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Level 0 - FAQs

1. What is ChatGPT?

ChatGPT is a highly advanced language model which uses a deep neural network to analyze and generate natural language responses to a wide range of inputs. ChatGPT has been trained on a massive amount of data, allowing it to understand and respond to a variety of inputs with a high degree of accuracy and fluency.

One of the key applications of ChatGPT is in the field of chatbots. With its advanced language processing capabilities, ChatGPT can be used to build intelligent chatbots that can interact with users in a more human-like manner. These chatbots can be integrated into a wide range of applications, such as customer service portals and e-commerce websites, to provide a more seamless and personalized user experience.

2. Are ChatGPT and chatbots the same?

A chatbot is a computer program designed to simulate conversation with human users, typically using text-based communication channels like messaging apps or websites. Chatbots can be built using various technologies, including rules-based systems, machine learning algorithms, and natural language processing (NLP) techniques. Chatbots can range from simple, scripted systems that respond to specific keywords or phrases, to more advanced systems that use machine learning algorithms and NLP to generate more natural and sophisticated responses.

ChatGPT, on the other hand, is a specific language model developed by OpenAI that uses deep learning algorithms to generate natural language responses to a wide range of inputs. While ChatGPT can be used to build chatbots, it is a more general-purpose tool that can be applied to a wide range of natural language processing tasks, such as language translation and content generation. So while chatbots can use ChatGPT as one of their underlying technologies, ChatGPT is not necessarily synonymous with chatbots.

3. How does Yellow.ai compare against ChatGPT/Generative AI?

ChatGPT is not a competitor to Yellow.ai, but rather a technological enabler that can be used to enhance the capabilities of our Dynamic Automation Platform. Yellow.ai is leveraging ChatGPT/Generative AI to create near-human interactions that are unique and context-specific, allowing for more personalized and engaging conversations with customers. The combination

of conversational AI and generative AI can help to deliver improved business results across the breadth of use cases including bot automation, agent support, and marketing conversations.

Overall, by using ChatGPT/Generative AI Yellow.ai is enhancing the capabilities of our existing systems and providing more accurate, efficient, and personalized support to their customers.

4. How is Yellow.ai leveraging ChatGPT/Generative AI to provide better customer support?

Yellow.ai Dynamic Automation Platform (DAP) is built on multi-LLM architecture with powerful workflow automation that is continuously trained on billions of conversations for scalability, speed, and accuracy. Powered by Generative AI, Yellow.ai delivers:

1. **Goal-based conversations** - Near human situation handling at machine speed
2. **Dynamic workflow generation** - Conversations generated based on the next-best steps
3. **Human-like empathy** - Empathetic and contextually rich conversations for customers
4. **Zero setup** - Dramatically faster time to value

5. Do Generative AI-powered chatbots take a longer time to deploy?

Enterprises can provide contextual customer support by leveraging ChatGPT/Generative AI features without increasing deployment time. In fact, Generative AI can help achieve faster time to market by suggesting the best next step in conversational flow automation, suggesting possible user responses, and then designing user journeys based on set goals. It can also be leveraged to generate test data automatically for NLP and eliminates the need for manually generating test data or training data.

6. How does Yellow.ai plan to use domain-specific LLMs to facilitate dynamic content creation?

We are extensively developing use-case-specific Large Language Models (LLMs) that are efficient in addressing complex end-user-facing use cases across customer support, marketing, and employee experience that require real-time decision-making. Essentially, leveraging LLMs in the runtime to redefine and elevate end-user experiences. One such use case that we solved using an in-house model is summarization for situations that demand fast response times. In

addition, we have created a proprietary context model that empowers our Dynamic AI agents to understand the conversation's context more accurately. These are just two examples of how we are working on developing specialized LLMs to efficiently solve specific use cases across industries.

7. What is Yellow.ai's roadmap for generative AI?

Generative AI has opened up new avenues for us as a company, and we are excited about the increasing interest from enterprises in adopting our Conversational AI solutions.

- Investing heavily in domain-specific LLMs for dynamic content creation
- Already working with enterprises in BFSI and automobile sectors for customer support and marketing
- Working on use-case trained multi-LLMs which we believe are the future of generative AI in Conversational AI
- Experimenting with different LLMs like Anthropic and Meta's LLaMA
- Building an in-house LLM for enterprise consumption
- Leveraging LLMs as a robust intelligence layer to deliver solutions for complex end-user-facing use cases
- Enhancing goal-oriented conversations feature for more extensive and complex goals
- Widening scope of Dynamic AI agents with dynamic workflow generation and personalized service through CDP and LLMs
- Committed to making bot-building more accessible and straightforward
- Soon, users will be able to describe the kind of Dynamic AI agent they need, and the platform will automatically build it for them

Level 1 - Detailed FAQs

1. Problem Statement

To begin with, the problems that couldn't be solved by traditional rule-based automation are as follows:

1. **Complex Problem-Solving Limitations:** Traditional rule-based automation chatbots face challenges when confronted with complex issues that demand in-depth knowledge, intuition, or empathy. These chatbots rely on pre-defined, guided flows, which restrict their flexibility and necessitate human intervention in decision-making.

However, advanced AI models can enhance problem-solving capabilities by dynamically adjusting their responses, delivering more accurate and efficient solutions at machine speed.

2. **Emotional Intelligence and Empathy Constraints:** Chatbots, even with state-of-the-art AI, are unable to fully emulate human emotions and empathy, which are essential for addressing sensitive customer interactions. **Adaptability and Learning Limitations:** AI chatbots can learn and improve over time, but they may not be as adaptable as human agents who can rapidly respond to unique or unforeseen situations. Further research and development in AI algorithms can help bridge this gap, enhancing chatbot adaptability and capacity for continuous learning, which will ultimately benefit user experiences.
3. **Communication Barriers and Misunderstandings:** Misunderstandings and communication barriers are common challenges for chatbots, as they can occasionally misinterpret user queries or context, leading to incorrect or irrelevant responses. Advancements in natural language processing (NLP) and understanding (NLU) can help overcome these limitations, enabling chatbots to grasp the context and user intent more accurately. Consequently, this will lead to more effective communication and improved user satisfaction.

2. Importance of Generative AI in Conversational AI platforms

Generative AI removes three key limitations of traditional rule-based automation:

1. **Advanced Intent Training:** Generative AI models benefit from extensive pre-training on vast datasets, which enables them to recognize and understand a wide range of user intents. This eliminates the need for businesses to spend time and resources training intents at the bot level. As a result, organizations can deploy AI-powered chatbots more quickly and efficiently, ensuring that they can handle diverse customer inquiries without extensive customization. Pre-training techniques such as transfer learning and fine-tuning enable generative AI models to build upon their vast knowledge base, making it easier for them to adapt to specific domain requirements. This reduces the need for businesses to invest heavily in domain-specific training data and accelerates chatbot deployment.

Industry Insights: The use of advanced intent training has transformed industries such as e-commerce, finance, and healthcare, where customers have diverse needs and

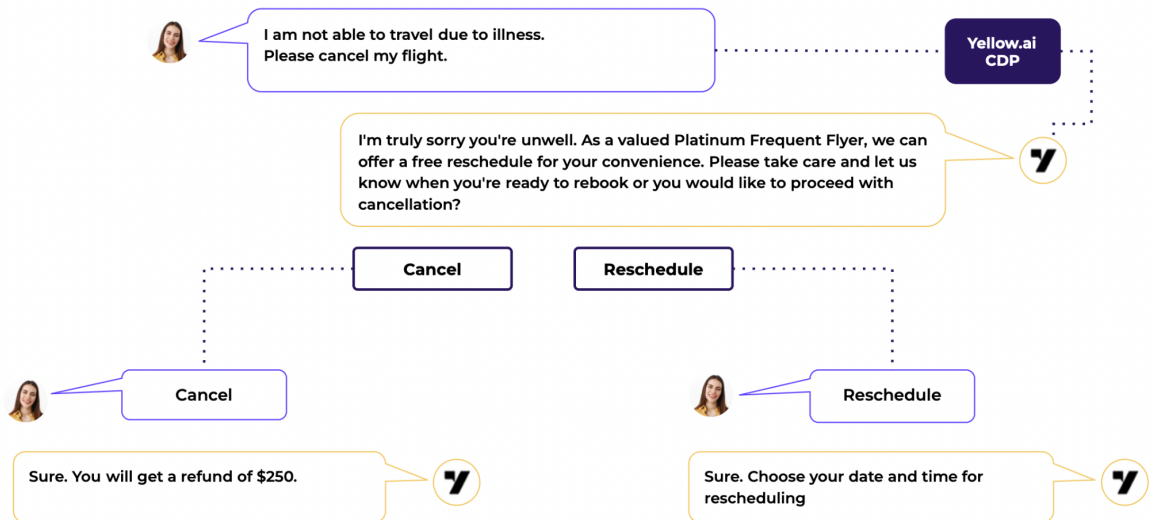
expectations. By recognizing and addressing various user intents, AI-powered chatbots can provide more accurate and relevant responses, enhancing overall customer satisfaction.

- 2. Dynamic Rule-based Flows:** Generative AI is capable of analyzing user messages in real time and breaking them down into executable tasks. These tasks are then executed on dynamic automation platforms without relying on pre-configured flows. This flexibility allows AI-powered chatbots to cater to a broader set of user requests with minimal setup effort, ensuring that customers receive accurate and relevant responses to their inquiries. Generative AI models, powered by natural language processing (NLP) and natural language understanding (NLU), can parse and interpret user messages more effectively. This allows them to identify the most relevant tasks to be executed on the automation platform, ensuring that chatbots can respond to user requests in a timely and accurate manner. The ability to dynamically generate rule-based flows empowers businesses to deliver more flexible and adaptable customer support services.

Industry Insights: Dynamic rule-based flows have proven particularly valuable in industries where customers have unique and ever-changing requirements, such as travel, customer support, and professional services. By enabling chatbots to address a wider range of inquiries without extensive pre-configuration, businesses can provide more efficient and personalized customer experiences.

- 3. Human-like empathy:** Chatbots, even with state-of-the-art AI, are unable to fully emulate human emotions and empathy, which are essential for addressing sensitive customer interactions. By leveraging generative AI, chatbots can now produce more human-like conversations, modulate tone, and personalize responses for each individual. This advancement enables empathetic and accurate communication, as demonstrated in scenarios such as flight cancellations. The result is a tailored service experience at machine speed powered by the CDP, vastly improving upon the traditional one-size-fits-all approach.

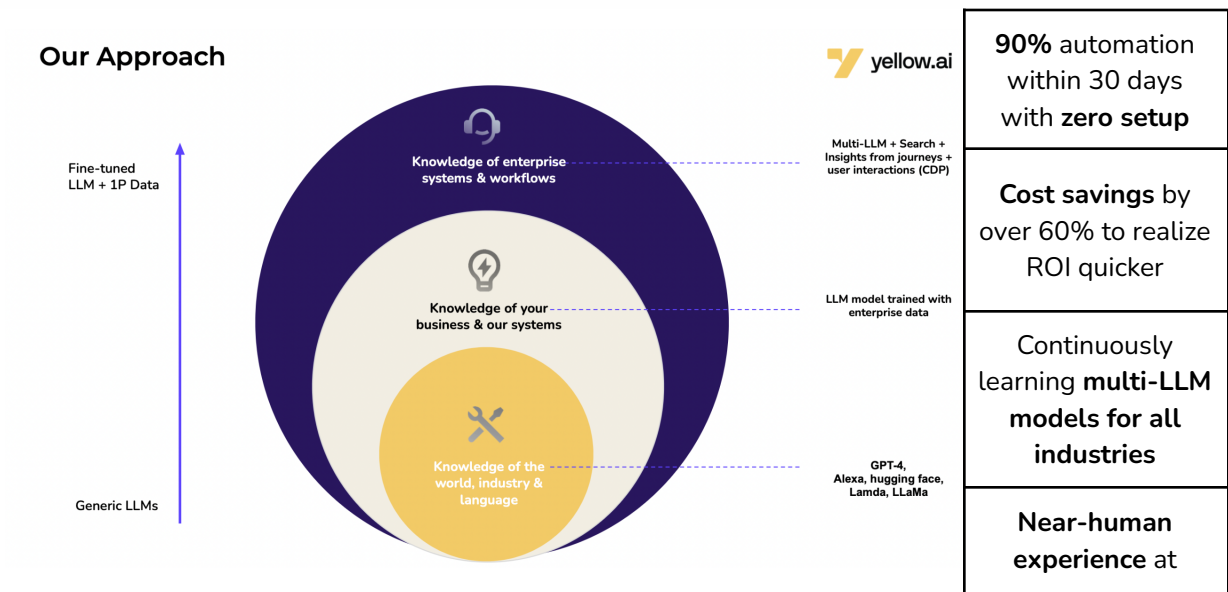
Human-like empathy through hyper personalization



3. What is Dynamic Automation Platform (DAP) with Generative AI?

Bringing the best of both worlds, Yellow.ai DAP with Generative AI uses multiple LLMs and Yellow.ai’s proprietary insights to help businesses achieve highly personalized customer experiences.

Our Approach



Dynamic Automation Platform (DAP) with Generative AI capabilities mark the next step in our mission to transform the way businesses interact with their customers. Our advanced generative AI technology enables dynamic, goal-oriented, and human-like conversations, ensuring customers receive an unparalleled support experience.

Key features of our new platform include (covered with metrics and details in questions further):

1. **Zero setup** bot deployment to achieve dramatically faster time to value.
2. **Advanced scenario handling** capabilities to provide goal-oriented customer interactions.
3. Improved natural language **understanding and response generation** for more human-like dialogues.
4. **Seamless integration** with the enterprise's existing CRM, marketing, and sales systems for a unified customer view and streamlined workflows.

4. What is Yellow.ai's roadmap for generative AI, and how does it plan to stay at the forefront of conversational workflow automation?

Generative AI has opened up new avenues for us as a company, and we are excited about the increasing interest from enterprises in adopting our Conversational AI solutions. We strongly believe in the potential of generative AI to enhance our capabilities, foster innovation, and drive business growth. For almost two years, we have been working with LLMs and continue to invest heavily in domain-specific LLMs to facilitate dynamic content creation. We are already working with enterprises across sectors such as BFSI and automobile sectors to leverage our generative AI-powered capabilities for their customer support and marketing use cases. In fact, generative AI and LLMs have become ubiquitous in almost every customer conversation.

We are doubling down on our generative AI roadmap and are optimistic about bringing our solutions to many more enterprises with faster time to market and time to value. In our opinion, use-case trained multi-LLMs are the future of generative AI in the Conversational AI space and we are extensively working on leveraging such models to deliver 90% automation in just 30 days to our customers. We are experimenting with and working on different LLMs like Anthropic and Meta's LLaMA. Additionally, we are building an in-house LLM designed specifically for enterprise consumption to further strengthen our platform capabilities.

Our focus is to leverage LLMs as a robust intelligence layer, not just to create chatbots but to deliver solutions for complex end-user-facing use cases that require real-time decision-making. End-user-facing features such as goal-oriented conversations are resonating really well with our customers and seeing rapid adoption. We are working to enhance our goal-oriented conversations feature, making it easier to define and execute a more extensive and complex range of goals. We will also invest further in widening the scope of our Dynamic AI agents using dynamic workflow generation & delivering individualized service through a combination of Customer Data Platform (CDP) and LLMs. That's where the real potential of LLMs lies, and that's how we are differentiating ourselves to stay at the forefront of conversational workflow automation.

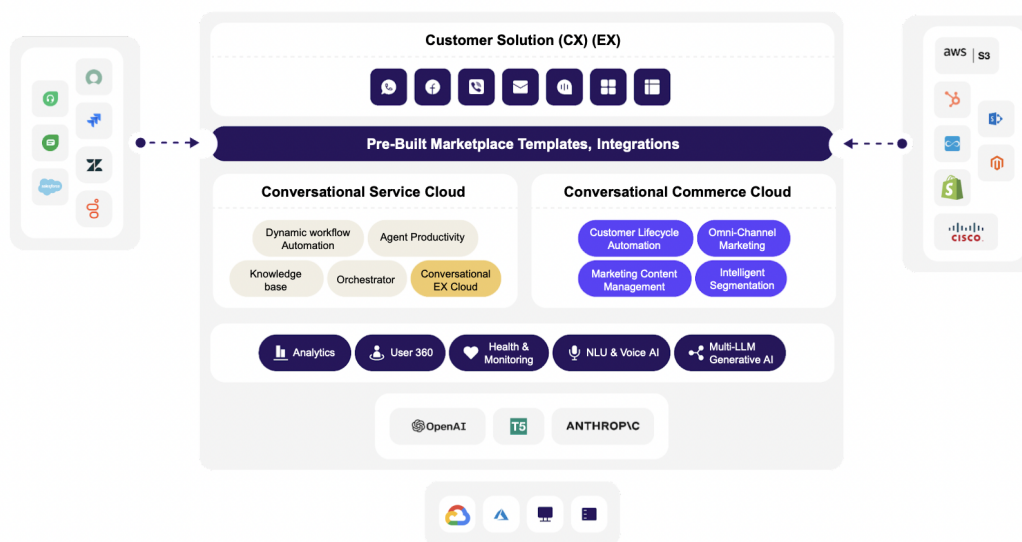
While we are focused on improving the above features, we are also committed to making bot-building more accessible and straightforward. Soon, users will be able to describe the kind of Dynamic AI agent they need, and our platform will automatically build it for them. This feature will be available to all users of our platform, making it incredibly easy to unlock all the benefits of our technology.

5. Detailed definition - Dynamic Automation Platform (DAP) with Generative AI

Yellow.ai Dynamic Automation Platform is built on a multi-LLM architecture that is continuously trained on billions of conversations for scalability, speed, and accuracy. Powered by generative AI, the platform can automate customer and employee experiences across channels while significantly reducing operational costs. Businesses can achieve 90% automation within the first 30 days, a 40% increase in CSAT ratings, and more while consistently helping businesses save up to 60% in operational costs.

Truly multi-cloud and multi-region, DAP is built to meet the highest security standards and compliance requirements. DAP seamlessly integrates with existing systems and workflows and can create personalized and context-aware conversations with customers. With 100+ integrations (Shopify, Ameyo, Cisco, Magento, Salesforce, Genesys, Zendesk, and Hubspot, etc) and 150+ pre-built marketplace templates and our Dynamic conversation designer, businesses can go live and to market 2X faster.

Real-time support at scale with generative AI



DAP supports the following suite of solutions -

1. Conversational Service Cloud

With Yellow.ai's Conversational Service Cloud (CSC) solution, enterprises can deliver real-time support to their customers by automating routine queries and intelligently transferring complex queries to human agents. Enterprises can boost customer satisfaction and agent productivity by delivering a 24*7 instant, omnichannel customer support experience with up to 60% reduced operational cost and faster ROI. Key benefits among many include -

- 40% increase in CSAT
- 60% reduction in operational costs
- 90% automation within 30 days
- 50% increase in human agent productivity

2. Conversational Commerce Cloud

Yellow.ai's Conversational Commerce Cloud (CCC) solution connects consumers to the brand directly via personalized, relevant omnichannel conversations and increases conversions across the entire customer life cycle. Using AI-powered conversations, the platform enables marketers to reach and engage with users across channels and drives a boost in conversions across the funnel (from visits to sales). Key benefits -

- 60% increase in customer engagement
- 30% decrease in cost per lead
- 50% increase in conversions

3. Conversational EX Cloud

Yellow.ai's Conversational EX Cloud delivers on-demand, personalized employee experiences at scale. With EX Cloud employees get round-the-clock support with self-serve automation to address all day-to-day queries, including IT support, password resets, hardware requests, HR policy FAQs, leave applications, pay slips, and conference room bookings. Key benefits are -

- 80% employee queries self-served
- 40% increase in ESAT
- Cut operational costs up to 60%
- 30% faster hiring and onboarding

6. Key benefits of DAP

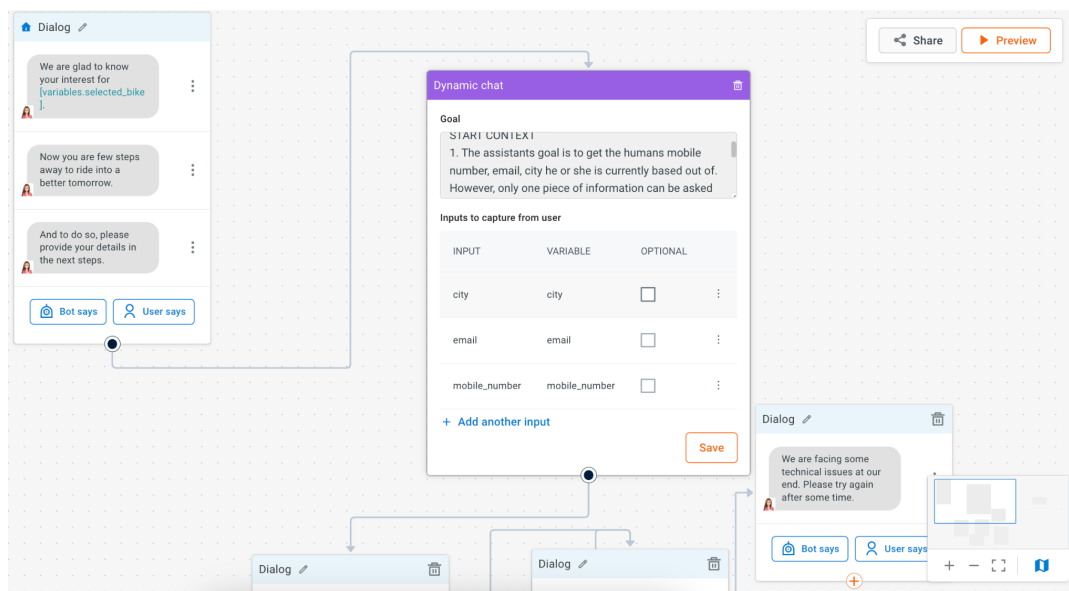
The major value proposition that we are enabling via our DAP can be categorized under:

1. **Goal-based Conversations:** Enabling enterprises to transform from merely answering queries (content-based automation) to Goal-based conversations powered by Gen AI (in terms of providing customer solutions and fulfillment of end goals)
 - 90% Self Serve Automation
 - 60% Reduction in Operational Costs
 - Improve customer journey completion rate by 50%
 - Continuously learning, multi-LLM AI for all industries
2. **Human-like Empathy:** Transforming Conversational experiences (whether Voice or Text) to be more humanized. Delivering Human empathy in synchronization with the context and scenario at hand rather than mechanical responses based on FAQs.
 - 40% increase in CSAT
3. **Zero Set up:** Driving faster time to value by getting a bot ready within minutes of uploading documents. Enterprises can connect it with their preferred channels and go live. Also, they can instantly generate Campaign Workflow by providing details on Campaign Goals, Context, and User Segments.
 - 50% Faster Time to Market
 - 50% increase in Operational Efficiency
4. **Dynamic Workflows:** Enabling enterprises to create and expand workflows dynamically with Generative AI, depending on the context and requirements with which the customer conversations may change. It means not being limited to a fixed workflow while hoping that customer requirements fit within that flow.

- 40 % increase in Lead Generation
- 50 % increase in User Engagement
- 30 % increase in Conversions

7. What is Dynamic Chat and how it enables goal-driven conversations?

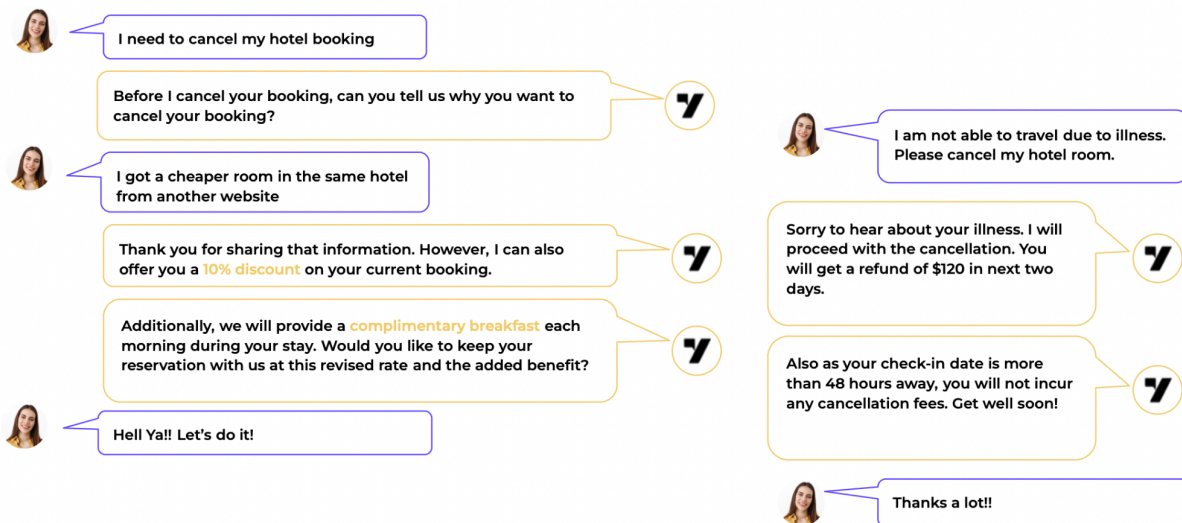
Enabling goal-driven conversations, Yellow.ai's generative AI-powered Dynamic Chat, integrated with our **Dynamic Conversation Designer** and **Conversational Commerce Cloud** is able to generate conversational flows on the fly. Enterprises can create a lead generation goal for website visitors and configure mandatory and optional inputs (e.g., keeping the phone number and email mandatory and the name and size of the company optional). Dynamic Chat is capable of generating a conversation in real-time using these inputs, generating the lead, and storing it in the CRM.



It eliminates the need to manually create responses, which is a time-consuming and tedious process. Leveraging generative AI, the process becomes effortless and smooth, with human intervention required only for reviewing and streamlining the final output. While designing a conversation, Dynamic Chat can provide suggestions on industry-specific use cases, add pre-trained utterances to each use case, make suggestions on the next probable flow, and alert for detected errors, all using generative AI-powered insights.

Goal-based conversations

Near human situation handling at machine speed



For instance, imagine a scenario where a customer requests to cancel their hotel booking, stating that they found a cheaper deal on another website. With Dynamic Chat, our Dynamic AI agent can offer them a compelling solution - a 10% discount on their current booking, along with a complimentary breakfast. Similarly, if the customer needs to cancel their booking due to being unwell, our AI agent can understand the customer's situation and respond accordingly. The customer can receive a refund if they cancel the booking 48 hours before their check-in date.

The benefit of Dynamic Chat lies in its ability to handle conversations dynamically, based on the customer's responses. By leveraging generative AI, we can understand customer needs and offer hyper-personalized solutions that cater to their specific situation. Dynamic Chat thus enables a zero-setup for faster time-to-market, leading to an improvement in the customer journey completion rate by 50%. Furthermore, it is capable of suggesting use cases and utterances across industries owing to the continuous learning, multi-LLM AI.

8. Empower support agents with **Generative AI-powered Inbox** to provide better customer service

Yellow.ai's omnichannel customer support help desk, **Inbox**, now empowers support agents with generative AI-enabled

1. **Ticket summarizations:** Customer support agents can get the entire context and current status of a query without the customer having to explain the issue multiple times. Essentially, it not only reduces the search time but also maintains the context in the ongoing interactions.

Let's take an example of a customer who connected with a bank's support team to apply for a personal loan. The customer had multiple rounds of conversations with both the Dynamic AI agent and a human agent. As the customer already had a home loan, he wanted to know his maximum loan eligibility. Despite his efforts to resolve the issue, he faced problems while filling out the personal loan application. A day passed, and the issue still persisted, prompting the customer to seek further assistance from a human agent to escalate the situation. In this scenario, the newly assigned support agent can leverage our summarization feature, which can provide the agent with the entire context of the query within seconds. The feature can highlight key points of the past conversation and assign a sentiment, positive or negative, to the outcome, enabling the agent to resolve the issue quickly and efficiently.

2. **Response and tone suggestions** that best suit the context of the customer's query. Agents can respond and handle customer queries faster with AI-powered canned response suggestions. Canned responses are a predetermined set of reply messages that, once created, can be triggered using a shortcut keyword, like a speed dial, rather than typing the same message again & again, resulting in consistent answers as well as reduced training time. Furthermore, they help support agents with tone suggestions. The platform allows agents to compose more formal or empathetic messages while responding to a customer.

In the example mentioned above, the newly assigned human agent can leverage this feature to draft a more empathetic response within seconds. Based on the summarized conversation, the agent can understand the customer's disgruntled state and rephrase a generic response like "Wait, I am looking into it" into a more personalized and apologetic response like "I apologize that the issue has not been resolved yet. I understand your frustration and am looking into the details. Please bear with me." The agent can accomplish this with just a single click.

3. **Multilingual agent interface** helps agents address queries asked in languages unknown to them by leveraging generative AI's power to translate in real-time.
4. **Coaching insights and recommendations** in Yellow.ai Inbox uses Generative AI to provide coaching insights and areas of improvement based on past customer

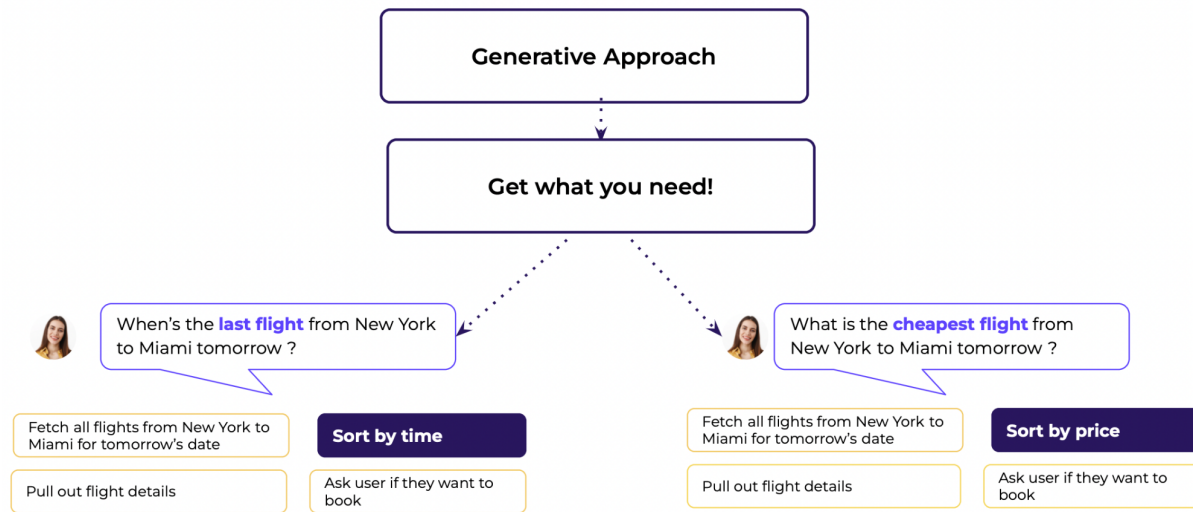
interactions. Under the monitoring dashboard, supervisors and team leads can easily access coaching insights for each of their reportees with just one click. These personalized insights provide a deep understanding of an agent's performance, areas for improvement, and actionable suggestions for better training. For example, the dashboard can suggest that a supervisor guide an agent on using canned responses or improve their product knowledge. The dashboard also allows supervisors to assign tasks and track progress and can direct agents to relevant articles and FAQs for improved customer interactions.

These generative AI-powered features in Inbox can lead to a 50% increase in human agent productivity, reduce agent search time by 50%, and reduce agent training time by 80%.

9. Help marketers and customer support teams with **Dynamic Workflow Generator**

Traditionally, enterprises use chatbots to provide responses to a fixed set of flows. The enterprise tries to predict the probable journeys that the customer may take or the questions they may ask during each of those journeys and accordingly, the chatbots are trained to provide responses to the questions. This approach comes with an inherent limitation of being static and expecting customer situations to stay within those predicted journeys. But real-life customer scenarios are very dynamic and the market need is to have Dynamic AI agents across chat and voice that can generate responses on runtime to changing customer situations.

Dynamic Workflow Generator enables auto-generation of workflows for marketing and customer support use cases revolutionizing campaign strategies and issue resolution. Marketers can now craft goal-focused dynamic campaigns, like promoting special discounts and driving successful conversions. Similarly, customer support benefits from the dynamic creation of workflows, eliminating the reliance on if-else loops and accelerating query resolution with greater scope and efficiency.



Let's take an example within a customer support scenario. A customer plans to travel from New York to Miami but unexpectedly needs to reschedule. She interacts with a dynamic AI agent to investigate alternative flight options for the following day. She might ask, "What is the last flight from New York to Miami tomorrow?" (requiring the AI agent to filter results by time). Alternatively, she could inquire, "What is the cheapest flight from New York to Miami tomorrow?" (necessitating a filter based on price). Depending on her priorities, the customer's follow-up questions may vary, and the Dynamic AI agent will adjust its workflow and responses to assist with booking, seat selection, and meal preferences.

Let's now consider a marketing focused use-case. Imagine a year-end promotional campaign featuring a 30% discount on a variety of merchandise, such as shoes, electronics, and baby products. Should a customer ask about promotions on men's apparel (an item not included in the campaign), the dynamic workflow will expand to present information on the latest offers for men's clothing.

The Dynamic Workflow Generator, a powerful feature of the Dynamic Automation Platform (DAP), allows businesses to dynamically handle customer inquiries in runtime, facilitating informed decision-making for customers. **Capable of automating up to 90% of customer queries**, the Dynamic Workflow Generator has the potential to **increase customer satisfaction levels by more than 40%**. By seamlessly integrating with essential enterprise backend and frontend systems, real-time information and action are achieved, surpassing simple information retrieval and promoting efficient task execution.

10. How does the AI Content Engine for Marketers deliver increased efficiency and results through the most engaging messaging templates powered by generative AI?

The AI Content Engine, powered by advanced Generative AI, serves as a valuable co-pilot for marketers seeking to automate the generation of marketing templates for their campaigns. This innovative technology significantly enhances productivity and efficiency by streamlining the content creation process. To utilize the AI Content Engine, marketers simply provide essential information, such as campaign goals, target user segments, and any event-related dependencies. Aided by these inputs, the AI engine intelligently crafts engaging, ready-to-use campaign designs and templates. These generated assets can be swiftly reviewed, customized, and approved for implementation.

Leveraging cutting-edge natural language processing (NLP) and natural language generation (NLG) techniques, the Generative AI-powered content engine offers marketers the flexibility to adjust the tone of their campaign messages. With minimal effort, promotional materials can be adapted to convey varying levels of formality, urgency, enthusiasm, or brevity, ensuring that the content resonates with the intended audience.

By employing the generative AI-powered Content Engine, **marketers can accelerate their go-to-market strategies by 2X and boost productivity levels by 50%**. This powerful tool not only streamlines the content generation process but also enables marketers to focus on higher-level strategic tasks, ultimately driving growth and success in their campaigns.

Message template ⓘ

Generate AI suggested templates ⓘ GPT-3

Give few details and use AI to get most engaging message templates

User segment * Segment selected: *Whatsapp_Feb9*

Select option describing your selected segment

Campaign goal Goal selected: *Item purchased*

Other Enter goal details

Task user has completed ⓘ Event triggered: *Add_to_cart*

eg, added item to cart

Generate

Template Generator - auto generating contextual templates based on campaign goal and user segment

Template Tone Configurator - Get templates as per the tone which aligns with the brand's image

← AI suggested templates

AI Content Engine: Tone configuration for *Flipkart*

You can also tweak these settings to regenerate the template

76% 16% 25% 61%

Quirkiness

Enthusiasm

Urgency

Formal

Hey there, *customername*

We see you've got some goodies in your cart, but they're just sitting there all lonely. Don't let them waste away! Treat yourself and complete that purchase. Plus, think about all the compliments you'll get on your new purchase. It's a win-win situation. If you need any help or have any questions, just give us a shout! Happy shopping!

Buy now

***Flipkart is just referential and not to be quoted.**