



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

Business	Consumers
<ul style="list-style-type: none"> 1. Increased volume of calls in Call Centers & handling distress customers 2. Long wait times and dropped connections 3. Call centers are short-staffed 4. High transaction with minimal man power 5. Bad impact on CXX, cycle time, TAT, et al 6. Huge Revenue/Sales loss 	<ul style="list-style-type: none"> 1. Retail and in-person service impacted because of store closures 2. Customer's Behavioral Change 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

Hard-hitting Questions Which Needs To Be Immediately Addressed

- How do I manage and support my workforce?
- How can I reduce wait times and long call Q's?
- Can Cloud Based virtual agent platforms help innovate quickly?
- Is there a possibility of deflecting call volumes to different channels?
- What digital channels can come to my rescue in current situation?

The Need of The Hour is to Accelerate Digitization & Automation

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

- Organizations can manage unprecedented spikes of queries in a consistent, timely manner
- Ensures consistency across all customer interactions
- Delivers information immediately, any time of day.
- Allows for immediate scalability to meet spikes in demand.
- Caters need of contact centre of any horizontal function of any given industry

Illustrative Use Case

Customer Name
From : +1 -1111111111

Hi,
I subscribed to 5G Speed plan at discounted rate but I am billed for \$38.50. How did this happen?
Thank You

CASE 1

Instant Resolution

Virtual assistant enabled auto query resolution and Cognitive RPA based troubleshooting

Check account : Name, number match API - server

- ✓ Fetch Account details
- ✓ Check subscription
- ✓ Subscription match
- ✓ Price rate match found **YES**

Queries – Reason and Refund

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

CASE 2

Check account : Name, number match API - server

- ✓ Fetch Account details
- ✓ Check subscription
- ✓ Subscription match
- ✓ Price rate match found **NO**

Queries – Reason and Refund

Hi Customer (Name)
Based on our records we see that the plan was activated at a discounted rate. We are sorry for the high charges billed on the 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

Account Issue	<p>Customer Can you reset the password for me?</p> <p>m.ai.a Yes, Password reset done.</p>	Network Outage	<p>Customer My network services are down and am not sure when it will be up</p> <p>m.ai.a I can notice there is an outage in your area, booking your RENTAL service while it is restored</p>
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Benefits

30%

30% to 35% Volume Deflection

20%

Improved CX by 20% to 25%

40%

40% to 45% Manual effort reduction

10%

Improved Fraud prevention by 10% to 15%

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