



Jio unveils world's 1st Native Video Call Assistant (Bot) at IMC 2019

Jio's patent filed AI based customer engagement platform can make endless call hold on help-lines a thing of past

Jio Bot maker tool will democratise AI by enabling small businesses to create their own Video Call Assistants

New Delhi, October 14, 2019: At India Mobile Congress (IMC) 2019, Reliance Jio Infocomm Ltd (**Jio**) unveiled its patent-filed innovation – an Artificial Intelligence (AI) based Video Call Assistant (Bot) that can be accessed via a 4G phone call, without the need for installing any other application. The Jio Video Call Assistant has the potential to revolutionize customer support and customer communication use cases. With this, current customer pain points like endless call-hold music or seemingly never ending IVR wait-times can become things of the past.

The innovative customer engagement video assistant solution has been developed by Jio in conjunction with US based Radisys, a Reliance Industries Ltd subsidiary and a leader in providing open telecom solutions to service providers worldwide.

AI based Jio Video Call Assistant empowers businesses and other users with speedy and effortless resolution of repetitive queries from their customers, making their frontend communication smooth. It also helps brands to offer an efficient and effortless high-quality customer engagement experience.

The Jio video bot uses a powerful AI-based platform to listen to customers' questions and respond to them in the most appropriate way. In addition, the platform has a unique auto-learning feature that helps improve the answering accuracy.

The Jio Bot Maker, a tool that accompanies the Jio Bot platform, aims to democratise AI by enabling small businesses to create their own AI based Bot with no-coding and with minimal effort. The Video Bot can be highly customized to meet various customer engagement requirements while providing a human like interaction.

The video call bot can be adapted by brands to give it a unique avatar. The avatar can be the conventional customer care executive, the CEO, the brand ambassador or any other person or character chosen by the brands. This AI based customer care avatar can be invoked by the users by simply dialling a video call enabled helpline. The AI video call bot will come with multilingual capabilities to enable brands communicate with customers in a language of their choice.

"Jio is committed to bring innovative and relevant digital solutions to enable and empower businesses to conduct their operations more efficiently and Video Call Assistant is one such example of bringing a truly innovative and engaging product for millions of businesses in India. Radisys is helping us make AI accessible for everyone, so that businesses – small or large can reap the benefits of new and emerging technologies. Radisys' innovation continues to help accelerate Jio's global innovation and technology leadership in the areas of 5G, IOT and open source architecture adoption." said Mathew Oommen, President of Reliance Jio Infocomm Ltd.

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The AI Based Video Call Bot can deliver immense benefits to all businesses – big or small. Across industries, this solution will help brands, big or small, interact with their customers in a completely disruptive and friendly way.

About Reliance Jio Infocomm Limited:

Reliance Jio Infocomm Limited (“Jio”), a subsidiary of Reliance Industries Limited (“RIL”), has built a world-class all-IP data strong future proof network with latest 4G LTE technology. It is the only network conceived and born as a Mobile Video Network from the ground up and supporting Voice over LTE technology. It is future ready and can be easily upgraded to support even more data, as technologies advance on to 5G, 6G and beyond.

Jio will bring transformational changes in the Indian digital services space to enable the vision of Digital India for 1.2 billion Indians and propel India into global leadership in the digital economy. It has created an eco-system comprising of network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. As part of its customer offers, Jio has revolutionised the Indian telecom landscape by making voice calls for Jio customers absolutely free, across India, to any network, and always. Jio makes India the highest quality, most affordable data market in the world so that every Indian can do Datagiri.

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