



yellowmessenger

enterprise conversational ai platform

500+

Global Enterprise
Customers

1B+

Platform
Conversations
Quarterly

100+

Languages
Supported

\$150M+

Business Impact
Created Yearly

Yellow Messenger Overview

YM's Global Client Footprint



500+ Enterprise Customers



Customers in 27+ Countries



1 Billion conversations / quarter



Powered 800+ Virtual Assistants



Offices in 6 countries



500 employees worldwide

Recognition and Mentions

Gartner®



IDC
ANALYZE THE FUTURE

BAIN & COMPANY

Investors

Lightspeed

Raised \$24M

Light Speed Venture Partners

Light Speed India Partners

Serving industries, across the globe

E-commerce



Banking and Insurance



Public Sector



Automobile & Aviation



Telecommunication



Retail, CPG and QSR



Energy & Utilities



Healthcare



Professional Services



Education



Manufacturing



Communications and Media



In partnership with leading companies



Management team +500 employees



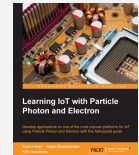
raghu
co-founder & ceo



kishore
co-founder & cto

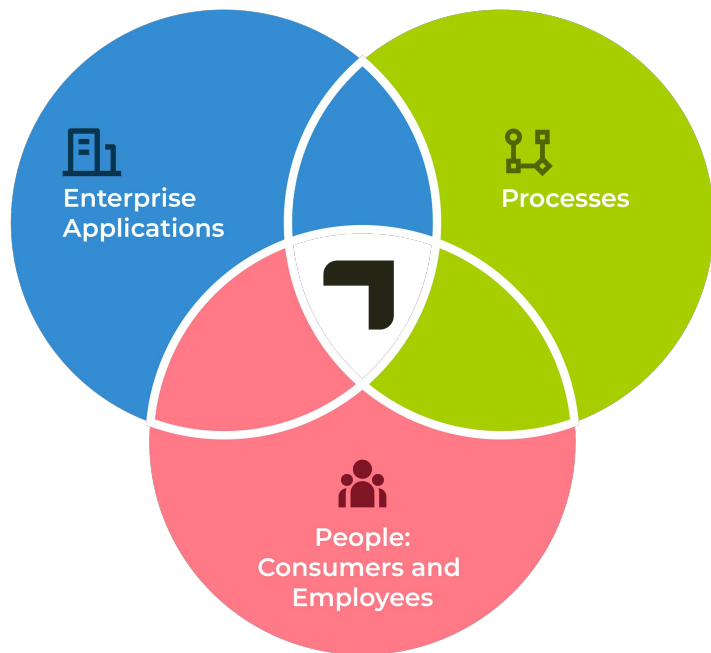


rashid
co-founder & cpo

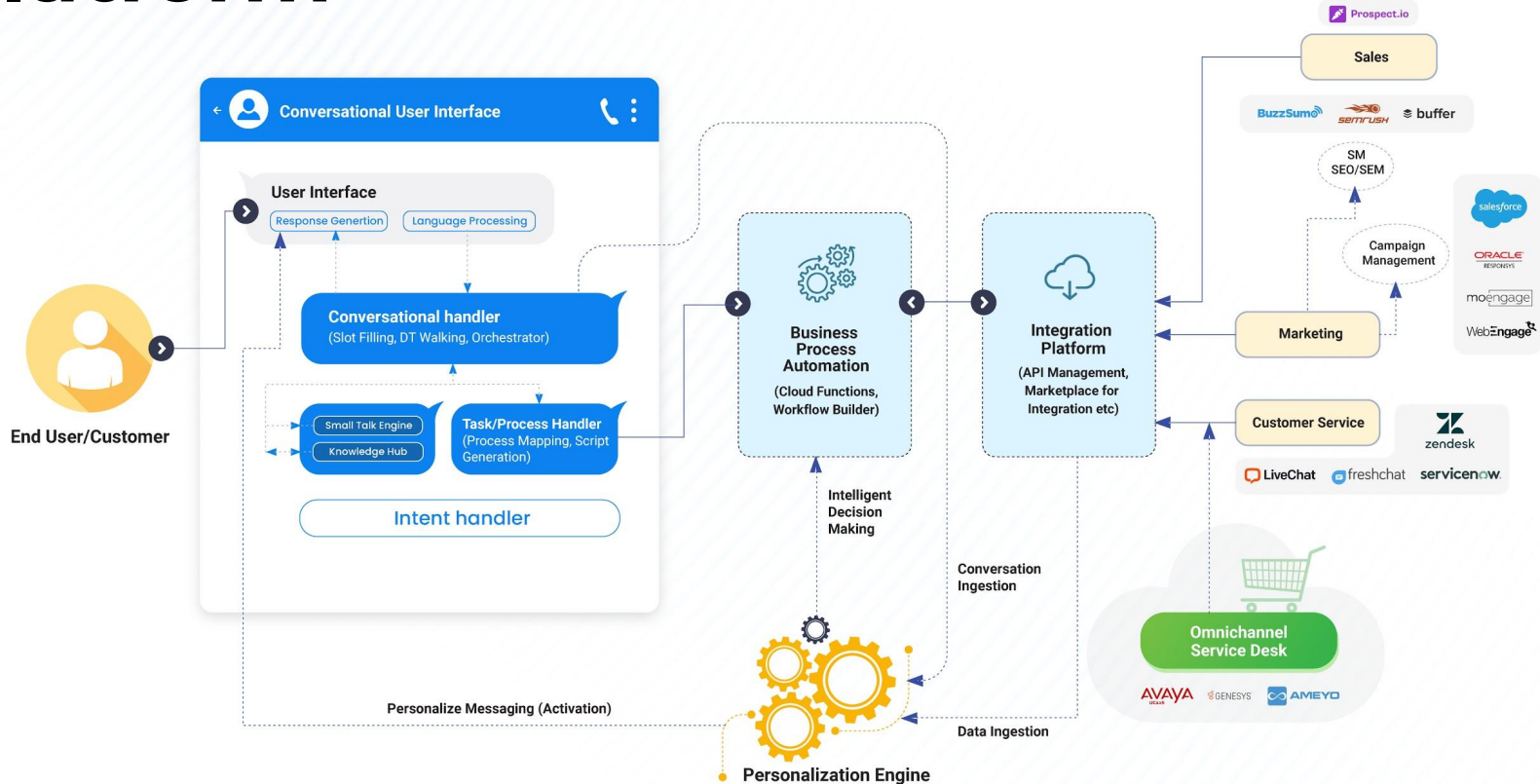


Yellow Messenger: offering & impact

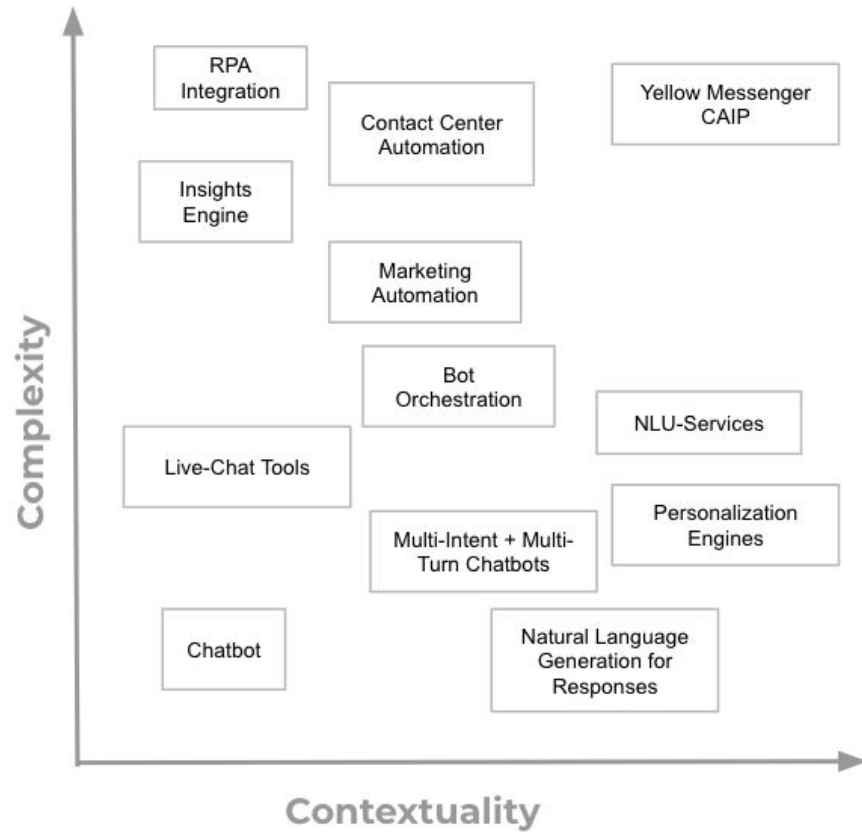
Yellow Messenger is **the world's leading conversational AI platform**, enabling enterprises, in a rapidly booming **digital economy**, to shift from being digitized to delivering cognitive experiences. Through our platform, we're **building AI-workers** for enterprises to self-serve - support, sales, marketing, commerce, HR and IT, on-demand.



Yellow Messenger's Conversational AI Platform



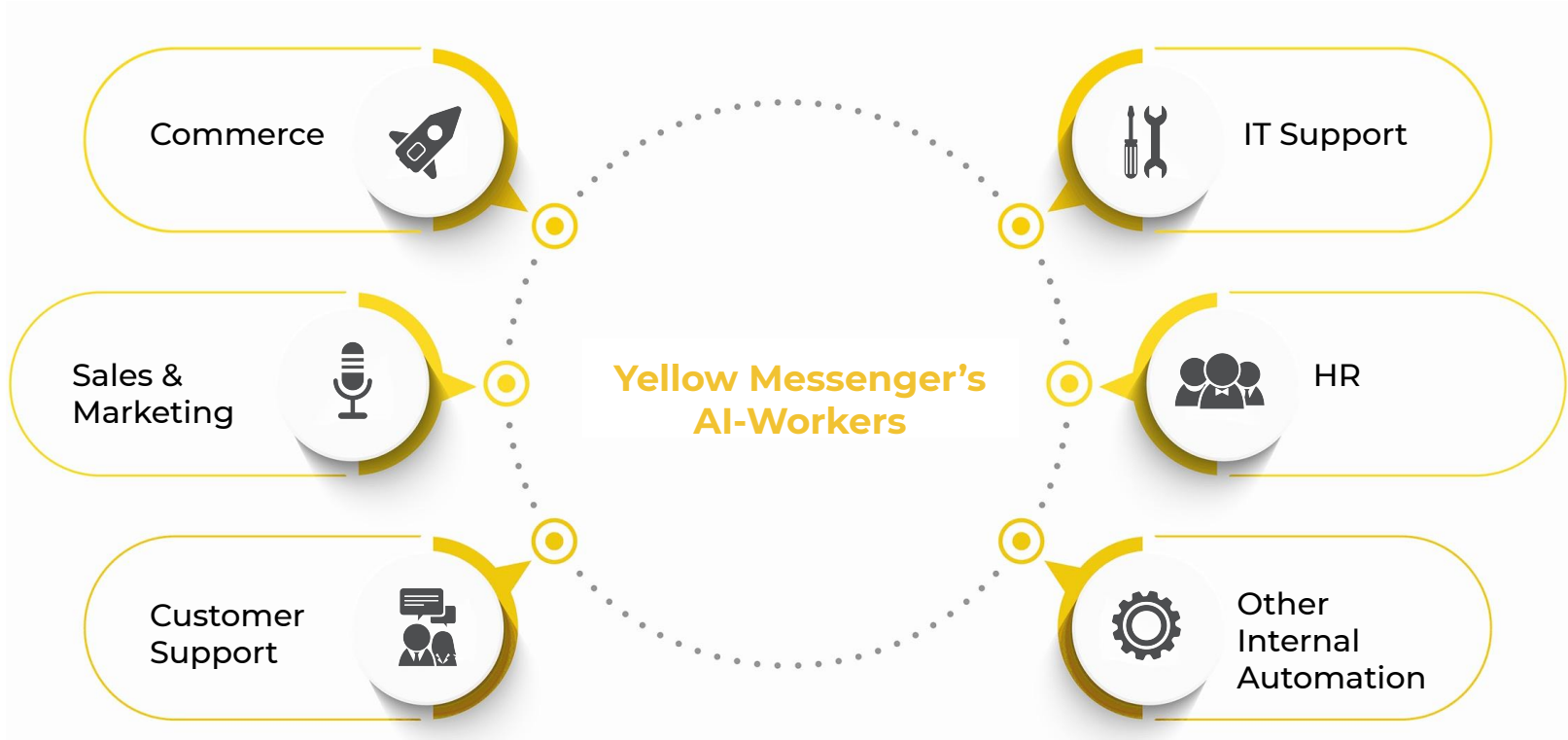
Our Capability: we're built to scale





What can AI-Workers do for your Enterprise?

AI-workers for customers & employees



Popular use-cases



Use Case - Virtual Customer Assistant for Customer Support

Use Case	Technology Enablers	Example Customers	Future innovation
Virtual Customer Assistant for Customer Support	<ul style="list-style-type: none">• Omnichannel• Fault Tolerance• Bot Personality• Workflow Automation• Sentiment,• Canary (Vertical App)	<ul style="list-style-type: none">• Sephora• Xiaomi• Pepsico• Mondelez• Waste Connections	<ul style="list-style-type: none">• Data Modelling• Advanced Personalisation• Recommendations

Use Case - Virtual Sales & Marketing Assistant

Use Case	Technology Enablers	Example Customers	Future innovation
Virtual Sales & Marketing Assistant	<ul style="list-style-type: none">• 2-way Ads,• Banner Bots,• Fb Ads To Whatsapp, Campaign Manager, Event Hub,• Inventory,• Canary (Vertical App)	<ul style="list-style-type: none">• Bajaj Finserv• Xiaomi• MPL• Puma	<ul style="list-style-type: none">• User Profiling• Improved UX To Design Multi-step Campaigns

Demo - Sephora "Text and Collect"



Sephora SEA
SEPHORA 75,093 followers
1w • 📍

+ Follow ✕

Hey Singapore!

Have you tried our new 'Text & Collect' service?

A beautiful collaboration between our Store and Omnichannel Innovation teams, this initiative has transformed our stores' Beauty Advisors into digital double agents!

"Text & Collect allows us to connect closely with our clients while tapping on the efficiencies of the digital channel. If you need a gift on the go, text us to find out what's available! We can help handpick the best gift for your loved one, and have it beautifully wrapped by the time you set foot in the store." - Rachel Kwan, ION Store Director.

Start connecting with our cast members on the shop floor!

To find out more about this and other innovations in our beauty services, click here: <https://lnkd.in/g-GQk6G>

👍 Like

Reports 📄 Archives

Available ▾ Agents

Hananya

Ticket Started

H Hananya

Bot status: Paused

Transcript: Download ▾

Chat URL (Public):

TICKET DETAILS

Ticket No.: 100725

Description: Text and Collect

Priority: Medium

Category: 1555

Current Status: ASSIGNED

WhatsApp No.: 918088359283

Assigned At: 07/10/2020 4:20 PM

Tags:

Notes: [Add a note](#)

TICKET EXTRA DETAILS

Store Pickup 1: (No Data)

Qty Store Pickup 1: (No Data)

Store Pickup 2: (No Data)

Qty Store Pickup 2: (No Data)

Store Pickup 3: (No Data)

by Sephora 2 minutes ago

1. Mario Badescu Chamomile Cleansing Lotion
2. Pink Bottle
3. 1

1 minute ago

Hey Hananya, I am Abinaya A from Sephora @ ION Orchard and I will be assisting you today.

by you 7 seconds ago

Type your message

Use Case - Employee Experience

Use Case	Technology Enablers	Example Customers	Future innovation
Virtual Enterprise Assistant for Employee Experience	<ul style="list-style-type: none">• Channels• Insights Engine• Knowledge Management• Orchestration• Organisation's Taxonomy• Fulfillment	<ul style="list-style-type: none">• Schlumberger• Alstom• Flipkart• Roche Pharma• Dr. Reddy's• Labs• Accenture	<ul style="list-style-type: none">• Deeper RPA Integration• Improved Process Automation• Custom Analytics And Apps

Use Case - Virtual Assistant over RPA

Use Case	Technology Enablers	Example Customers	Future innovation
Virtual Assistant over RPA (hyper-automation use cases)	<ul style="list-style-type: none">• 2-way RPA Integration• Event Based Automation	<ul style="list-style-type: none">• Schlumberger• UiPath marketplace	<ul style="list-style-type: none">• Tighter integration between the process designer and RPA tools• Product+GTM partnerships with key vendors

Use Case - Conversational Surveys

Use Case	Technology Enablers	Example Customers	Future innovation
Conversational Surveys	<ul style="list-style-type: none">• Survey Builder & Scheduler• Pre-built Templates• Sentiment Analysis• Topic Clustering,• Event Based Multilingual Surveys	<ul style="list-style-type: none">• Flipkart• Xiaomi• TTI Global Consulting• IHCL	<ul style="list-style-type: none">• More templates• Push bots• Improved developer experience

Use Case - Call Center Agent (B2C)

Use Case	Technology Enablers	Example Customers	Future innovation
Call Center Agent (B2C)	<ul style="list-style-type: none">• Outbound Voice Campaigns• Inbound Support• Multi-modal Journey• On-prem Deployments• Integrations With CC• Custom Models	<ul style="list-style-type: none">• Kotak life• ICICI• Bajaj Allianz• Service Desk App	<ul style="list-style-type: none">• Proprietary STT and TTS models• Deeper integration with service desk• Improvements in voice bot training

Use Case - Voice Interactions with Consumer Electronic (CE)

Use Case	Technology Enablers	Example Customers	Future innovation
Voice Interactions with Consumer Electronic (CE)	<ul style="list-style-type: none">• Integration With Alexa/Google Assistant• Custom Models	<ul style="list-style-type: none">• Bajaj Finserv• Adani Electricity	<ul style="list-style-type: none">• Proprietary STT and TTS models



What are our primary pillars of innovations?

Technology Innovations >>



Innovation Pillar #1	Innovation Pillar #2	Innovation Pillar #3	Innovation Pillar #4
Conversational studio <ul style="list-style-type: none">• Response Generation and Dialogue Management• Natural Language Processing• Intent Understanding & Handling• Contextual Awareness• Integration Layer• Exception Handling• Channel Layer	Enterprise Application Integrations <ul style="list-style-type: none">• Marketplace• API Management• Developer Section	Omni-channel Inbox <ul style="list-style-type: none">• Chat and ticketing• Omni-channel Virtual Assistants• Agent Actions & multi-modal interaction• Extensibility• Data models and Smart Routing	Voice Assistants <ul style="list-style-type: none">• Outbound Voice Bots• Inbound Voice Bots

Demo: Conversational Studio

Technology Innovations >>

Innovation Pillar #1	Innovation Pillar #2	Innovation Pillar #3	Innovation Pillar #4
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Demo: Agent Actions

Omni-channel

Automation-First

Service

Desk

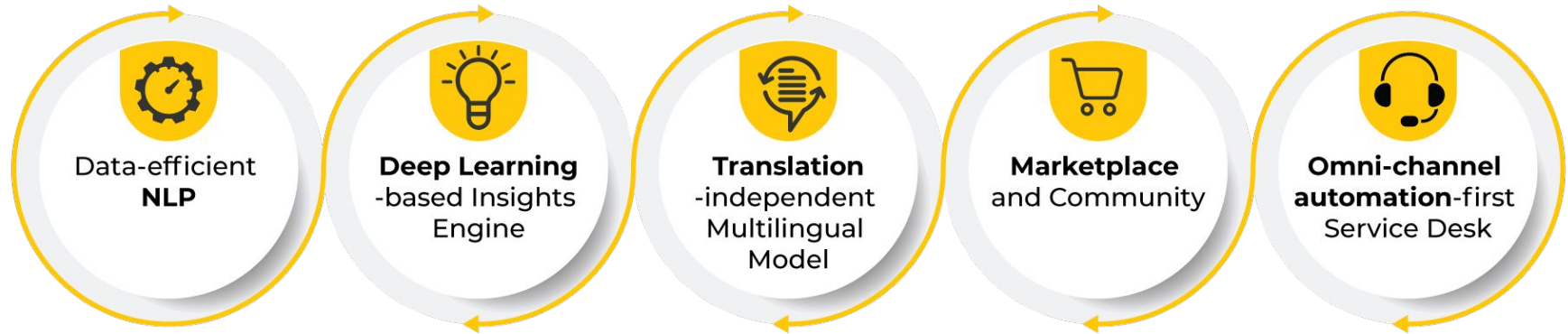
Demo: IVR Virtual assistant for ICICI





**What are the most important
technology differentiators we
offer in the market?**

Yellow Messenger's Differentiators



Data-efficient NLP Engine

1. Few-shot models to provide high data-efficiency
2. Better performance on lesser data than Industry giants
3. Sentence Embeddings for higher accuracy
4. Self-Learning Loop

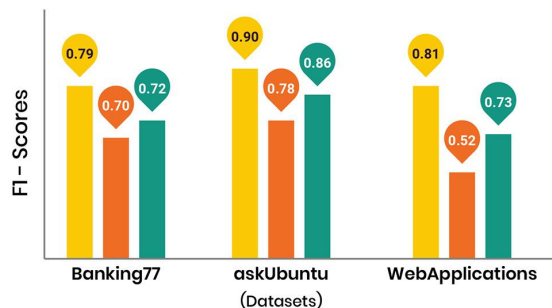
28%

Better Performance than Dialogflow

9%

Better Performance than LUIS

With half the data



 **yellowmessenger**
using 50% less data for those numbers

 Dialogflow

 LUIS

Methodology: f1-score calculated as Average of 10runs, random downsampling for 50% less data.

Citations:

1. Efficient Intent Detection with Dual Sentence Encoders - Casanueva et al. (2020)
2. Evaluation Natural Language Understanding Service for Conversational Question Answering Systems - Braun et al. (2017)

Deep Learning based Insights Engine



Kadra S. • 2nd

Digital Innovation Lead at Asian Development Bank

2mo • Edited • 🌐



Meet PIA - ADB conversational bot! One of the many exciting AI initiatives out of the sandbox.

Want to understand how to do business with ADB? ask the Procurement, Portfolio, and Financial Management Department intelligent assistant(PIA)

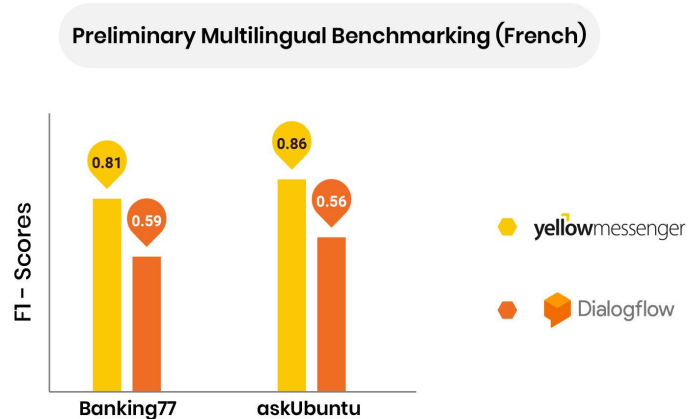
<https://lnkd.in/g-e67Nk>

Thanks [Xiufeng Zhao](#), [Rehan Kausar](#) and the PPFD team on working with us on this exciting initiative.

Great co-creating with Yellow Messenger [Moeen Shariff Varun Vijayagha](#)

Insights
Engine

Multilingual Models



F1-Score calculated as average of 5 runs, training data random down sampled to 10 utterances/intent, manual translation to French
Citations:

1. Efficient Intent Detection with Dual Sentence Encoders - Casanueva et al. (2020)
2. Evaluation Natural Language Understanding Service for Conversational Question Answering Systems - Braun et al. (2017)

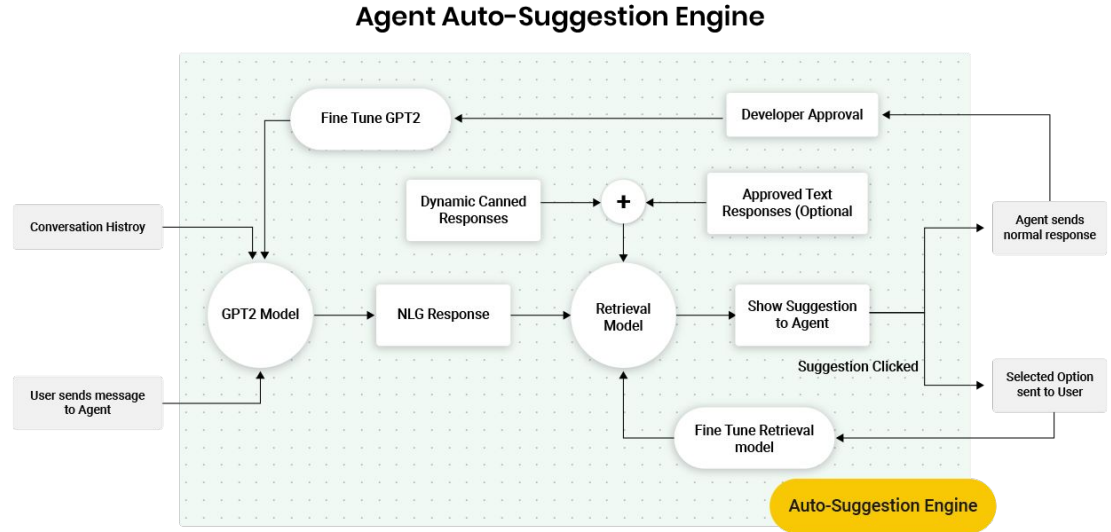
1. Sentences instead of words for multilingual
2. Allowing bots to be trained in multiple languages without translation
3. Single Model for multiple languages
4. Maintaining data-efficiency for multilingual bots as well

AI-marketplace and Community

Marketplace &
Vertical Apps

Bringing Automation to Support Agents

1. Machine learning service to provide suggestions to Support Agents
2. Multi-turn NLG to provide text response suggestions
3. Feedback Loop to fine-tune to brand's persona
4. Agent Actions to implement automation workflows for Agents





Impact of AI-Workers: Client testimonials

“Yellow Messenger’s chatbot has helped lower

25,000 calls coming

into our **call centres,**

every month. ”

Eric Hansen

CIO - Waste Connections





“ **BLU bot** powered by **Yellow Messenger**

handled **0.2 Billion** conversations

to date, maintaining **98% accuracy**

in **understanding & serving**

customers' needs. ”

Saurabh Sharma

Head - Digital Innovations, Bajaj Finserv





“

BLU virtual-assistant, powered by Yellow Messenger, has generated

double-digit million

dollars in new revenue with AI-powered

upselling and cross-selling.”

Saurabh Sharma

Head - Digital Innovations, Bajaj Finserv



yellowmessenger





“**Yellow Messenger** is helping close
75%
chat closure on **IndiGo's Dottie**,
a self-service customer
chatbot.”

Nitin Sethi

VP Digital IndiGo Airlines





Recognition gained: Analyst mentions

2021 Planning Guide for Customer Engagement

Report Published by: **Gartner**®

Report Name: 2021 Planning Guide for Customer Engagement

Report Highlights:

Today's customer engagement architecture must evolve to support shifts in customer and organizational requirements. Application technical professionals responsible for customer engagement must focus on increasing the adoption of cloud-based technology, AI and the effectiveness of self-service.

A major planning challenge (or point of emphasis) is the overlap of capabilities, especially in intelligent routing options. You will find intelligent routing capabilities within customer engagement services from CCaaS vendors such as Talkdesk, NICE inContact and Genesys Cloud or from CRM vendors such as Microsoft Dynamics 365, Salesforce and Zendesk. You will also find intelligent routing capabilities at the heart of leading conversational platforms from vendors such as Kore.ai, OneReach.ai, Rulai, **Yellow Messenger** and Cognigy. While an incumbent vendor or platform will have a leg up when choosing your intelligent routing services, use the following evaluation points in your planning and investigation efforts:

- Integration and customization of unified agent desktop
- Integration with case management for cohesive agent tooling
- Native channel integration such as IVR and live and automated chat channels
- Self-service automation capabilities such as virtual agents and knowledge base management
- Digital channel integration capabilities (for example, webhooks, social and voice)
- Low-code or configuration-managed
- Natural language technology capabilities such as voice to text, text to voice, transcription and translation
- Solution portability

2021 Strategic Roadmap for Enterprise AI: Natural Language Architecture

Gartner

Report Published by: **Gartner**

Report Name: 2021 Strategic Roadmap for Enterprise AI: Natural Language Architecture

Report Highlights:

Enterprises must shift from tactical to strategic use of Natural language to ensure greater portability of language assets and models. To solve key business challenges and deliver natural-language-enabled enterprises, application leaders must see NL solutions as a collective, fundamental whole.

A major planning challenge (or point of emphasis) is the overlap of capabilities, especially in intelligent routing options. You will find intelligent routing capabilities within customer engagement services from CCaaS vendors such as Talkdesk, NICE inContact and Genesys Cloud or from CRM vendors such as Microsoft Dynamics 365, Salesforce and Zendesk. You will also find intelligent routing capabilities at the heart of leading conversational platforms from vendors such as Kore.ai, OneReach.ai, Rulai, **Yellow Messenger** and Cognigy. While an incumbent vendor or platform will have a leg up when choosing your intelligent routing services, use the following evaluation points in your planning and investigation efforts:

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- Solution portability

Emerging Technologies: Tech Innovators in Conversational AI and Virtual Assistants

Report Published by: **Gartner**

Report Name: Emerging Technologies: Tech Innovators in Conversational AI and Virtual Assistants

Report Highlights:

Innovations in NLT, the proliferation of virtual assistants, and increasing usage of neural machine translation will transform business, social and human-machine interactions over the next two years. Product leaders can learn from the ways innovators are disrupting conversational AI space.

Defining Conversational AI and Conversational Agents

Conversational AI is an AI technology segment encompassing conversational agents and natural language technologies, such as NLP, NLU and NLG, that enable various conversational platforms and are used to build conversational agents.

Virtual assistants (VAs) are a conversational interface that uses semantic and machine learning (such as deep neural networks [DNNs], natural language processing, prediction models, recommendations and personalization) to assist people or automate tasks. VAs have better models of context and deeper integration with business applications and back-end systems vs. basic chatbots and can be deployed in several use cases, including virtual personal assistants, virtual customer assistants and virtual employee assistants.

Conversation AI agents include virtual assistants, advanced VAs (like a digital employee or a digital human) and chatbots (see more detailed definitions in the Evidence section).

*Sample providers and products include Artificial Solutions; Amelia (an IPsoft company); Kore.ai; OneReach.ai; Baidu's Melody; **Yellow Messenger**; Kore.ai HR Support Virtual Assistant; Mica from Magic Leap; crystal from iGenius; Mya (conversational recruiting IA platform); Orbita (OrbitaASSIST and Orbita's Employee Health Manager); NEON from Samsung; and Soul Machines.*

Emerging Technologies and Trends Impact Radar: Devices

Report Published by: Gartner

Report Name: Emerging Technologies and Trends Impact Radar: Devices

Report Highlights:

The rate of technology emergence and the pace of innovation are accelerating device diversity while shortening device lifetime. Product leaders in the device market must exploit emerging technologies to remain competitive, capitalize on market opportunities and differentiate their offering

Short-Range Impacts

Advanced Virtual Assistant (AI Conversational Agents)

Analysis by: Annette Jump

Description: Advanced virtual assistants (AVA), sometimes referred to as AI conversational agents, process human inputs to deliver predictions and decisions. They are powered by a combination of conversational user interface (CUI), natural language processing (NLP) and semantic and deep learning techniques (such as deep neural networks [DNNs], NLP, prediction models, decision support and personalization). In this manner, AVAs assist people and automate tasks. AVA are deployed in several use cases for different user types, including virtual personal assistants, virtual customer assistants, virtual employee assistants and others.

Sample Providers and Products:

Virtual enterprise assistants: IPsoft's Amelia, Artificial Solutions, OneReach.ai, Kore.ai, **Yellow Messenger**

Virtual X assistants (VxA): Kore.ai HR Support Virtual Assistant, Mya Recruiting VA, Orbita (OrbitaASSIST, Employee Health Manager), Soul Machines, Neon from Samsung, Mica from Magic Leap

Emerging Technologies and Trends Impact Radar: 2021

Report Published by: Gartner

Report Name: Emerging Technologies and Trends Impact Radar: 2021

Report Highlights:

The most impactful technologies and trends are quickly evolving and have the potential to disrupt and transform the market. Product leaders must explore critical emerging technologies now to remain competitive, capitalize on market opportunities and differentiate their offerings.

Short-Range Impacts

Advanced Virtual Assistants

[Back to top](#)

Analysis by: Annette Jump

Description: Advanced virtual assistants (AVAs), sometimes referred as AI conversational agents, process human inputs to deliver predictions and decisions. They are powered by a combination of conversational user interface (CUI), NLP and semantic and deep learning techniques (such as DNNs, natural language processing, prediction models, decision support and personalization). In this manner, AVAs assist people and automate tasks. AVAs are deployed in several use cases for different user types, including virtual personal assistants, virtual customer assistants, virtual employee assistants and others.

Sample Providers and Products:

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Virtual X assistants (VxA): Kore.ai HR support Virtual Assistant, Mya Recruiting VA, Orbita (Assist, Employee Health Manager), Crystal.ai from iGenius, SoulMachines, Neon from Samsung, Mica from MagicLeap

Emerging Technologies and Trends Impact Radar: Hyperautomation

Report Published by: Gartner

Report Name: Emerging Technologies and Trends Impact Radar: Hyperautomation

Report Highlights:

The idea of automating everything intrigues many organizations, but technologies are at differing maturity levels. Product leaders must decide which newer hyperautomation enabling technologies to offer, at what point in time they will be sufficiently mature and able to support clients.

Short-Range Impacts (One to Three Years)

Advanced Virtual Assistants (AI Conversational Agents)

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Analysis by Annette Jump

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Sample Providers:

- **Virtual enterprise assistants (VEAs):** Artificial Solutions; IPsoft’s Amelia; Kore.ai; OneReach.ai; Yellow Messenger from Bitonic Technology Labs.
- **Virtual X assistants (VXAs):** Kore.ai HR Support Virtual Assistant; Mica from Magic Leap; Mya (Conversational AI recruiting platform); NEON from Samsung; Orbita (OrbitaASSIST, Employee Health Manager); Soul Machines.

Emerging Technologies and Trends Impact Radar: Artificial Intelligence

Report Published by: Gartner

Report Name: Emerging Technologies and Trends Impact Radar: Artificial Intelligence

Report Highlights:

AI innovation — clustering around AI democratization, intelligent business insights, edge AI and transforming human-machine interactions — flourished in 2020. Product leaders must understand the timing and potential impact of AI technologies to achieve competitive advantage and differentiation

Advanced Virtual Assistants (AI Conversational Agents)

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Analysis by Annette Jump

Description: Advanced virtual assistants, sometimes referred to as AI conversational agents, process human inputs to execute tasks, deliver predictions and offer decisions. They are powered by a combination of CUI, NLP, and semantic and deep learning techniques (such as DNNs, prediction models, decision support and personalization). In this manner, advanced VAs assist people and automate tasks. Advanced VAs are deployed in several use cases for different user

Gartner, Inc. | 732340

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types, including virtual personal assistants (VPAs), virtual customer assistants, virtual employee assistants and others.

Sample Providers and/or Products:

Virtual enterprise assistants: Artificial Solutions; IPsoft's Amelia; Kore.ai; OneReach.a; Yellow

Messenger Virtual assistants everywhere: Baidu's Melody; Kore.ai HR Support Virtual Assistant; Mica from Magic Leap; Mya (conversational recruiting IA platform); Orbita (OrbitaASSIST and Orbita's Employee Health Manager); Neon from Samsung; Soul Machines

Emerging Technology Horizon for Devices

Report Published by: Gartner

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Virtual X assistants (VxA): Kore.ai HR Support Virtual Assistant, Mya Recruiting VA, Orbita (OrbitaASSIST, Employee Health Manager), Soul Machines, Samsung (Neon), Magic Leap (Mica)

Improve Customer Self-Service and Self-Solve With Knowledge-Centered Service

Report Published by: Gartner

Report Name: Improve Customer Self-Service and Self-Solve With Knowledge-Centered Service

Report Highlights:

Customer self-service is valuable, but difficult to support well. This is a knowledge management problem that must be informed by analytics and enabled by search. Application technical professionals can leverage Knowledge-Centered Service to improve self-service and support.

If the question is worth answering or the problem is worth solving, it is worth having in the knowledge base.

Just as most contact agents have a script guiding them through what to say, they should also have a script for what to capture. The order of capture should always be “seek to understand before you seek to resolve.” This approach captures the context of the issue and will also provide invaluable help in conducting a search for relevant and reusable knowledge. In an increasing number of AI-based systems, capturing the context will enable the system to search on the agent’s behalf, without the need to formulate or execute a formal query. Platforms such as Yellow Messenger and ServiceNow currently offer this sort of capability. The context of the current session is also the most likely source of content to enrich and refine the solution retrieved. If no solution content exists, the resolution defined in the current interaction should, of course, be captured in as much detail as practical.

IDC Innovators: Conversational AI Software Platforms in Retail in India, 2019

Report Published by: IDC

Report Name: IDC Innovators: Conversational AI Software Platforms in Retail in India, 2019

Report Highlights:

IDC Innovators are emerging vendors with revenue <US\$100 million that have demonstrated either a groundbreaking business model or an innovative new technology, or both. This IDC Innovators study profiles three emerging vendors in conversational AI software platforms in retail in India: Yellow Messenger, NLPBots, and AskSid.ai.

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"The conversational AI solutions will have a notable impact not just on existing retail environments but also would drive the redesigning of shopping ecosystems. Retail companies would be adopting chatbots to bridge the gap between online and offline channels to improve customer experiences," said Swapnil Shende, senior market analyst.



Thank you

<https://yellowmessenger.com/>