

Jio Haptik's GenAI Customer Experience Suite "Contact" Now Available in the Microsoft Azure Marketplace

AI innovator Jio Haptik today announced the availability of its GenAI-powered customer experience suite Contact on the [Microsoft Azure Marketplace](#), an online store providing applications and services for use on Azure. Jio Haptik customers can now take advantage of the productive and trusted Azure cloud platform, with streamlined deployment and management.

Contact is a suite of GenAI applications comprising AI assistant for pre- and post-purchase support, an integrated copilot with smart agent chat to augment agents for better efficiency, and comprehensive analytics to track customer support KPIs and streamline operations with AI-powered recommendations.

Contact's capabilities are powered by its integration with the combination of large language models (LLM) GPT-4o mini and GPT-4o, helping enterprises automate customer queries through human-like conversations at scale. Support agents have GenAI at their fingertips, unlocking productivity and ensuring customer satisfaction through reduced first-response times and consistency in query responses. Contact's custom analytics dashboards empower customer support leaders to monitor agent performance and adherence to SLA agreements, and customer outcomes to drive performance and service improvements backed by actionable data.

Jio Haptik CEO Ahshad Jussawala said, "Contact is built to seamlessly fulfill the modern enterprise's requirements of an AI-first, scalable customer experience platform. By making it available on Microsoft Azure Marketplace, we can connect with millions of customers."

"Microsoft Azure Marketplace welcomes Contact by Jio Haptik, which joins a cloud marketplace landscape predicted to grow revenue 500% from 2022 to 2025," said Jake Zborowski, General Manager, Microsoft Azure Platform at Microsoft Corp. "Thanks to Azure Marketplace and partners like Jio Haptik, customers can do more with less by increasing efficiency, buying confidently, and spending smarter."

About Haptik

Jio Haptik has pioneered AI-powered innovation since 2013, processing 20B+ AI-driven Interactions across 10+ channels and in 135 languages for 500+ enterprises. The company is an OpenAI partner, and represents India at the World Economic Forum's (WEF) AI Governance Alliance, helping advance key perspectives on ethical and responsible AI adoption. It's helping brands transition to Generative AI and unlock business outcomes at scale. The company is a Category Leader across platforms including Gartner, G2, Opus Research, and more. Its prominent clients include Jio, Paytm, Adani, Paisabazaar, Puma, Whirlpool, and more.