



**Press Release:**

## **Vi's VIC Chatbot Wins Global Accolade from Google for Integration of Google Business Messaging by ORISERVE**

**June 3, 2021; Mumbai, India:** Vi, India's leading telecom service provider with nearly 270 million customers, and ORISERVE, a start-up in the Conversational AI for revenue acceleration space, has ranked first globally for the best chat-bot integration with Google Business Messaging platform by Google. Vi's VIC Chat-Bot is an industry-first integration in India where Vi customers can experience 24X7 real-time conversations and also leverage live agent assistance.

Google's global developer 'Build-An-Agent' contest is a competition where more than 200 global Google partners create and launch innovative experiences on Google's Business Messages platform and a team from Google selects and awards the best live chat developers.

Launched in early 2021, this innovation enables users searching for Vi or Vi Stores on Google Search or Google Maps to find 'Chat' or 'Message a Live Agent' button against search results through which they can interact with the virtual agent, VIC, to get their queries answered instantaneously. VIC can be used to check billing information, activate packs, new connection, add recharges and payments, check balances, VAS and much more.

VIC pushes the envelope on several fronts, being a technological marvel, intermingling with 150+ systems at the backend, for real-time computations on billions of customer scenarios, in an environment that is fully encrypted and secure. At the frontend, it mimics human conversations to help customers achieve their goals with Vi, in a simple and effective manner. With this seamless and invisible technology, Vi has been able to provide superior customer service to its users especially during the pandemic. In the last few months, it has seen a substantial increase in usage amongst customers.

**Jagbir Singh, Chief Technology Officer, VIL** said, "We have always been at the forefront of adopting cutting edge technologies to enhance customer experience. Our industry-first VIC is an intuitive, simple-to-use, secure solution that allows customers to converse with Vi by leveraging the power of AI. Its integration across platforms, including the award-winning Google Business Message integration, has helped us substantially enhance customer experience. We are happy to receive this recognition along with our technology partner, ORISERVE. Their global first automation stack is enabling us to stay at the forefront of industry leading customer experiences, across languages and geographies, with agility."

**Maaz Ansari, Co-founder at ORISERVE** said, "Humanising conversations at enterprise scale is something we've finally achieved. VIC presents one such challenge where we're consistently realising outcomes that beat human performance while providing assistance, sales closures and recommendations, outpacing all other human-first mediums of interaction."

**Google Award Link:** <https://events.withgoogle.com/business-messages-build-an-agent-contest/contest-winners/#content>

**About Vi:**



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.

The company offers products and services to its customers in India under the TM Brand name "VI". Ookla® - the global leader in broadband testing and web-based network diagnostic applications, has verified Vi, based on analysis of Speedtest Intelligence® data as the fastest 4G network pan-India in Jan to March '21.

For more information, please visit: [www.MyVi.in](http://www.MyVi.in) and [www.vodafoneidea.com](http://www.vodafoneidea.com) | Twitter - @VodaIdea\_NEWS

**About ORISERVE:**

ORISERVE is a B2B SaaS start-up offering next-generation AI technologies that enable enterprises to redefine their customer conversations. ORISERVE's platform is purpose built for Advertising, Marketing and Sales teams - helping them accelerate revenue and profitably drive customer conversations. ORISERVE's platform offers a range of AI enabled services ranging from text, voice and AR/VR and the startup is constantly innovating with industry-first technologies to humanise customer conversations at scale.

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