

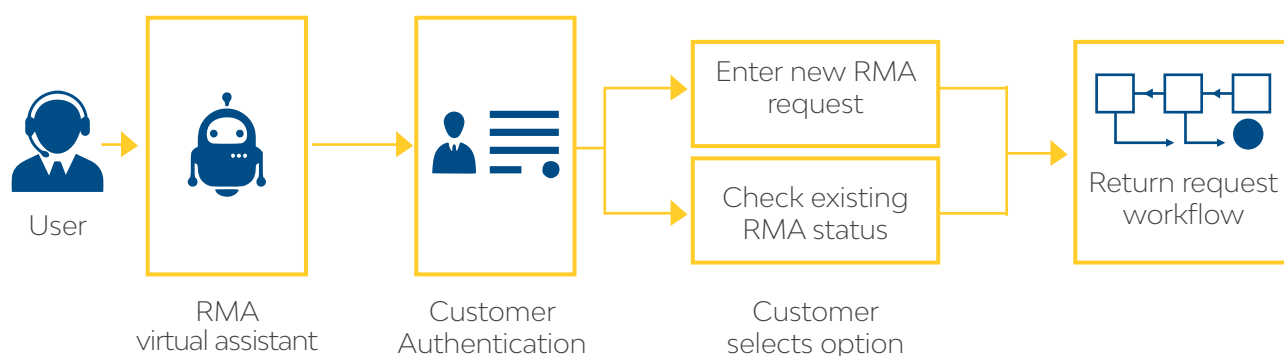


Product Returns RMA (Return Material Authorization) Virtual Assistant

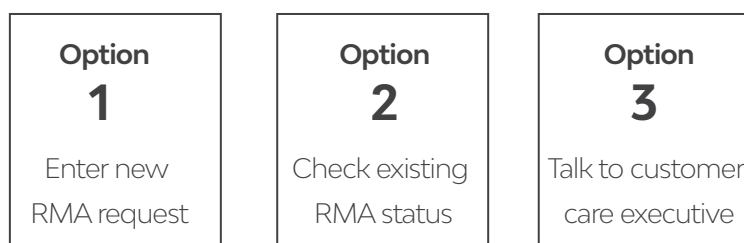
Manufacturers spend an average of nine to 15% of their total revenue on the product returns process.¹ The consumer electronics industry spends over \$14 Bn on returns every year.² It is thus, an imperative for manufacturers and distributors to have a top-class reverse logistics function. Return Material Authorization (RMA) is a key process within this function. The returns process is typically initiated through IVR / phone, email, web, and manual agents. Response time to a customer’s product return could take anywhere between a few hours to a couple of days. This has serious cost implications to the company, and delivers a bad customer experience.

Conversational interfaces are no more an emergent phenomenon, but a central theme of driving digital business models efficiently. You could transform your customer’s experience for the returns process, with the help of conversational interfaces. LTIMindtree’s RMA virtual assistant is a ready-to-deploy, web-based conversational (voice/ chat) virtual assistant for technology distributors and OEMs to handle product returns from their resellers, partners, or end-customers. It automates the user interactions, giving the customer the ability to monitor, track, and perform any returns and exchanges, and improves the overall response time and saving costs.

The below diagram depicts the user journey assisted by RMA virtual assistant.



- User invokes the voice-enabled RMA virtual assistant
- RMA virtual assistant greets and authenticates customer (optional)
- RMA virtual assistant prompts the following options to the customer



¹Curtis Greve and Jerry Davis: “Recovering Lost Profits by Improving Reverse Logistics”; UPS; Mar 2012

²Curtis Greve and Jerry Davis: “Recovering Lost Profits by Improving Reverse Logistics”; UPS; Mar 2012

The solution can leverage any of the third- party AI services to LTIMindtree's proprietary Mosaic AI service, to enable seamless conversation. The end user can interact with the virtual assistant using text, voice, or guided menus. The virtual assistant integrates with the backend systems and provides an appropriate response to the user request.

Key Benefits

Enables 10X faster product return processing, thus enhancing reseller/partner/customer experience.

Provides dynamic scaling to handle unexpected demand without associated cost escalation.

The virtual assistant can be quickly deployed on many of your channels, such as Facebook, Skype, etc.

Built of LTIMindtree Mosaic AI Platform, it provides the agility and speed required to customize and deploy the solution quickly for you.

Eliminates the need for customer care executives to handle mundane tasks, focus on complex cases, and manage customer relationship.

Provides on-the-go and easy-to-use interface to end users, which can be easily extended to support many more use cases, such as product ordering, reporting, etc.





LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>

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