

# Redefining Employee Experience with Conversational AI

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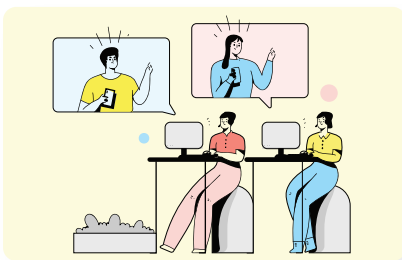


The pandemic is far from over as we brace ourselves for unprecedented waves that delay the return to any semblance of normality. Enterprises, SMBs and entrepreneurs across the world have accelerated their digital transformation journey with the onset of COVID-19 and will keep having to pivot, from optimizing internal processes to scaling businesses. Employee well-being will take precedence, unlike last year when sustenance came at the cost of well-being, while we adapt to the hybrid working environment.

## Navigating the future of work

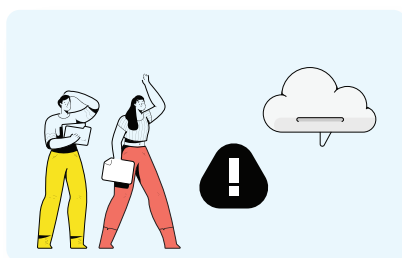
Let's face the truth: Whether it's your frontline workers who ensure smooth offline operations or your on-desk employees who with their digital dexterity build experiences that matter, employees are at the forefront of delivering these exceptional customer experiences.

Work is now more distributed than ever, with teams adapting to hybrid work models to engage and collaborate. Despite the investment in technology, automation and process innovation, gaps remain to help employees be more productive:

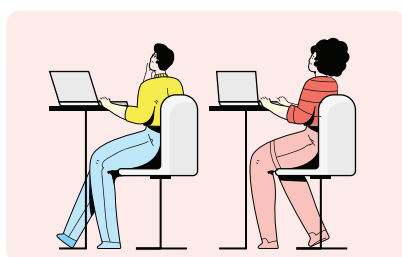


**Lack of engagement in remote teams** – While we went remote almost two years back, we switched to online tools to collaborate and e-meet our colleagues. Well, at first it seemed easy to meet and talk to people with a single click. The same meeting invite now, however, gives us the jitters, and we are longing to return to the office to meet people face-to-face.

[More than 51% of workers feel disengaged](#) in the current workplace environment, according to a recent Gallup report on employee engagement.



**Disconnected systems** – For too long, systems have been working in isolation, creating disparate experiences for employees who need to switch between various solutions and applications, leading to an inconsistent experience throughout.



**Lack of visibility into teams** – With teams being hired and onboarded remotely, getting a holistic view of what's happening on the ground across different departments is more difficult, increasing the organization silos.

# The Future: Conversational AI in Action

Conversational AI is a technology that helps computers and humans converse effectively through voice and text mediums. It can be used across various business departments, delivering smoother people experiences without the need for much human intervention.

New technology improvements and developments will also be a key factor in impacting the growth of Conversational AI adoption. Some of these technologies include:



## Predictive messaging:

Natural language processing technology helps chatbots become smarter with every conversation, delivering personalized responses to customers.



## Intent mapping:

The nature of conversations and queries can be understood in real-time and moved into automated conversation flows based on the intent of the customers.



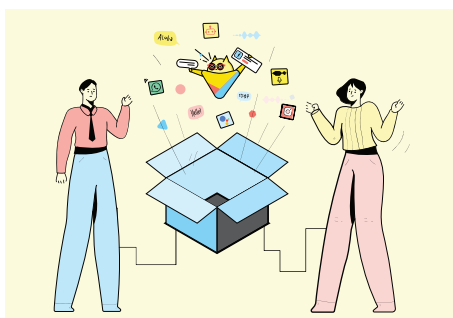
## Personalization engine:

Artificial Intelligence and automation technologies will improve personalization to deliver better customer satisfaction.



## RPA-based processes:

Conversational AI on top of RPA helps enterprises get the best of both worlds by connecting with existing RPA connectors to trigger specific business process tasks on demand.



Enterprises can leverage Conversational AI platforms to deploy Dynamic AI agents, aka AI-powered virtual assistants, to automate employee experience across both chat and voice channels with personalized and customized messaging that makes employees happier.

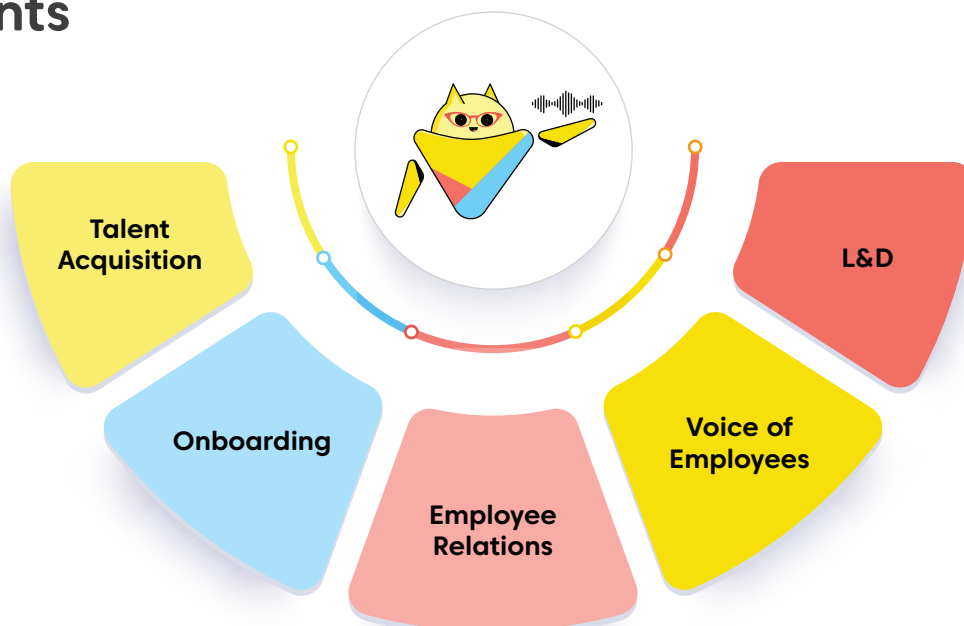
# Conversational AI in Employee Engagement

Communicating by engaging in a conversation is something that every human inherently knows. This makes conversational AI as a technology inherently appealing to the employees and facilitates better and more productive use of it in meeting their day-to-day tasks.

The application of conversational interface has been increasing in the workplace with employees engaging with virtual assistants to ask questions or request information.

As per Gartner, by 2023 75% of all [HR management queries will be initiated through a conversational platform](#) to meet the needs of a hybrid workforce.

## 360-Degree Employee Engagement with Dynamic AI Agents



### Engage employees across their tenure

Employee experience does not begin only after the candidate is onboarded, but rather from the moment a new candidate explores your careers page for job opportunities. Deploying VAs on your external/internal website can help candidates identify the right opportunities proactively. The VA helps create a stellar onboarding journey that begins the day the candidate accepts your offer letter and engages with them across channels as they learn about the organization and respective teams.

How often do we even refer to FAQs/documents to solve our queries? We expect information to be provided instantly. We achieve this by either pinging our teammates/HR or sending an email and expecting a reply ASAP. This is where a VA can pitch in as your buddy, one who has:

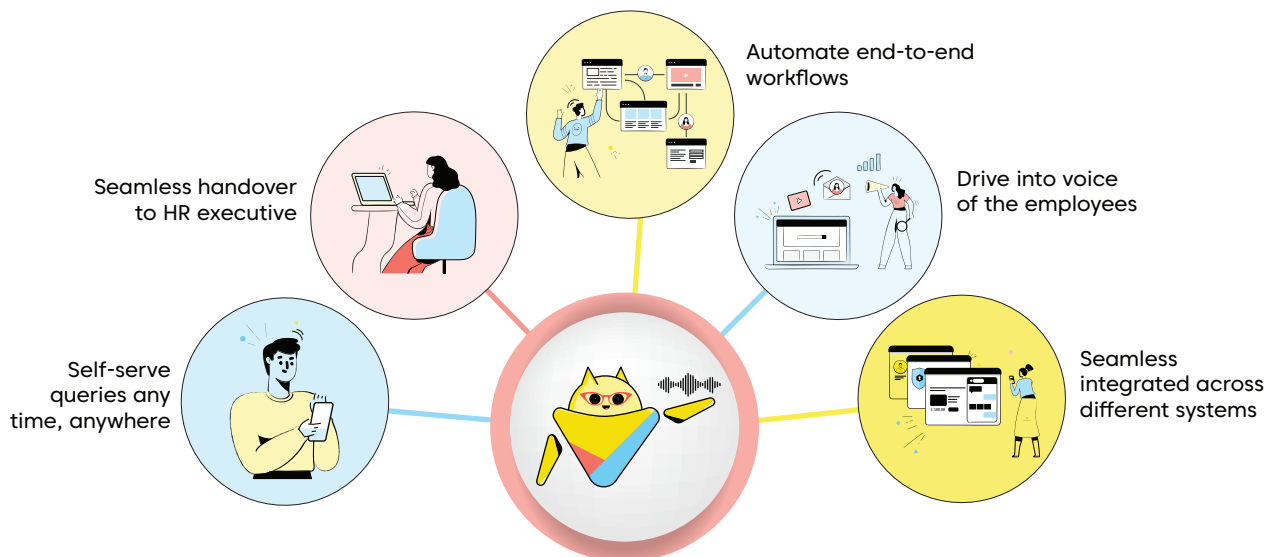


VAs take note of such complex queries and solve them faster and better the next time a colleague faces the same issue.

### Seamless employee experience

Traditionally, we have relied on different systems/applications to either apply leaves, manage KPIs or start a new upskilling program. The disadvantages of still working across these systems are many, but the following sums up the need to switch to a seamless solution:

- ▶ Employees get stuck in the process of multiple applications/POCs to get their query resolved, and nothing is more frustrating than being stuck and unable to do the actual work
- ▶ HR wastes crucial time in aligning these systems to manually route queries to respective departments such as IT, facilities or finance to get them resolved

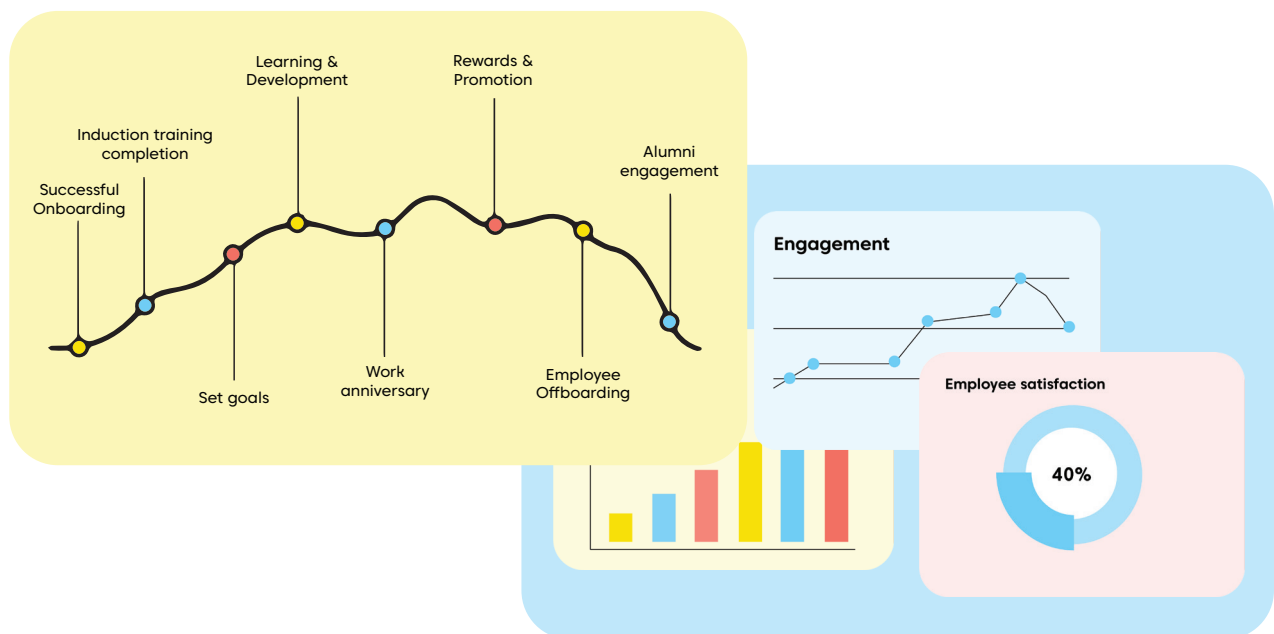


VAs eliminate the need for switching between multiple point solutions and do not require replacing your existing employee experience suite. They can be deployed on top of your existing organizational stack, enabling VAs to communicate with employees by syncing with internal systems.

## Analyze the voice of employees

Collecting and gathering data across systems is cumbersome and presents opportunities for manual errors to creep in. As we continue working remotely in the coming months or even years, organizations will have to manage and incorporate an increasing number of digital data points of employees, across systems and processes.

Conversational AI platforms that enable and deploy the VAs on top of your employee-related systems and processes have inbuilt capability to track and analyze data points end-to-end. You get a dashboard view of the entire employee journey and their feedback, which enables you to take necessary action to improve employee sentiment over a specific period. [Employees who feel their voices are heard at work are 4.6 times](#) more likely to give their best performance, according to a recent study from Salesforce.



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“When employees are enabled with time and energy to focus on work that matters to them and even the business, they are automatically powered to build 10X customer experience.”

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One of the leading ecommerce platforms in India has deployed Yellow.ai's dynamic AI agent to enable and empower employees to self-serve their daily tasks/requests with rapid turnaround times.

#### Key Implementations:

- ▶ Support across employee journey from hiring & onboarding new candidates to managing their leaves, payroll related queries
- ▶ Engage with employees regularly from fetching colleague details from people directory to scheduling meetings, setting reminders
- ▶ Enable employees with instant access to purchase orders, invoice details

Integrations: SuccessFactors, OneLogin, BMC Remedy

#### Impact

45%

Reduction in unproductive man hours

60%

Improvement in query handling time

30%

Improvement in Employee Satisfaction

## About Yellow.ai

Yellow.ai is the World's Leading Total Experience Platform powered by Dynamic AI agents that enables enterprises to have enriching, delightful and personalized interactions with their customers and employees across their preferred choice of channel, language and time. Dynamic AI agents are advanced virtual assistants that automate digital (text), conversational (voice) and unstructured (documents) workflows to deliver a connected experience across all human interactions in real-time, across channels and at scale.

## Why Yellow.ai?



**Sophisticated NLP that drives adaptive interactions:** The NLP models understand the diversity within the conversations and quickly adapt to an evolving multi-turn conversation with changing context or multiple languages in the same session or asynchronous conversation across multiple channels. Since our Dynamic AI agents are trained with vast ML datasets, they are able to access more information at a much faster rate than ever possible by a human agent.



**Leverage Integrations & Pre-built workflows/templates:** Seamless integration with the enterprise HR systems enables you to use pre-built templates and workflows as per your requirement, customizable, providing faster time to value.



**Self-serve in real time:** Connect your company wide policies and process documents across different geographies with the knowledge base to auto-generate FAQs that resolve candidate queries from the moment they apply for the job till completing their onboarding formalities. While our platform can seamlessly enable self-serving employee queries throughout the tenure, employees can also perform actions in real time with the help of Dynamic AI agents such as submitting documents, applying for leave, scheduling team meetings, raising IT tickets or even ordering new assets. Moreover, an employee can reach out to the right SPOC across HR/IT/Finance teams ,who is empowered with all the context and knowledge in real time, to enable faster and informed resolution.



**Proactive & Personalized communication:** The Dynamic AI agent proactively converses with employees on various occasions/events, right from the moment they accept the offer, upskill to relevant skills, or receive rewards on stellar performance through the year. Every interaction the agent has with the employees is a hyper-personalized basis of their preference, interests, personal & professional life goals.



**Voice of the employees:** Track and Analyze employee sentiment and behavior across the tenure, to be able to drive actionable insights on how to improve satisfaction score over a period of time.



Visit [www.yellow.ai](http://www.yellow.ai) for more information.

Contact us at [contact@yellow.ai](mailto:contact@yellow.ai)