

Press Release**IN AN INDUSTRY FIRST, VODAFONE IDEA OFFERS CUSTOMER SERVICE ON WHATSAPP THROUGH VIRTUAL AGENT VIC**

- **VIL's Virtual Assistant, VIC, is now live on Vodafone Idea Websites, Apps and WhatsApp**
- **Empowers customers to access service and support digitally**
- **Service built on cutting-edge AI from stealth mode start-up ORISERVE, in an exclusive partnership with VIL**

Mumbai, May 1, 2020: Vodafone Idea, in an industry first move, today launched VIC - a revolutionary AI-powered digital customer service and support virtual assistant for its customers. It is now live on the Websites, My Vodafone and My Idea Apps, and on one of the most popular messaging app, WhatsApp.

The service has been developed for Vodafone Idea on cutting-edge technology by ORISERVE, a start-up in stealth mode. Through this initiative, Vodafone Idea has further simplified access for customers to get their queries, service requirements catered to, from the comfort of their homes. VIC enables Vodafone and Idea customers to get instant response on a host of service requirements including bill payments, recharges, VAS, plan activation, new connection, data balance, bill requests and much more.

Vishant Vora, Chief Technology Officer, Vodafone Idea said, "We at VIL are committed to keeping our customers connected and providing enhanced experience using the digital platform. In line with our Digital First Approach, we are constantly innovating and deploying technology based solutions which are cost effective, convenient and offer instant resolution for our customers. VIC, an AI powered intelligent customer service platform, developed by our technology partner, ORISERVE, is an industry first initiative and has huge relevance especially at a time when customers are house-bound."

Key Features:

- Developed for VIL by ORISERVE in an exclusive partnership
- AI-driven cognitive technology from ORISERVE
- Service on 24X7
- Instant response
- Seamless user journeys
- Hands over to a live agent in case of failure, learns from failure rapidly
- Integrated on both Vodafone and Idea brand
- Secure OTP authentication
- Unified, cutting-edge customer experience
- Conversation initiated in 'a click' via SMS link

VIC is intuitive, simple-to-use, secure and allows customers to converse with Vodafone Idea by leveraging the power of tomorrow's technology, today. With people confined to their homes, life has moved on to the virtual/digital plane for people across demographics. In response to the needs of the times, Vodafone Idea VIC Virtual Assistant can be accessed 24x7, providing seamless service addressal and uniform customer experience for both, Vodafone and Idea customers.

Vodafone Idea users will receive a link via SMS to initiate a conversation using VIC on WhatsApp. Alternatively, customers can simply click on the links or send a message on the numbers below, to access the service.

Vodafone Care – 9654297000
Vodafone Care bitly - <https://bit.ly/2xKGVNf>

Idea Care – 7065297000
Idea Care bitly – <https://bit.ly/2XPRjOf>



VIC was built rapidly to circumvent situations arising out of the Covid19 spread which has globally compromised traditional human-dependent customer support channels. VIC has been built exclusively for VIL on cutting-edge AI, NLP, deep-learning and other trailblazing technologies, to enable customers to get an effective, instant response on a host of service requirements.

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

For more information, please visit: www.vodafoneidea.com

About ORISERVE

ORISERVE is a next generation bots platform purpose built to deliver one-to-one near human conversations with billions of customers globally in real-time. ORI is working on several patent pending technologies to enable effective conversations between enterprises and their customers across advertising, sales and customer life-stage management, across devices and most global languages.

For more information, please visit: www.oriserve.com or write to us at info@oriserve.com