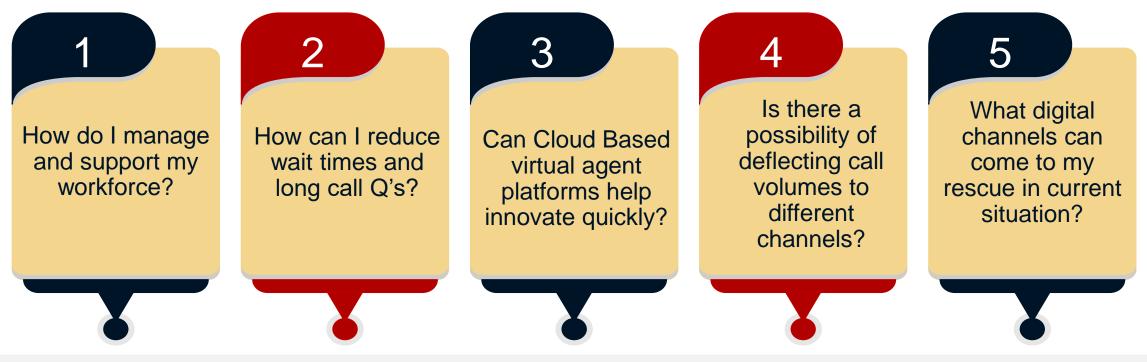
**Business** 



3. Due to lockdown customer are using more data & thus impacting network traffic
4. Information loss on network/data due to high wait time in front & back house

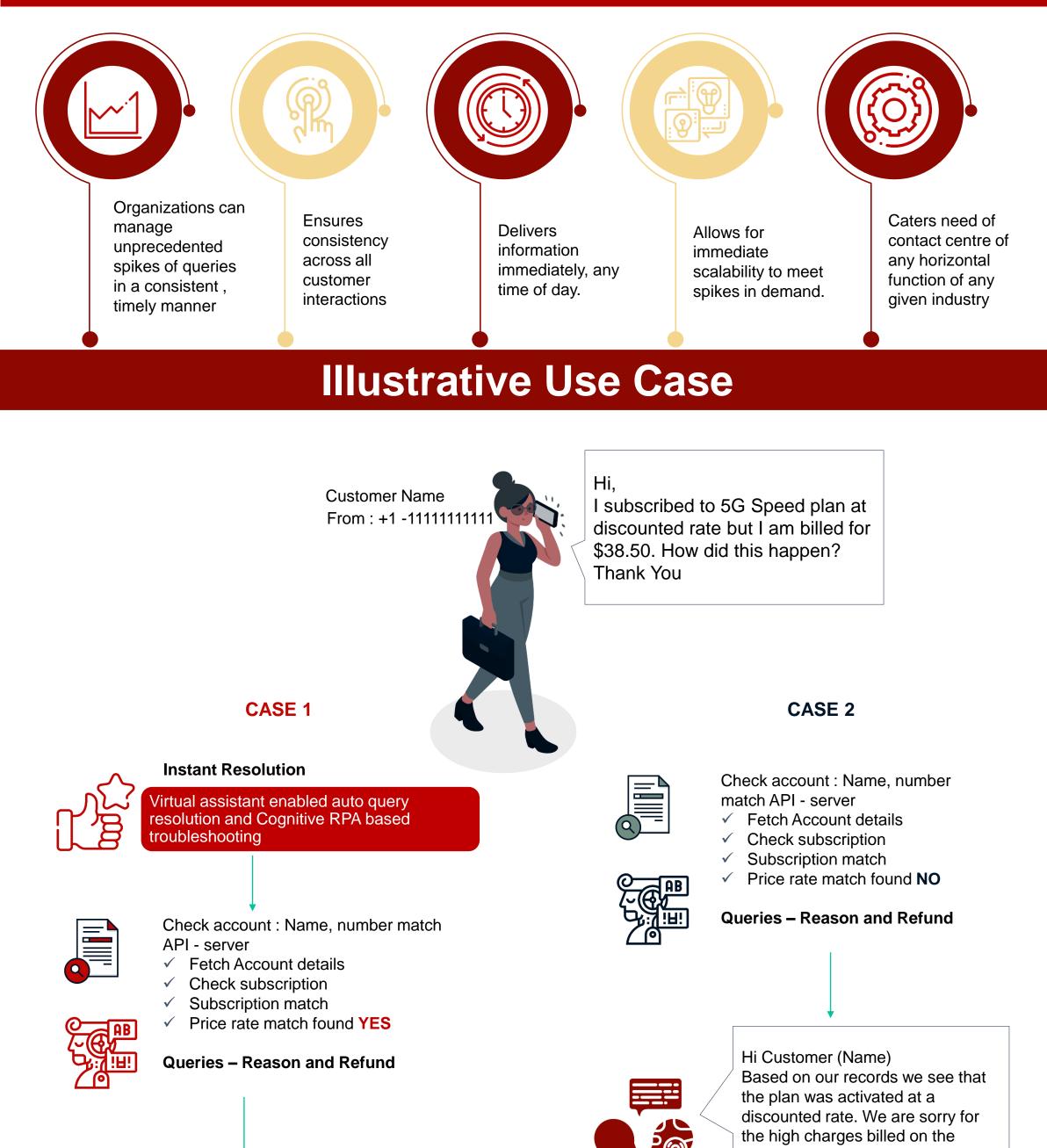
#### Consumers

## Hard-hitting Questions Which Needs To Be Immediately Addressed

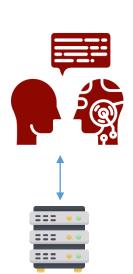


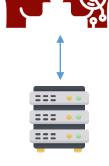
The Need of The Hour is to Accelerate Digitization & Automation

# Conversational AI powered Virtual Assistant for Customer Self Service – m.ai.a



Hi Customer (Name) Based on our records you had subscribed on ## date for Unlimited 5G Speed Boost plan at \$38.50. Sorry we will not be able to provide a refund. We can help you provide option to change the plan. Please visit



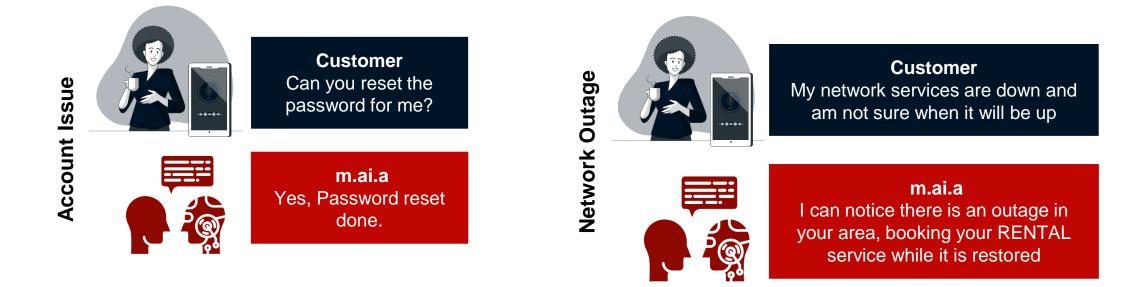


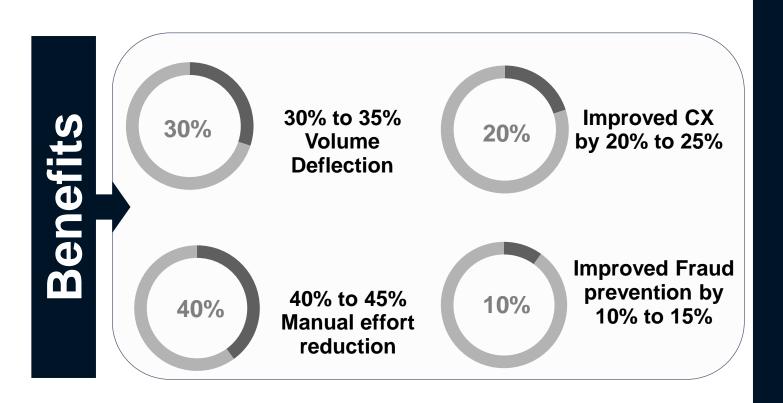
account.

I have refunded the \$13.05 to the source.

Request you to keep a track of your current plan and usage via 'My Account Session'

### **Other Use Case Examples**





Get In Touch With Us to Know More