ORI

Cognitive Conversations that
## "Redefine Customer Communications in the Digital Age"

Next-Generation, AI-driven, Purpose-built Virtual Assistants to
"Deliver 1-2-1 real-time Cognitive Conversations for end-to-end customer engagement"

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- The Value Delivered by ORI – Impact with key clients
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The Problem: Conversations between enterprises and customers are broken

Online Sales

Advertising

Conversations

Customer Life Stage Management
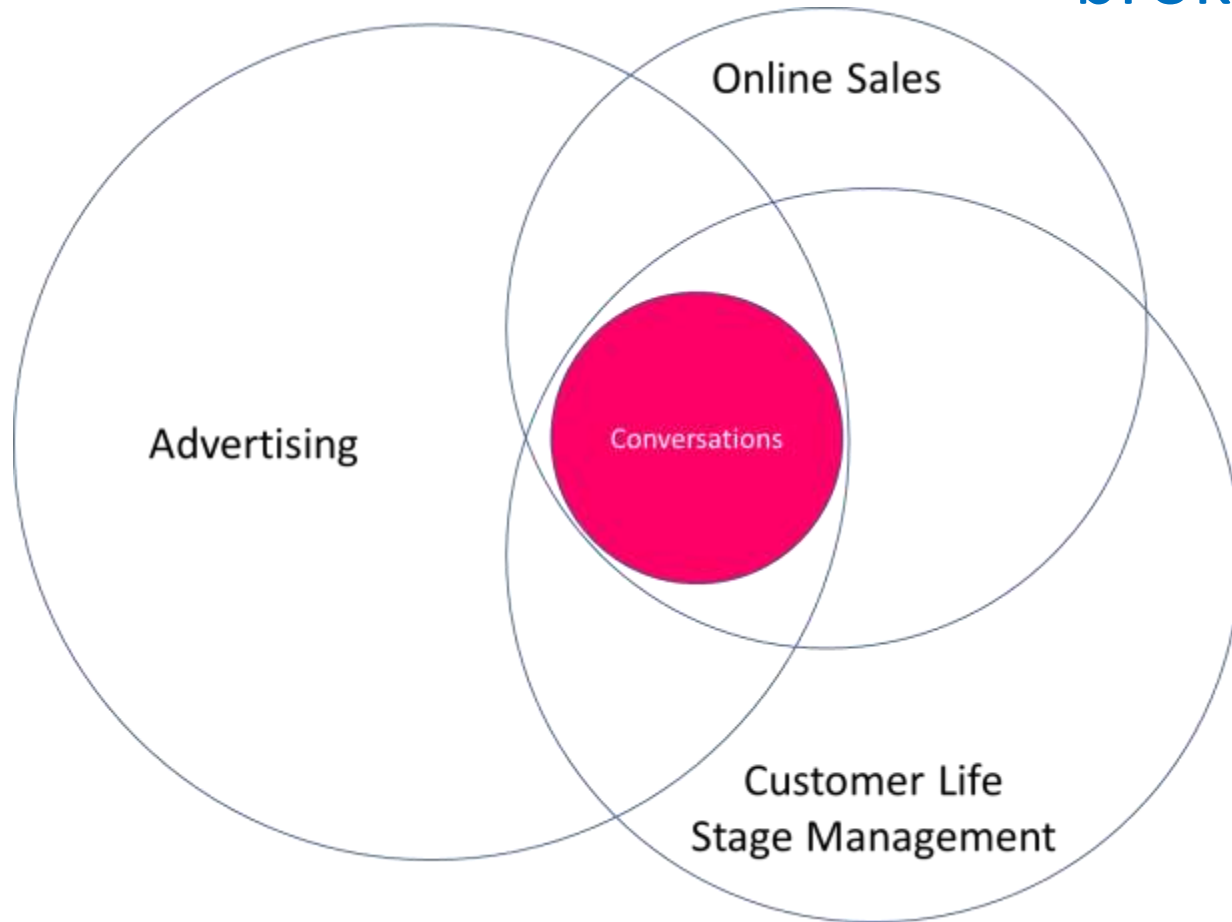
Conversations with customers are evolving at an unprecedented pace. Most enterprises are failing to keep up with this evolution, resulting in direct negative impact on their enterprise-customer relationships, profitability, value and brand image.

There is an urgent need to repair these broken relationships in this pervasively digital age. For this, enterprises must improve their engagement with customers, across all channels, through superior, responsive, on-demand conversations. This will lead to better customer stickiness and lifetime value.

However, this will require rethinking the traditional way of doing things and replacing dated tech.

Challenges with contact centres today include:

| Infrastructure Costs High | FTE Management | Time Consuming | High TAT | Non-Uniform Experience | Queuing |

# The Problem: Existing chat bots have not measured up to the hype

Success rates and resultant customer satisfaction are dismal - simply not good enough.

The conversations that today's chatbots deliver, driven by decision-trees and other arcane technology, can not deliver what is required.

This leads to a very high level of deflections to live chat agents. The result – unsatisfied customers and high costs.

Introducing Cognitive Conversations delivered by ORI's Virtual Assistants. The next generation in AI-driven conversations.

ORI's Virtual Assistants drive profitable customer loyalty with every single conversation and improve constantly.
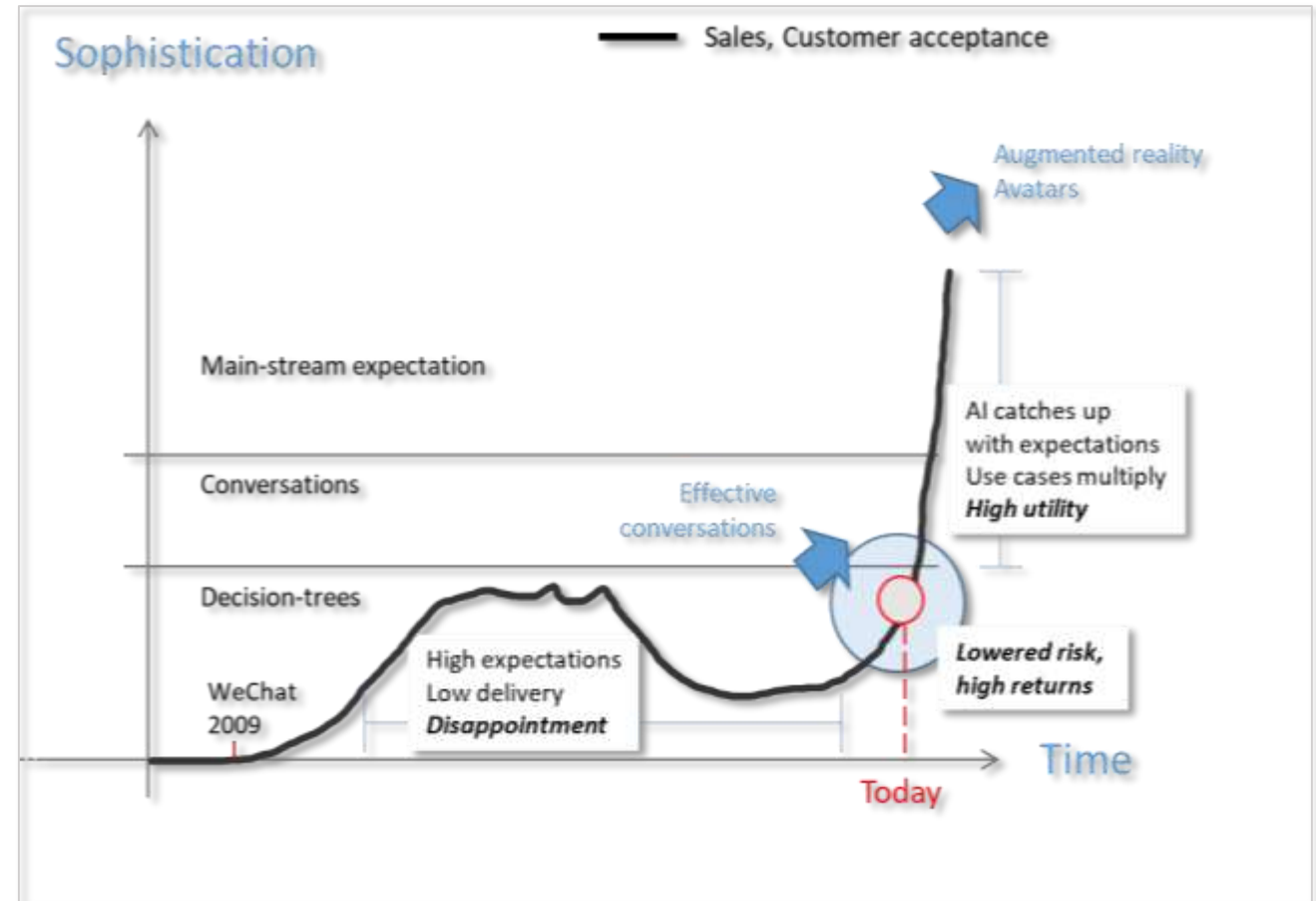
Introducing Cognitive Conversations from ORI

Online Sales

Advertising

Conversations

Customer Life
Stage Management
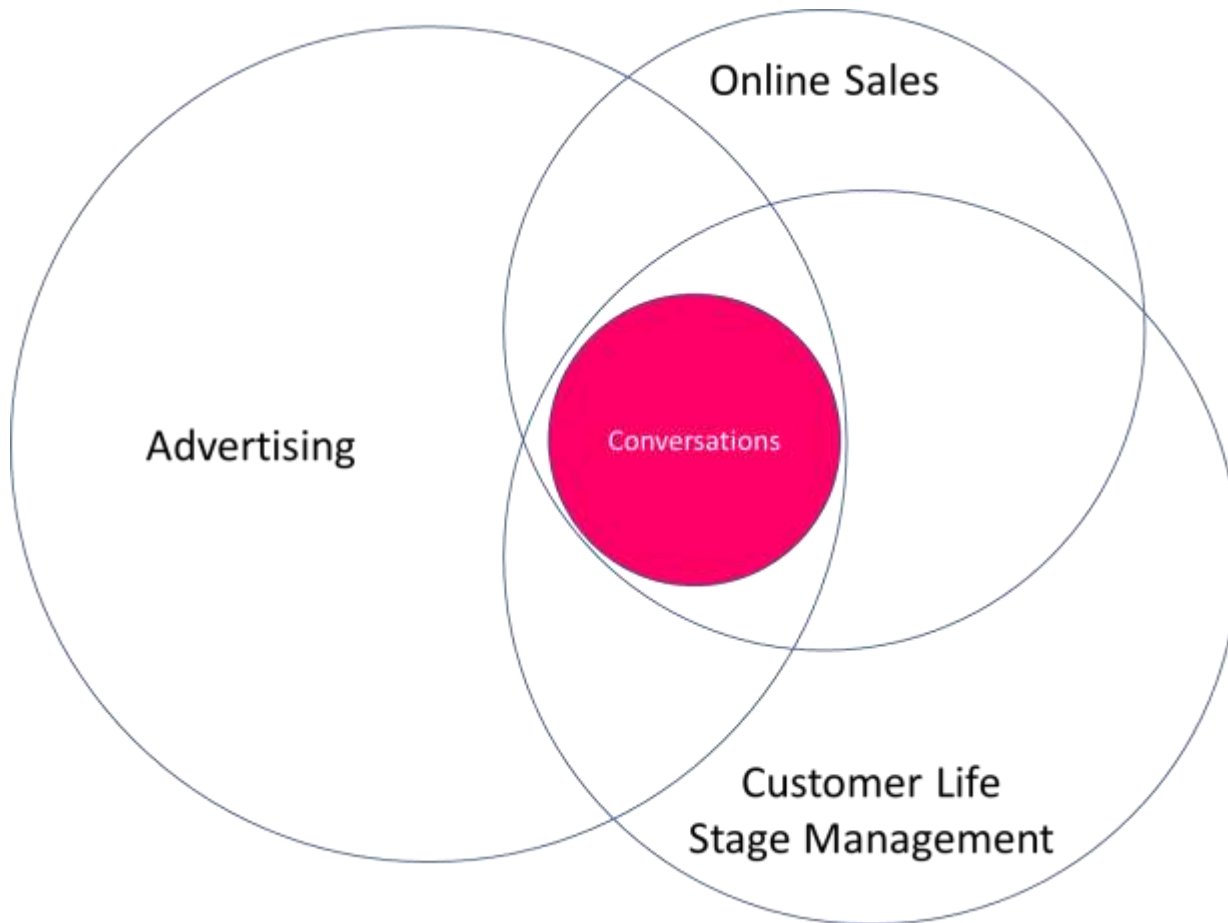
ORI leverages cutting-edge technology and learning algorithms that are constantly learning to deliver "**Cognitive Conversations**" that are genuine, responsive and human-like via voice and text.

Cognitive Conversations: conversations in which we listen, understand, learn, solve. Are context-relevant. Unscripted. Handle tangents. Device agnostic. Channel independent. Multi-lingual, multi-dialect. Empathetic. Relevant. Authentic.

ORI's cognitive conversations work across the customer life-cycle of advertising, online and in store sales and customer management.

ORI drives profitable loyalty with every conversation.

Every bot interaction is designed to drive better customer outcomes to consistently increase Customer Lifetime Value.

Cognitive Conversations are possible because
ORI's solution starts smart and then learns, continuously

ORI's engine, built by AI-experts, learns cognitively with each customer conversation to keep dramatically improving via every single process for every single client.

As we add processes (from across advertising, online and in store sales and customer management), ORI applies learning from thousands of use cases daily to improve still more.

ORI learns from clients across industries. Across geographies. Globally. Our engine is learning constantly. Rapidly becoming infallible.
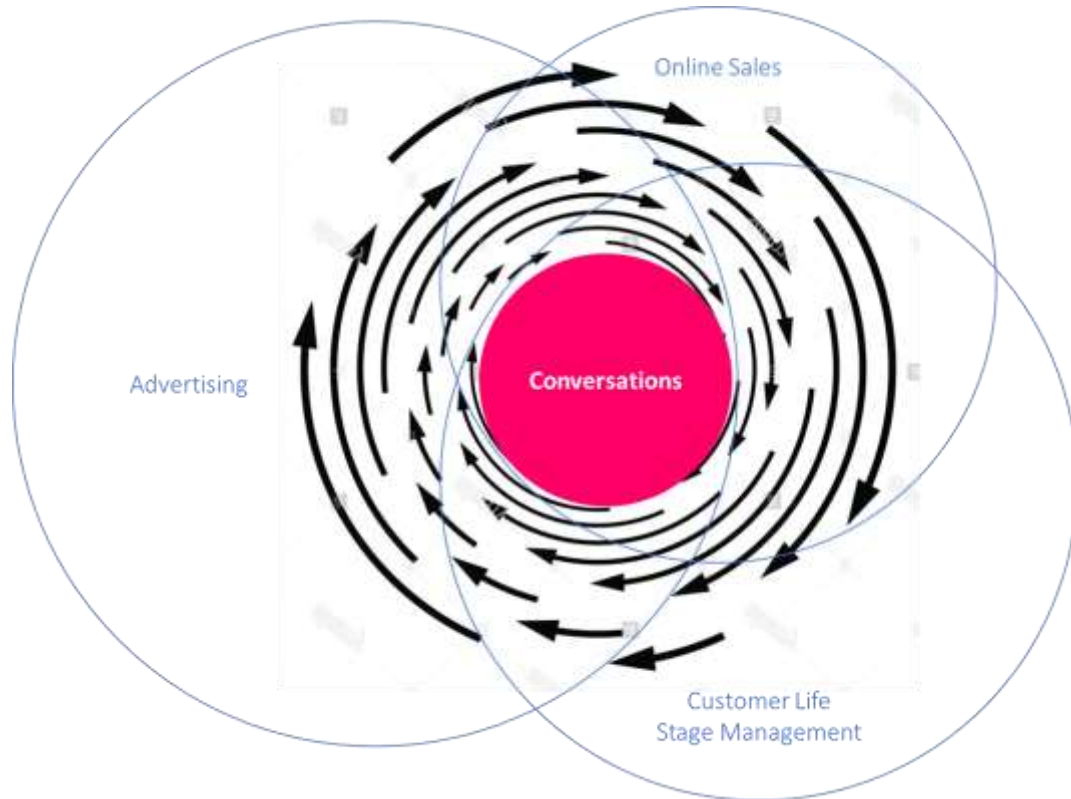
**ORI's edge. Deep Learning. Reinforcement Learning. Hyper-transfer Learning.
Topic Modelling. Brand and context understanding.**

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Solution: Crisper, faster, more responsive digital conversations

> **Every interaction with our virtual assistants is designed to drive better customer outcomes so as to consistently increase Customer Lifetime Value (CLTV)**

Cognitive Conversations

1. Increase revenue per customer (40X increase in conversion effectiveness)

2. Reduce cost of:
   a. Customer management (90%+)
   b. Customer acquisition (50%)

3. Improve customer experience scores

4. Deliver unprecedented real-time, actionable insights; eg:
   a. Revised product nomenclature
   b. Updated marketing campaign

5. Provide unified conversation across all touch points

Significant business impact within 90 days; initial savings within 30 days*

Superior cost and resource management

Better customer experience, leading to improved CSAT and NPS scores;

Better outcomes through every conversation, for every customer

* Assuming pre-built APIs

ORI helps manage customer interactions across all touch points

Better conversions for your **Digital Advertising** spend

Live, remote customer conversations with your **Retail Stores**

Customer Service for everyone, everywhere

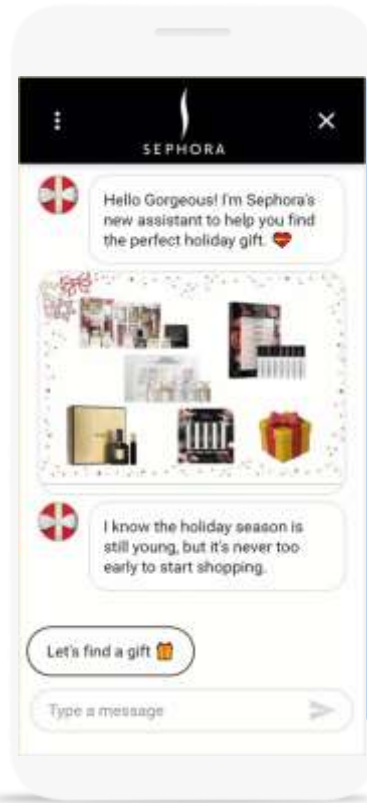**CVM** for your customers, leading to enhanced revenues, better retention

Cognitive Conversations – Sample Use Cases

Brand image building

Deep brand connection to drive awareness and favorability

Guided shopping

Personalized product recommendation based on user preferences

Product education & discovery

FAQ-style conversation to educate consumers and address misconceptions

Demand generation

Generation of high value leads qualified by a set of questions
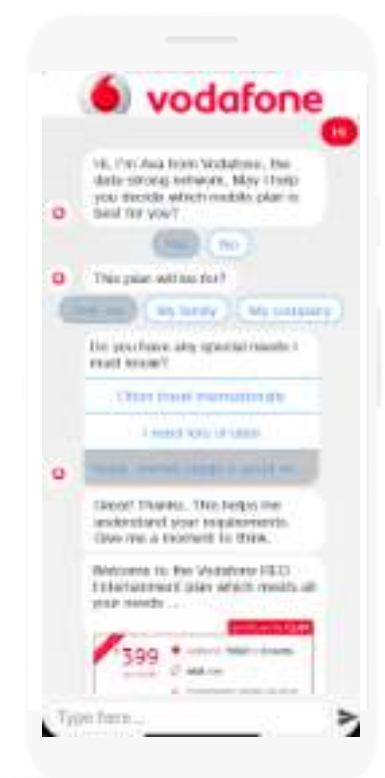
CLM

Customer support, retention, loyalty & CRM

We are limited only by our imagination on how to improve communication with our customers
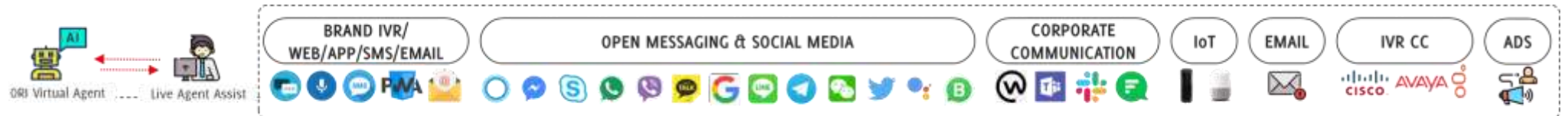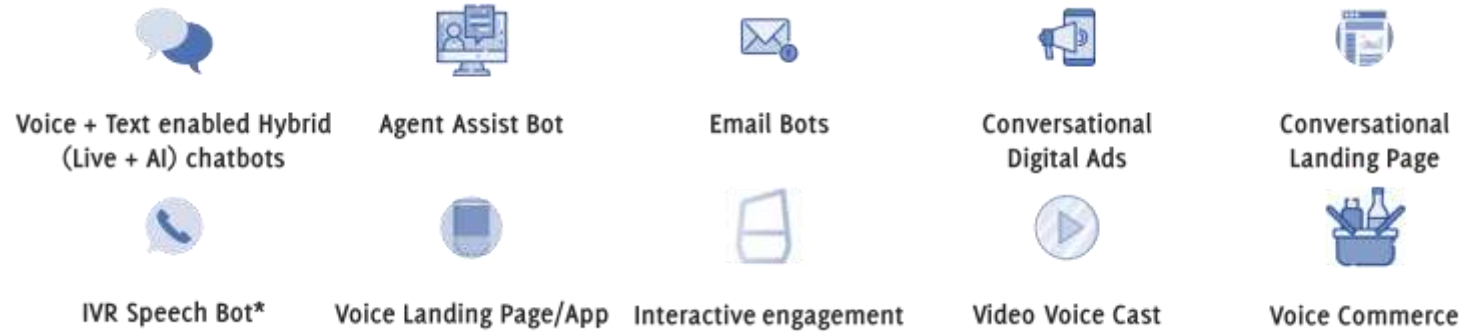
Quickly automate 1200+ use cases

	Acquisition	Conversion	Delivery	Support	Retention	Advocacy & Loyalty
USE CASES	• 1:1 large scale advertising response management • Lead qualification and retargeting	• Propensity model for 1:1 buying journeys • Product & Bundle selections • Dynamic suggestive selling	• Order Management Systems integration • End-to-end tracking	• End-to-end CLM • Billing, Account, Refund & Complaint management • Policy & Compliance	• Preemptive communication experience • Subscription Management • Micro-segmented campaign management	• Churn management • Surveys & Social sharing • Win-back offers and campaigns via micro bots • Manage win-back customer lifecycle
INTEGRATIONS	• Adobe Suite, G-Suite, GMP, DV360 Facebook Ads	• Shopify, Magento, SFMC	• Inventory and Delivery Management	• Zendesk, Salesforce, MS Dynamics, NetSuite, Freshdesk, SFSC	• Loyalty management platforms	• CVM Engines

SOLUTIONS

Voice + Text enabled Hybrid (Live + AI) chatbots

Agent Assist Bot

Email Bots

Conversational Digital Ads

Conversational Landing Page

IVR Speech Bot*

Voice Landing Page/App

Interactive engagement

Video Voice Cast

Voice Commerce

ORI Virtual Agent ···· Live Agent Assist

BRAND IVR/ WEB/APP/SMS/EMAIL

OPEN MESSAGING & SOCIAL MEDIA

CORPORATE COMMUNICATION

IoT

EMAIL

IVR CC

ADS

Digitise 1200+ identified use-cases immediately.
In 15 days ORI bots are up-and-running, at zero risk to business operations.

Deployed the Largest Instances Globally

- Post purchase customer lifecycle management to automate over 750 million annual contact center queries.
- Estimated ~US$100 million in annual cost savings. Won against IBM, Google, Nuance among several others

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- Citizen Insurance lifecycle management for Ayushman Bharat Yojna for 500 million Indians below the poverty line on WhatsApp
- Launched by the Health Minister and Prime Minister of India

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- Voice bot for sales assistance of Tata's new car, Altroz, built with Lowe Lintas.
- First-ever funnel conversion bot, created to bring in test drives. Experienced on screen, smart speaker and in-car.
- 30X conversions compared to the best auto use cases globally

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- Growth assessment bot for Horlicks Growth+ with pediatricians, driving market share against Pediasure.
- Driving brand lift and activation, along with increased revenue

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- Golf tee-time bookings across 100k+ golf courses in over 40 countries over Voice AI. Focused on older TG of golfers
- End-to-end experience (before play → during play → after play) – 25+ countries

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- Customer redressal bot to deflect over 42 million annual contact center queries and increase uptake of services, garnering higher ARPUs
- Won the Microsoft Award for best bot for customer engagement in APAC

- Sales and support across 2200 dealerships for the world's largest 2 wheeler manufacturer, directly from Google search
- Driving digital transformation for decentralized sales

Where ORI Stands

Built to profitably drive incremental loyalty with every interaction on the platform, quickly

Cognitive Conversations by ORI's Virtual Assistants stand out

We have won against IBM, Nuance, Haptik, Yellow Messenger, Kore and many others in detailed RFP processes for demanding clients

Cognitive Conversations

ORI

Consistently increase CLTV
- Advertising
- Sales
- Service

Nuance

Haptik

Bots

eGain

Hundreds of players

Chatfuel

Spectrm

Kore.ai   nbenta
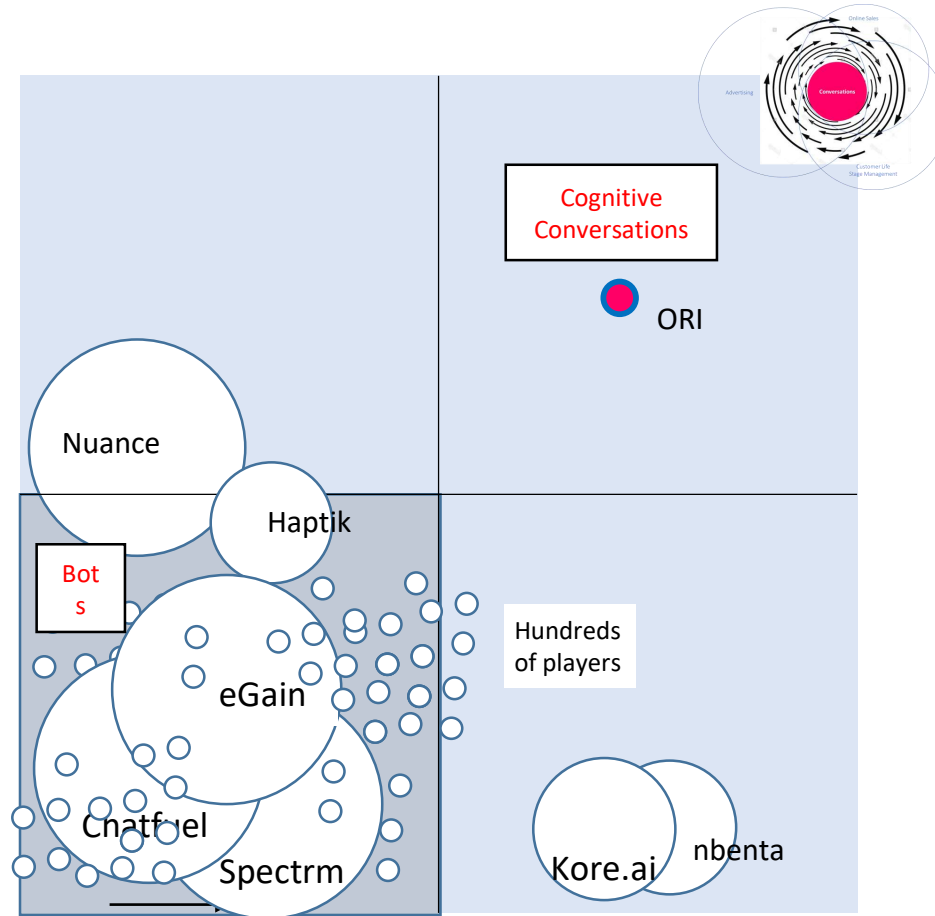
Scale, funding

Competence:
- Conversational ability
- Data leverage
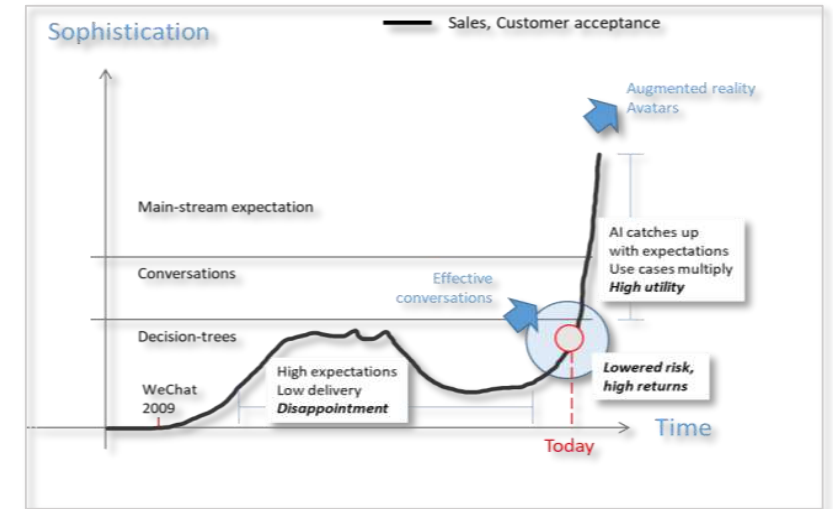
Purpose Built for Dramatic, Rapid Success

ENTERPRISE LANGUAGE MODELS. LINGUISTIC ENGINEERING. SPARSE + DENSE DATA
Strong domain knowledge gathered from tuning 1.7 billion parameters across verified sources

Auto-intent generation: Unsupervised learning with human in the loop

BRAND VAULTS
- Product documents
- Spec Sheets
- Training data
- Process docs

CUSTOMER PULSE
- CRM
- Chat logs / Emails
- ORM / Surveys
- Other observed data

APPENDED DATA
- Third party data
- Open web / Blogs / Forums
- Competitive data

DERIVED DATA
- Product propensity
- Loyalty
- Behaviour / Demographic

Open APIs to parse data from docs, transcripts and ORM

Domain + Brand Unique Language

REAL-TIME TRIGGERS

MARKETING AUTOMATION

CHANNEL ORCHESTRATION

Semantic Parsing · Grammar Engineering · Machine Learning

AI
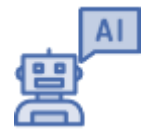
ORI Virtual Agent

CUSTOMER HISTOLOGY / REAL-TIME INTELLIGENCE

Spends					
Trips					
Recency					
Bargain Hunter					
Price Sensitive					
Festival Shopper					
Fashion Conscious					

Customer DNA

Brand Interest	Beta	Landor	Octane
Likely to Move	In next 4 weeks	In next 2 weeks	Can't say
Education	Recently Graduated	In School	
Anniversary	Birthday	Wedding	

NEXT-ACTION DRIVERS

GOAL PROPENSITY GRAPHS

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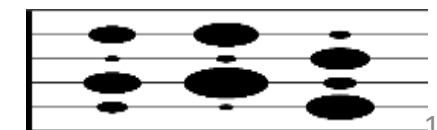
Real-time actionable insights, learning and training

Multilayered training

User journey optimisation

Identify break points and user flows

Identify critical paths and bottle necks

Pattern discovery

- Real-time correction and addition of intents – can train on not only complete sentences, but also phrases within a sentence
- Multilingual training
- Rapid training ramps up accuracy by 25-30% within 30 days of deployment
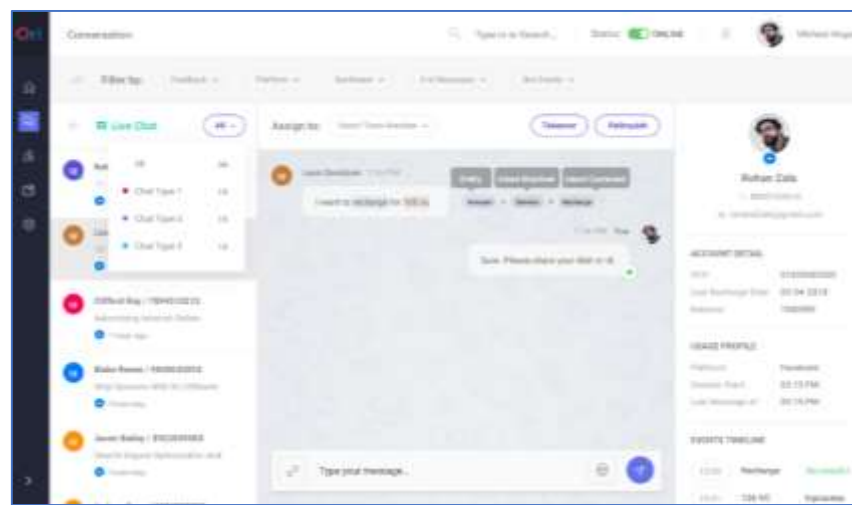- Reduce required live chat agent capacity by 80% in 60-90 days
- Augment agent productivity to 1.5X-2X

- Visual user trajectories and journey maps
- Optimize path to closure - identify exit rates, process bottle necks, systemic integration issues
- User and survey generated feedback loops

- Global first insight discovery engine
  - Competitive analysis – direct and indirect
  - Preferences and Affinities – product, brand
  - Seasonal trends – preemptive pattern analysis
-

Ease of use for all key stakeholders; 30 min learning curve

- Single dashboard for the management, live chat agents, training, and technology teams with gated access
- Comprehensive views and easy to build intent models, workflows which can be updated in LUIS directly from the ORI dashboard
- Accessible directly via a lightweight mobile interface

ORCHESTRATION
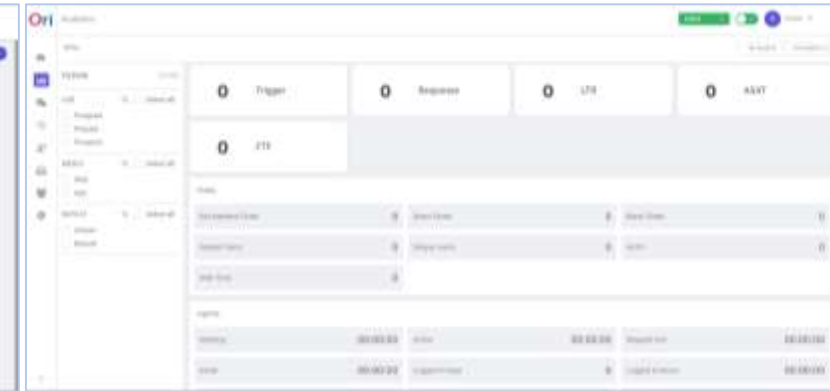
KPI TRACKING
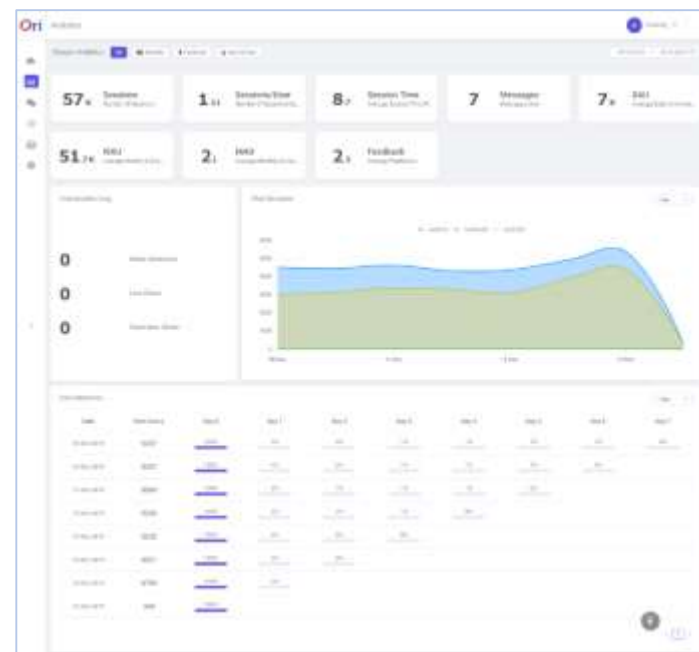
REPORTING

REAL TIME MARKETING INTELLIGENCE

LIVE CHAT SYSTEM

Built with Deep Domain Expertise

1. 1200+ pre-built telco use cases across Automotive, BFSI, TMT, Retail

2. Use cases across Advertising, Sales, CVM, Support, Retention and Churn, solving for the biggest, most complex CSP challenges

3. 15 days for deployment across top use cases*

4. Starts at 70%+ accuracy and 30 days to 90%+ accuracy for deployed use cases

5. Works across chat, email and voice (VOIP)

6. Pre-integrated with industry leading applications:

Key ORI Features and Differentiators

1. World's first advertising and sales bot enabling rapid progression down the funnel and superior conversion rates

2. First omni-channel conversational platform built for complex, in-depth, domain specific customer journeys – providing high resolution rates

3. Proprietary AI and 3 layer vectorised NLP ensures ORI speaks the Brand's lingo – in any language
    a. Every language is native. ORI's conversational engine converts words from any language into a high dimensional vector for processing which makes it fluid and language agnostic capturing finer nuances across dialects (10 days to build any language including multi-byte languages like Cantonese, Japanese and Korean; including English transliterations)
    b. Switch between multiple languages in the same session

4. Automatically understands multiple intents and guides customers through them – bringing them back if they tend to stray (handles context switching)
    a. A customer asks for balance and recharge options. ORI understands both and then guides them through both transactions, even when the customer waivers a bit

5. Context based conversational engine across channels

Roadmap on Azure – Supplementing intelligence

| Category	Solution	Application	Impact
Cognitive Services	LUIS	NLP	High resolution accuracy enabling cost savings
	QnA	To immediately deploy top FAQs	Maximise coverage of all customer QRCs for containment
	Text Analytics	Insight generation, sentiment analysis	Improvement in CSAT with appropriate handling for sensitive customers
	STT, TTS	Voice applications	Extend to voice
	Azure Cognitive Search	Mining intelligence from brand documents	Augment bot intelligence for greater resolution accuracy
Dev Ops	GitHub	Maintaining version control	Easy to deploy updates; new versions and iterations
	Visual Studio	IDE	
Backup and DR	Azure Backup	Scheduled backups	Keeps your data safe
	Azure Site recovery	DR for contingencies	Mitigation for Disaster to keep services up and running 24x7
	Azure Archive storage	Storage of conversation logs over time	
Kubernetes Services	-	Auto scaling and load balancing	Deals with traffic surges without any lags or downtimes
Linux VMs	-	Deployment and hosting	
Azure ML	-	To deploy custom algorithm stacks	Continuously improving bots that contain all issues
Database	Azure Cosmos	For conversation logs	
	PostgreSQL	For transaction data	
Storage	-		

Vodafone Idea - Enabling Digital Migration at Scale

Idea To drive profitability with every conversation on the ORI platform

COMMITMENT

- **Create greater value per customer than any other channel of interaction**
  Consistently guides towards the most profitable customer action possible with cross-sells, up-sells and loyalty actions delivered cost-effectively
- **Deliver higher NPS/CSAT on each interaction**
  Drive greater customer expectation and containment through effective learning, always on training and dynamic cognition for never-ending conversational refinement
- **Unprecedented real-time intelligence mined from customer conversations**
  Deep actionable insights on customer expectations, perceptions and frame of mind, applied to drive outcomes through data-driven learning
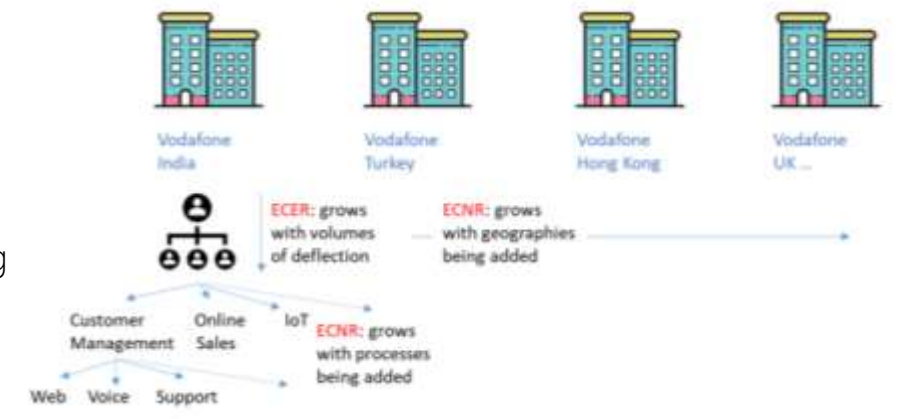
Solution	Channels								
	Web	**App**	**WhatsApp**	**RCS**	**GBM**	**Facebook**	**Email**	**Voice Assistants**	**Conversational Ads**
Customer Support	Y	Y	Y	N	Y	Y	Y	Y	N
Customer Retention	Y	Y	Y	N	Y	Y	Y	Y	N
CVM	Y	Y	Y	Y	N	Y	N	N	N
New Sales	Y	Y	Y	Y	Y	Y	N	N	Y
Branding	N	N	N	Y	N	N	N	N	Y
Campaigns	N	N	Y	Y	N	N	N	N	Y
Enterprise	Y	Y	Y	N	N	N	Y	N	N
Consumer IoT	Y	Y	Y	Y	Y	Y	Y	Y	Y
HR/IT/Admin	N	N	N	N	N	Y	N	N	N

Vodafone Idea - Enabling Digital Migration at Scale

Significantly lower live chat agent deflections with over 250,000 daily conversations across channels

ORI conceptualized a omni-channel, multilingual bot strategy to migrate VIL's diverse customer base to quick, easily accessible interactions

On Brand Script
Reflecting the persona of the brand

Participatory
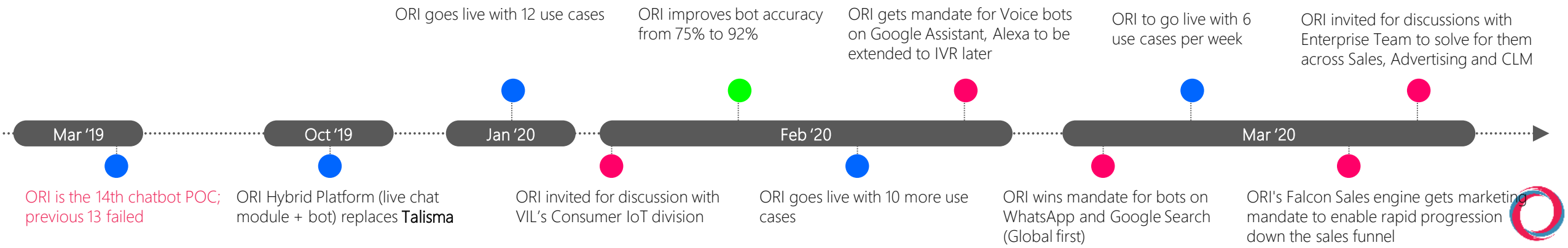Truly conversational. Doesn't force users into yes/no choices

Offers Depth
Interactive engagement embedded into an end-to-end experience

- 80% reduction in number of live chat agents within 2 months of deployment (from 150 to 30 live chat agents in pilot phase)
- Dramatically high resolution rates by rapidly increasing accuracy from 75% to 92% in under 45 days
- Unprecedented real-time marketing intelligence offering insights that shape communication and product strategy driving over 40X more conversions

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Timeline

ORI goes live with 12 use cases

ORI improves bot accuracy from 75% to 92%

ORI gets mandate for Voice bots on Google Assistant, Alexa to be extended to IVR later

ORI to go live with 6 use cases per week

ORI invited for discussions with Enterprise Team to solve for them across Sales, Advertising and CLM

| Mar '19 | Oct '19 | Jan '20 | Feb '20 | Mar '20 |

ORI is the 14th chatbot POC; previous 13 failed

ORI Hybrid Platform (live chat module + bot) replaces Talisma

ORI invited for discussion with VIL's Consumer IoT division

ORI goes live with 10 more use cases

ORI wins mandate for bots on WhatsApp and Google Search (Global first)

ORI's Falcon Sales engine gets marketing mandate to enable rapid progression down the sales funnel
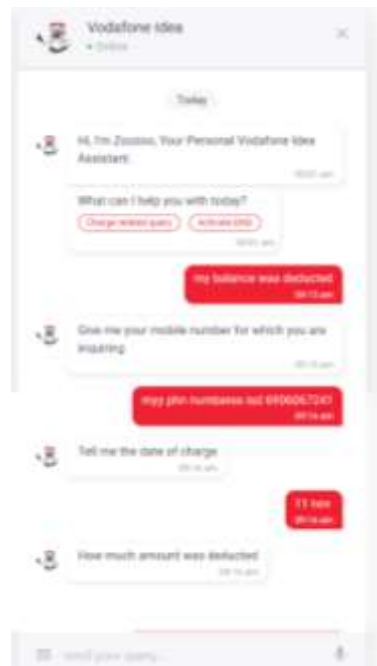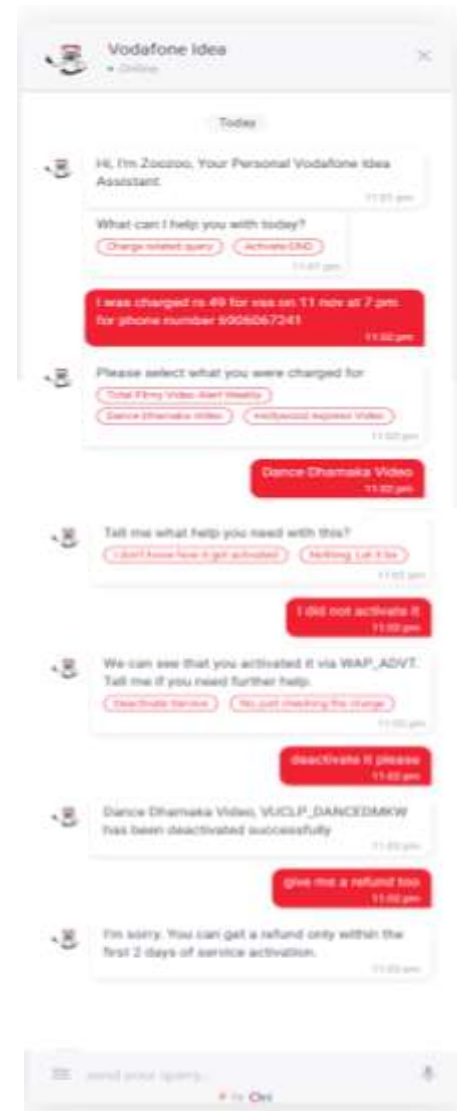
Vodafone Idea - Solution Examples

Can switch between multiple languages in a single conversation

Advanced text processing to understand the way people communicate

Context driven chats that mimic humans; no decision trees

Vodafone Coverage : Customer Speak

DishTV - Digitizing Customer Lifecycle Management

DishTV is India's largest DTH provider with a subscriber base of ~29 million

DishTV was looking to enable newer forms of customer communication for support, to remain relevant in the wake of ever changing consumption patterns

ORI created *adi* as the **world's** first AI-enabled chatbot built for consumer query redressal & lifecycle management

- Introduced end-to-end self service chat-bot channel.

- Reduced Digital leakage by streamlining processes, creating a connected system for customer interactions.

- AI capability helps identify and isolate complex queries, leading to identification of product and process gaps vis-à-vis customer expectations, and address them swiftly.

- Chatbot gathers direct customer feedback for new product development, understanding customer expectations and organisation wide insight generation *(e.g.: name & price of entry level package changed from Bharat at INR 119 to Swagat at INR 99 based on customer feedback)*

Call volume before ORI: 3.5 million calls/month; 90k emails/month

Total reduction of 23% in monthly call volumes & 30% in emails

- Over 20,000 conversations per day over web, app & fb messenger, and growing

- 30% of recharges on app and website

- Higher ticket size on recharge due to personalised offers integration over ORI

- Increased offer uptake and 25% higher retention on offers

- 15% reduction in incoming call volume related to package related enquiries

- 70% reduction in mostly basic queries

- 45% reduction in troubleshooting related calls

- 30% of new service activations over ORI (25% of add-on packages)

- 40% of new connection enquiries over ORI

- Improved website and app navigation by redirecting customer to the right pages

ORI

Engagement – Experience – Talkability – Revenue