

WittyParrot

Microsoft
Partner



Gold ISV

AI & ML Powered
INTELLIGENT COMMUNICATION & KNOWLEDGE AUTOMATION



WittyParrot is an “Intelligent Communication & Knowledge Automation” platform leveraging AI, ML, NLP & deep learning technologies with Line of Business applications & Productivity solutions complementing business applications such as Office 365, CRM, ERP, etc. WP offers:

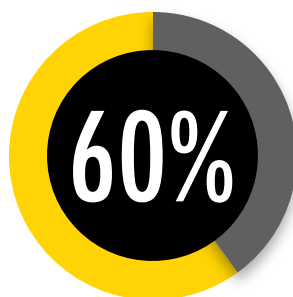
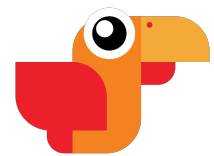
- AI & ML Voice bots & Chatbots (External facing for customers & internal facing for employees)
- Email Automation & Intelligent Communication (Email, Social, Messaging & Collaboration tools)
- Proposal builder & Contract lifecycle automation (draft - review - negotiation, e-Signature, obligations to track & compliance)
- Knowledge Automation and Federated Enterprise Search of unstructured micro-content

WittyParrot Voice & Chatbots are context-aware with multi-dimensional context drivers including user profile data & historical interactions etc. Platform has the ability to manage controlled vocabulary and taxonomy customizable to specific domain, customer and use case/Bot.

As a complementary platform for Line of Business applications and Productivity solutions, WittyParrot enables breadth of capabilities across the enterprise catering to several use cases related to Sales, Support, HR, IT and legal functions

Notable customers of Witty Parrot include Wipro, Accenture, KPMG, Oracle, PwC, Hexaware, CRISIL, Couchbase, PCM, GE, Ingram Micro, etc.

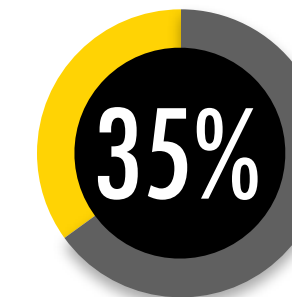
WittyParrot, one of Microsoft **GOLD ISV** (Independent Solution Vendor) partner, Co-Sell Partner, part of Microsoft Accelerator. Also, **GOLD** partner of **Wipro**



SELF-SERVICE AUTOMATION



PRODUCTIVITY GAIN



SURGE IN ENGAGEMENT

INCREASE NPS & CUSTOMER LTV - DELIGHTING EXPERIENCE - RAPID RESPONSE - TARGETED MESSAGE - FRICTIONLESS ADOPTION

AI BOTS

Deliver top notch concierge exp. to Customers, Partners & Employees

- » Voice / Chatbots: Sales & Support Self-Service ~60%
- » Knowledge & Transaction Query, CRUD, Classify, etc
- » Live Agent Support Mgt. 2-way Transfer, Co-browse

USE CASES

- » Sales & Support Bots
- » Agent & Channel Bots
- » IT & HR Support Bots

CUSTOMERS

Wipro - Tally
Tata Steel - Collabera

EMAIL AUTOMATION

Personalized communication to resonate with customers & employees

- » Email Bot - Mine, Classify, File Emails, Create Ticket - AI & ML
- » Tailored Mass Emails & Drip Campaigns - 100% delivery
- » Track Email, Link, File, Media: Engagement Stats & Insights

USE CASES

- » File Emails for Compliance
- » Sales/Mktg./Emp. Comm.
- » Engage Cust./Partner/Emp.

CUSTOMERS

Oracle - Accenture
CRISIL - Wipro

PROPOSAL & CONTRACT

Rapid response to proposals & track contract obligations for compliance

- » Templates & Clause Library to Build Proposals/Contract
- » Extract & Track Obligations & Terms for Risk & Compliance
- » CRM Int., e-Sign, Workflow, Collaboration & Analytics

USE CASES

- » Proposal Generator
- » Contract Lifecycle Mgt.
- » Document Automation

CUSTOMERS

PCM - KPMG
Ingram Micro - Wipro

KNOWLEDGE AUTOMATION

Relevant & consistent knowledge at the point of use - Single version of Truth

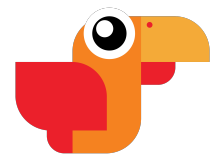
- » AI / ML Search at the Point of Use via Bots & Widgets
- » Federated Content Across Sources - Sharepoint, etc.
- » Micro-Content, Taxonomy, Access, Workflow, Version

USE CASES

- » Sales Enablement
- » Conversational CMS
- » Tech Pub & K' Mgt.

CUSTOMERS

PwC - GE - IM
Tata Steel - Dr. Reddy's



USE CASE SCENARIOS

EMAIL BOT & CHATBOT - CUSTOMER & EMPLOYEE SUPPORT:

- » Email bot -Auto respond to customer queries & create tickets
- » Employee Self-service Chatbot for HR, IT & Business Queries

MASS EMAIL, TRACK - EMPLOYEE/CUSTOMER COMMUNICATION:

- » Personalized Mass Email & Drip Mails to Drive Engagement. Detailed insights tracking Emails, Links, Files, Sessions, etc.
- » Manage Contacts, Distribution List Synch'ed to Office 365/Exchange with Workflow Automation for Personalization

PROPOSAL AUTOMATION & SALES ENABLEMENT:

- » Bid & Proposal Automation to Generate Draft, Internal & External Review/Collaboration in Word & CRM [DCRM/SF]
- » Sales Enablement with Contextual Content & Playbook Recommendation inside CRM based on Oppty Attributes

CONTRACT LIFECYCLE MANAGEMENT:

- » Contract Lifecycle Automation from Drafting to Internal & External Review Collaboration, e-Sign & Compliance Track
- » Assess Risk and Track, Monitor & Comply with Contractual SLAs, KPIs, Obligations & Entitlements Periodically

KNOWLEDGE MANAGEMENT:

- » Central Knowledge with Federated Cognitive Search on Sharepoint. Create & Manage Sales Collateral, Contracts, Scripts and Templates - Access Control, Workflow, Version
- » Conversational Micro-Content, Multi-Dimension Taxonomy, Metadata with Single Version of Truth to Drive Consistency
- » Bolt-On Widgets & Bot in Outlook, Word, Excel, PPT & CRM [Dynamics/Salesforce] for Point of Use Knowledge Access

SOLUTION DESCRIPTION

- » Intelligent Communication, Collaboration & Knowledge Automation Platform to Drive Productivity, Engagement and Rapid Response with Reduced Turnaround
- » Bolt-On Solutions to Office 365 & CRM that Enable Sales, Support, HR & Legal Teams to be Efficient & Effective with Relevant Knowledge at the Point of Use, Process Automation
- » AI /ML Powered Platform with Federated & Cognitive Search for Contextual Knowledge & Intelligent Workflow Automation

CURRENT CHALLENGES

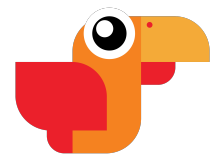
- » Inconsistent & Delayed Response to Sales & Support Queries
- » Manual & Time Consuming Proposal/Contract Collaboration
- » Lack Visibility /Poor Employee Engagement to Email Comm.
- » Tedious & Cumbersome Process to Find Sales Collateral
- » Multiple Repositories with Poor Search & Multiple Versions
- » Poor Employee Experience with HR and IT Support Issues
- » Lack of Visibility to Contract Obligations & Risk Exposure
- » Significant Sales & Support Employee Ramp-Up Time
- » Digital Automation & Maximize O 365, CRM Adoption /Use

REFERENCE CUSTOMERS

Wipro - Accenture - Hexaware - Microland - GE - KPMG - PwC - Ingram Micro - CRISIL - Oracle - Star Health - Dr Reddy's Lab - Tata Global - Collabera

KEY BENEFITS

- » 10x Productivity Gain
- » 50% Reduction in Turnaround Time
- » Significant Reduction in Sales Ramp-up
- » Deliver Positive Customer & Employee Experience with Timely Response
- » Bring Transparency & Governance to the Internal Workflow & Team Collaboration
- » Accelerate sales, reduce sales cycle with playbooks, higher engagement rate, etc.
- » Rapid & Targeted Response to Customer Queries with Ready Responses Access to Knowledge via Email & Word Widget
- » Consistent & Rapid Response by Sales & Support Teams with Central Knowledge
- » Effective Negotiation & Collaboration with Customers & Vendors via Microsites
- » Reduce Risk with built-in Governance & Compliance -Versions, Logs & Audit Trail
- » Stats & Analytical Insights - Usage Stats, Lead Time, Bottlenecks, Engagement...
- » Frictionless Adoption with Intuitive Built-in Widgets & Bots inside Outlook, Word, Excel, PPT, CRM - Guiding Users with Workflow & Feeding Relevant Content



FEATURES & CAPABILITIES

- Send Personalized Mass Emails and Schedule Campaigns with Tracking
- Drip Emails, Campaign for Auto Follow Up Triggered by Recipient Actions
- Track Email Delivery, Link Clicks, File Downloads for Insights & Compliance
- Manage Contacts - Custom Attributes & Mailing Lists with Dynamic Filters
- Centralized Content - Email Templates, Scripts, Collateral, FAQs & Responses
- Granular Access Control of Content - Read, Edit with History & Version Mgt.
- Secure File Link for Sharing & Tracking, Link Shortening of Web URLs to track
- Office 365 - Outlook & Word Widget, Chrome Plug-In, Web Application
- Email Message Encryption, Share Files via Secured Links & Delivery Audit Trail
- Stamp, Mine Emails Sent to Customers -Extract, Tag, Classify & Archive Emails
- Email Bot to Find Intent, Auto Classify, Route to Agents & Create Tickets
- Auto Log Sent Email to an Opportunity or a Lead in CRM, ERP, ATS, HRMS...

SOLUTION DESCRIPTION

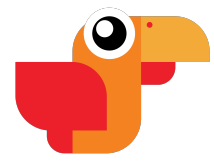
- » Sales Acceleration, Support Automation and Email Governance tool built inside Outlook for Office 365
- » Enable salespeople to send personalized mass emails and quickly respond to sales inquiries with ready content inside the Outlook widget
- » Enable support agents to respond & resolve issues instantly using built-in knowledge base inside the Outlook widget
- » Govern sent emails with encryption, stamp, secure file links, tag & file, track delivery with audit trails for compliance
- » Auto respond, classify & route emails to right agent, auto create tickets, write message logs & reduce manual effort

CURRENT CHALLENGES / PROBING QUESTIONS

- » Delay in responding to sales & support inquiries
- » Inconsistent & non-complaint communication to customers
- » Lack of central repository for Collaterals & FAQs responses
- » Need to manage templates, scripts & response snippets
- » Need to access right content instantly inside Outlook widget
- » Reduce ramp up & enable agents to be productive on day1
- » Need to track sent emails for stats, insights & compliance
- » Need to send secured transaction emails & files within SLA
- » Need to automate manual activities - digital transformation

KEY BENEFITS

- » 10x Productivity Gain
- » 35% Surge in Open Rate & Engagement
- » 100% Compliance, Security & Delivery
- » Deliver Positive Customer Exp. & Reduce Churn with Faster Issue Resolution
- » Increase Customer Lifetime Value & Net Promoter Score
- » Accelerate sales, reduce sales cycle with playbooks, higher engagement rate, etc.
- » Rapid & Targeted Response to Customer Queries with Ready Responses & Quick Access to Knowledge via Email Widget
- » Consistent Response by All Salespeople & Agents from Central Knowledge Base
- » Send large volume of transaction emails within SLA using multi-threaded blast
- » Reduce Risk with built-in Governance & Compliance - Proof of email delivery & acknowledgement with audit trail
- » Stats & Analytical Insights to Gain Cues for Sales & Support Follow Ups
- » Frictionless Adoption by Sales & Support Agents - Email Widget Feeding Content



FEATURES & CAPABILITIES

Create & Manage Doc Templates & Sub-Doc Sections as Content Snippets with Placeholders to Tailor Doc.

Granular Access Control of Docs & Content Snippets with Audit History, Workflow Track Changes, Versions

Multi-Stage Workflow - Sequential & Parallel Review, Alerts/ Notification, e-Sign, Expiry Date, w/f Template

Manage Template Types- SoW, MSA...& Placeholders. Auto Select the Templates Based on Attributes

Secure Link for Document / Microsite for External Sharing & Tracking with Collaboration Features

Analytics Dashboard with each Doc Workflow Status, Aging Report -Individual Contributor & Rollup View

Central Repository of Placeholders with Various Data Types. Ability to KPI /Obligations for SLA/Compliance

Create Accounts & Opportunities & Associate SoWs, Contracts, Collateral to track with Advanced Analytics

Integrate with CRM, SSO, Sharepoint. Auto Create Folders with Ready Content - Widgets in CRM

SOLUTION DESCRIPTION

- » Proposal builder widget inside O365 Word & any CRM with end to end workflow automation triggered by an Oppty.
- » Automate doc generation & collaboration among internal & external stakeholders for accurate & timely response
- » Sales enablement with knowledge recommendation in the context of an Oppty. with embedded widget inside the CRM
- » Knowledge & micro-content mgt. with multi-dimensional metadata classification, access control, workflow & versions

CURRENT CHALLENGES / PROBING QUESTIONS

- » Delay in responding to RFPs, Proposals, Contracts, etc.
- » Lack of visibility on RFP/SoW status & cause for delay
- » Need to train Sales team for accurate & timely response
- » Need to automate workflow collaboration & guide sales
- » Inconsistent, inaccurate & non-compliance responses sent
- » Lack of central repository for Collaterals & Doc Templates
- » Need to manage clauses, sections & response snippets
- » Need to access right content instantly inside Word widget
- » Reduce ramp up & enable pre-sales to be productive
- » Need a robust collaboration & workflow management
- » Need to send secured files for collaboration to customers

KEY BENEFITS

- » 10x Productivity Gain
- » 50% Reduction in Turnaround Time
- » Significant Reduction in Sales Ramp-up
- » Deliver Positive Customer Experience with Accurate & Timely Response
- » Bring Transparency & Governance to the Internal Workflow & Team Collaboration
- » Accelerate sales, reduce sales cycle with playbooks, higher engagement rate, etc.
- » Rapid & Targeted Response to Customer Queries with Ready Responses Access to Knowledge via Email & Word Widget
- » Consistent Process & Response by Entire Sales Team from Central Knowledge
- » Effective Negotiation & Collaboration with Customers & Vendors via Microsites
- » Reduce Risk with built-in Governance & Compliance -Versions, Logs & Audit Trail
- » Stats & Analytical Insights to Usage Stats, Lead Time, Bottlenecks, Engagement...
- » Frictionless Sales Adoption with Intuitive Built-in Widget inside Outlook, Word, CRM - Guiding Users with Workflow Process & Feeding Relevant Content



EMAIL BOT - SUPPORT AUTOMATION

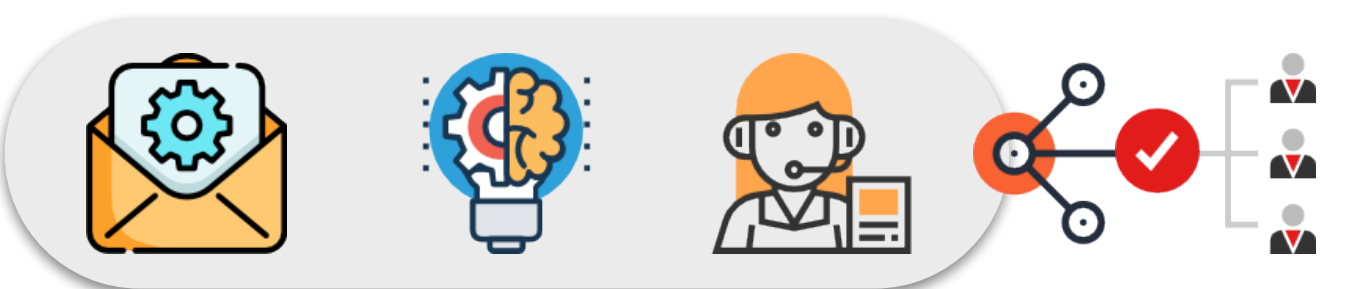
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Sales & Support Queries

Email / User Authentication

Mine Emails - Auto Respond
Create Tickets - Live Agent Mgt.



Auto Classification
Skill/Rule based Routing



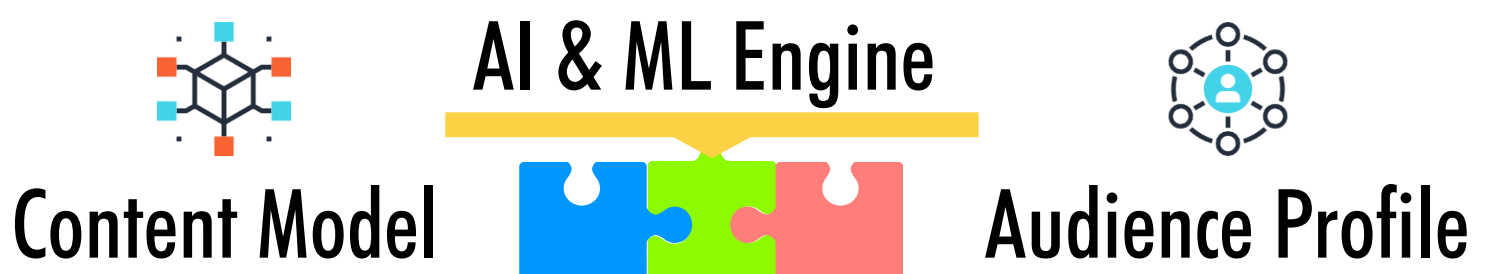
Tickets - Workflow - Mine - Recommend - Comply

CASE MGT. ROUTING FILING KNOWLEDGE INSIGHTS

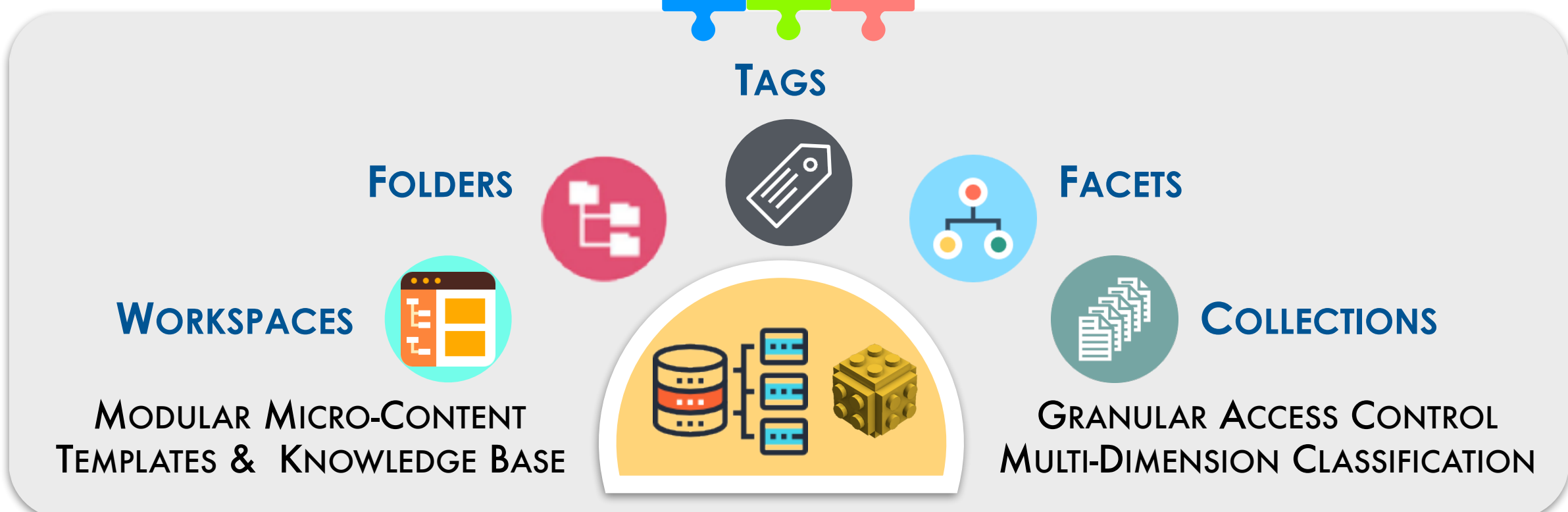
REST API Integration
» Query
» Look-up
» Validation
» Transaction

BUSINESS APPS
CRM, ERP, HRMS,...

AI & ML Engine



TAGS



EMAIL AUTOMATION

- » Auto process email enquiries by using text analytics & identify the intent(s), auto respond where possible
- » Auto classify emails and route to email groups/agents based on agent skills and routing rules

LIVE AGENT SUPPORT

- » Manage agents, groups & skills for routing email queries
- » Any CRM integration for workflow automation & updates

CASE MANAGEMENT

- » Auto create & classify tickets, assign priority in any CRM
- » Assign agents on skills/rules with alerts & notifications
- » Recommend knowledge in context of an issue to resolve
- » Audit logs, communication history & dashboard/reports

KNOWLEDGE AUTOMATION

- » Library of Templates, SOPs, scripts, knowledge, etc.
- » AI & ML engine to recommend targeted knowledge & response for rapid issue resolution

Deliver positive exp., resolve issues faster & compliance for email enquiries with bot and automation at reduced cost & effort

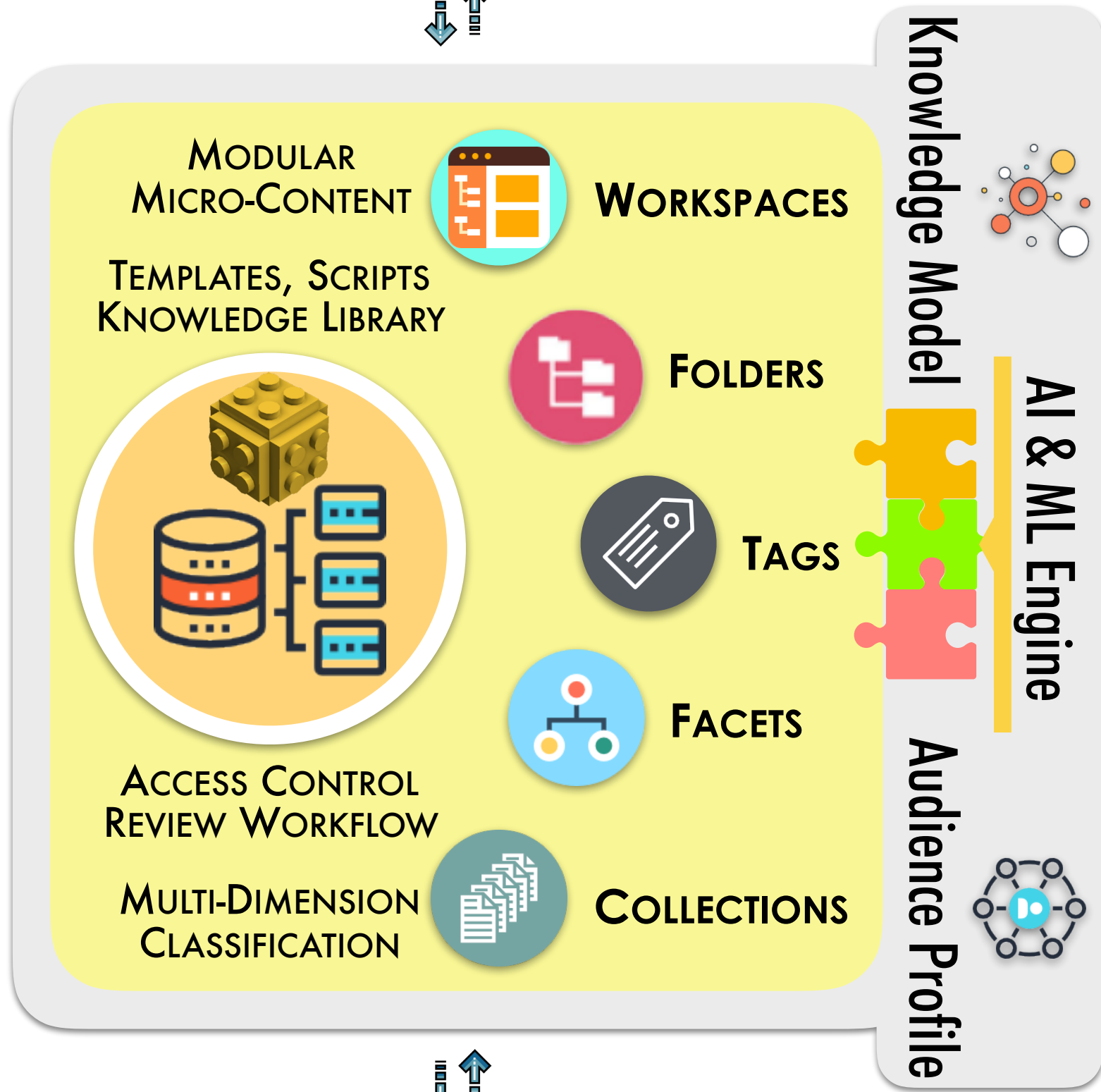
Email bot using AI, ML & NLP to process emails, auto respond, rule based routing, create ticket & recommend knowledge in context to resolve the issues quickly

SOURCES KNOWLEDGE CURATION & CLASSIFICATION INTERACTION

DISTRIBUTED CONTENT



FEDERATE - EXTRACT - IMPORT



TAXONOMY - SEARCH - ACCESS

SEARCH API - INTEGRATE WITH ANY BROWSER BASED APP

SEARCH API

12+ PUBLISHING CHANNEL

CHATBOT

EMBED CHATBOT IN ANY APP

WIDGETS

6+ ADD-ON WIDGETS OFFICE 365 APPS, CRM...

- COGNITIVE SEARCH - AI, ML, NLP**
- » Recommend, Full-Text Cog. Search
- » Federated Content Across Sources
- » Taxonomy, Multi-Dimension Metadata

- MICRO-CMS [COMPONENT BASED]**
- » Content Snippets with Placeholders
- » Access Control, Workflow, Versions...
- » Assemble Docs, Emails, Sites, PPTs...

- BOTS & WIDGETS - OFFICE 365, CRM**
- » Point of Use Widget -Word, Email, CRM
- » Cognitive Search - Content in Context
- » Assemble Doc, Share link, Merge Text

- USE CASES**
- » Knowledge Mgt., Micro-CMS, DMS...
- » Sales, Channel & Support Enablement
- » Tech Pub, Knowledge Base, Microsite
- » Conversational Content for Chatbots



PROPOSAL & CONTRACT AUTOMATION

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10x PRODUCTIVITY GAIN

60% CUT IN TURNAROUND TIME

100% COMPLIANCE

KNOWLEDGE LIBRARY

DRAFT & REVIEW

NEGOTIATION

DIGITIZE - AUTHOR - EXTRACT

SME ROUTING & REVIEW WORKFLOW

COLLABORATION

Knowledge Model

AI & ML Engine

Audience Profile

MODULAR MICRO-CONTENT

WORKSPACES

DOCUMENT TEMPLATES RESPONSES LIBRARY

FOLDERS

TAGS

FACETS

COLLECTIONS

ACCESS CONTROL REVIEW WORKFLOW

MULTI-DIMENSION CLASSIFICATION

DRAFT TEMPLATES WITH RECOMMENDED RESPONSES & SECTIONS AUTO ASSEMBLED BASED ON RULES & ATTRIBUTES

INITIAL DRAFT READY WITH SECTIONS, KPIS FIND RIGHT RESPONSES IN CONTEXT USING SEARCH BOT OR META NAVIGATION

MICROSITE LINK CLICKS & PAGE VIEWS

MICROSITE FOR CONTENT DELIVERY & COLLABORATION

TAXONOMY - SEARCH - ACCESS

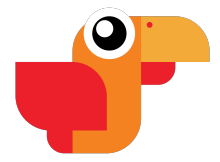
ALERTS - STATUS - STATS

e-SIGNATURE

- MICRO-CMS [COMPONENT BASED]**
- » Any Doc Templates - SOW, MSA, etc...
 - » Response Snippets & KPI Placeholders
 - » Access Control, Workflow, Versions...
 - » Recommend responses - Criteria Based
 - » Collaborate - Int. & Ext. Stakeholders
 - » Define any doc type, custom attributes
 - » Taxonomy, Multi-Dimensional Metadata

- WORD WIDGET & SEARCH BOT**
- » Automated draft based on attributes
 - » Assemble SoW, RFP Response - Library
 - » Classify, apply metadata, W/F Routing
 - » Cognitive Search - Response in Context

- SUMMARY & DASHBOARD**
- » Summary & status of proposals in flight
 - » Individual & roll-up view & aging reports
 - » Status drill-down - each workflow stage
 - » Track changes, versions & history logs
 - » Personalization, alerts, escalations, etc.



EMAIL AUTOMATION

- » Tailored Emails
- » Mass Emailing
- » Email Tracking
- » Drip Campaign
- » CRM Updates
- » Write Log
- » Create Task
- » Run Campaigns

KNOWLEDGE AUTOMATION

- » Auto Create Folders - WP
- » Trigger Bid Review W/F
- » Create task in MS planner
- » Preset Contextual Content
- » Widget Inside any CRM
- » Collateral Access
- » Content Rec. Engine
- » Contextual Knowledge

BID & CONTRACT LIFECYCLE

- » Templates Management
- » Document Drafting
- » Doc Assembly in Word
- » Internal Review Workflow
- » Negotiation Using Microsite
- » e-Signature using DocuSign
- » KPIs & Obligations Tracking
- » Amendments & Renewals

SUPPORT AUTOMATION

- » Chatbot for Customers
- » Chatbot for Agents
- » Central KB beyond CRM
- » Live Agent Management
- » Widget Inside any CRM
- » Knowledge Access
- » Content Rec. Engine
- » Contextual Knowledge

SOLICIT

QUALIFY

NURTURE

PROPOSAL

CONTRACT

PROJECT

SUPPORT

TICKET LIFECYCLE

Knowledge - Playbook - Campaign - Analytics - Collaboration - Doc Workflow - Training

Knowledge Automation - Deliver Contextual Knowledge - Widgets & Bots at the Point of Use inside CRM

White Papers - Case Studies - Battle Cards - Data Sheets - PPT Templates - Email Templates - Call Scripts
Testimonials - Contract Templates - Project Templates - Proposal Generator - Support Knowledge