**Company overview**

***Yellow.ai, global leader in generative AI-powered customer service automation***

Yellow.ai empowers enterprises to create memorable customer conversations through our generative AI-powered customer service automation platform. Our vision is to drive toward the future of fully autonomous customer support that unlocks unparalleled efficiency and significantly reduces operational costs. Headquartered in San Mateo, Yellow.ai serves over 1100 enterprises, including Sony, Domino’s, Hyundai, Ferrellgas, Logitech, Waste Connections, Randstad, Tiket.com, Lulu Group International, Papa Johns, Volkswagen, ITC Ltd., and OYO, across 85+ countries in 135+ languages. Our platform is built on multi-LLM architecture and continuously trained on 16B+ conversations annually, enabling businesses to deliver elevated experiences and build lasting customer relationships. Founded in 2016 with offices across six countries, Yellow.ai has raised over $102 million from blue-chip investors.

**Founders:**

**Raghu Ravinutala**, CEO and Co-founder, Yellow.ai

**Jaya Kishore Reddy Gollareddy**, CTO and Co-founder, Yellow.ai

**Rashid Khan,** CPO and Co-founder, Yellow.ai

**Headquarters**

San Mateo, United States

**Offices**

United States, India, UAE, Singapore, Malaysia, and Indonesia.

**Employees**

650+

**Investors**

Series A: (June 2019) : $4 Million, Lightspeed India Partners

Series B: (April 2020) : $20 Million, Lightspeed Venture Partners and Lightspeed India Partners

Series C: (August 2021): $78.15 Million, WestBridge Capital, Sapphire Ventures, Salesforce Ventures, and Lightspeed Venture Partners

**Award Winning Customer Service Automation Platform, powered by generative AI**

The Yellow.ai **Dynamic Automation Platform (DAP)** is built on 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.

* **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 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
* **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 costs up to 60%
    - 30% faster hiring and onboarding

**Key awards & analyst recognitions:**

**2024**

* Yellow.ai mentioned in the Gartner Emerging Tech: Market Risk Projection of Generative AI on Conversational AI

**2023**

* Yellow.ai mentioned in 70 reports from Gartner, Forrester, IDC and other industry research firms. Top recognitions include :
  + Gartner: Challenger in Magic Quadrant for Conversational AI Platforms 2023
  + OPUS Research: Named a Leader in 2023 Conversational AI Intelliview for Enterprise Intelligent Assistant Solutions
  + Recognized as a Major Player in IDC Worldwide General Purpose Conversational AI Software 2023 Vendor Assessment
  + Everest Group: Named as a Major Contender and A Star Performer in Everest Group’s Conversational AI Products Peak Matrix Assessment 2023
* Featured in the 2023 Deloitte North America Tech Fast 500 - Ranked 13th in Bay Area & 88th in North America
* Yellow.ai’s CEO & Co-founder Raghu Ravinutala recognized among the Top 50 SaaS CEOs by The Software Report
* Honorable Mention in VentureBeat Transform Showcase 2023 for Generative AI Capabilities

**2022**

* Yellow.ai mentioned in 35+ reports, top recognitions including
  + Named in the 2022 CB Insights Retail Tech 100
  + Debuted as a [Niche Player in the first-ever 2022 Gartner Magic Quadrant for Enterprise Conversational AI Platforms](https://yellow.ai/gartner-conversational-ai-magic-quadrant-report-2022).

# Named to Constellation ShortList for Conversational AI for Q3 2022

* + Named a Major Contender and a Star Performer in Everest Group’s Conversational AI Products PEAK Matrix® Assessment 2022
  + Recognized in multiple Gartner reports including
    - Emerging Technologies: Introducing the Artificial Intelligence Roadmap for Virtual Assistants
    - Emerging Technologies: Tech Innovators in Advanced Virtual Assistants
    - Predicts 2023: CSP Product Portfolios Respond to Enterprise Demand Shifts
    - Competitive Landscape: Conversational AI Platform Providers
  + Recognized in multiple Gartner Hype Cycle including for
    - Hype Cycle for Digital Government Services, 2022
    - Hype Cycle for Consumer Engagement and Experience in Healthcare and Life Sciences, 2022
    - Hype Cycle for Digital Banking Transformation, 2022;
    - Hype Cycle for Retail Technologies, 2022
    - Hype Cycle for Digital Commerce, 2022
* Awarded with the Readers’ Choice: Top 3 Data and AI Startups at the BigDATAWire Seventh annual Readers’ and Editors’ Choice Awards.
* Awarded in the Best AI-powered Customer Experience Category at the World Future Awards 2022
* Recognized in the CX Vendor Excellence category - Silver- at the CX Asia Excellence Award 2022
* BPCL’s Dynamic AI agent, Urja, powered by Yellow.ai recognised as the Best Use of Conversational AI (Gold) for BPCL Urja - Dynamic AI agent at the Financial Express FuTech Awards 2022
* Recognised as the Best B2B Lead Generation Service at the MarTech Breakthrough Awards 2022
* Awarded with the CX Platform Vendor of the Year Award at the Future Workspace Summit in Dubai 2022
* Received an Honorable Mention in Automation Solution of the Year Category at the CCW Excellence Awards 2022
* Recognised as the Best AI Startup of the Year at the Entrepreneur Startup Awards 2022
* Recognised as the AI startup of the year IT & S 2022 at the Inflection Technology Awards (Innovation Partner NASSCOM COE - IoT and AI)
* Yellow.ai’s Co-founders recignized in various people awards:
  + CEO & Co-founder Raghu Ravinutakla has been recently recognised as the CX Leader of the Year 2022 by CX Today.
  + CPO & Co-founder Rashid Khan was featured in the [Forbes India 30 under 30 2022](https://www.forbesindia.com/video/30-under-30-2022/it-was-very-fortunate-to-be-a-success-just-out-of-college-rashid-khanforbes-india-30-under-30/73673), Forbes Asia 30 under 30 and Entrepreneur India 35 under 35 lists as one of the young gamechangers who is disrupting the Enterprise Technology industry.
  + CTO & Co-founder Jaya Kishore Reddy was recognised as a Disruptor in the BW Disrupt 40 under 40 2022
  + Yellow.ai’s CEO & Co-founder and CPO & Co-founder awarded with Business and Technology Leader respectively under the [Customer Experience under Revenue generation](https://eassets.mosaicdigital.com/uploads/2022/12/BTAwardWinners.pdf) category at the Mint | TechCircle Business Transformation Awards 2022

**2021**

* Received [Frost & Sullivan’s 2021 Best Practices Technology Innovation Leadership Award](https://www.prnewswire.com/news-releases/yellowai-commended-by-frost--sullivan-for-enhancing-customer-and-employee-experiences-with-its-conversational-ai-301395990.html) for the Middle East and South Asia Conversational AI Market, recognizing the company for delivering a highly differentiated Conversational AI-Powered Customer Experience (CX) and Employee Experience (EX) Automation Platform.
* Debuted as a Major Contender in [Everest Group’s Conversational AI Products PEAK Matrix® Assessment 2021.](https://theprint.in/ani-press-releases/yellow-ai-debuts-as-a-major-contender-in-everest-groups-peak-matrix-for-conversational-ai/726266/)
* Certified was [Great Place to Work (Nov 2021- Nov 2022)](https://www.greatplacetowork.in/get-certified-old/certified-organizations/)

**2020:**

* Recognised in the [LinkedIn’s Top Startup List 2020](https://www.linkedin.com/pulse/linkedin-top-startups-2020-10-indian-companies-rise-abhigyan-chand/)

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