

Coverage Report
Mphasis, Kore.ai Partner to Transform Customer and Employee Experience
for Enterprises
June 05, 2023

Online

TechCircle

[Mphasis taps Kore.ai to improve contact centre experience](#)

Indian IT services firm Mphasis on Thursday, said that it has teamed up with enterprise conversational AI platform Kore.ai, to improve its contact centre offerings. This in turn will help the IT provider improve customer experience and employee engagement for its enterprise clients.

In January, Kore.ai announced the release of the Kore.ai Experience Optimization (XO) Platform Version 10 that enables large language models (LLMs) such as OpenAI's GPT-3 and other generative AI technologies.

The company said that the upgrade enables easier and more open integration with global enterprise systems, allows businesses and individuals to deploy intelligent virtual assistants with minimal-to-no training, and can be continuously scaled and enhanced for high performance.

By using these capabilities, Mphasis, already a platinum partner of Kore.ai, can cater to its clients in the banking, retail and healthcare and other enterprises, by enabling quick deployment of intelligent virtual assistants (IVAs), improving experiences and driving operational efficiency.

“Conversational AI solutions are leading the way in which enterprise clients are interacting with their end customers,” said Nitin Rakesh, Chief Executive Officer, and Managing Director of Mphasis, adding that Kore.ai's latest generative AI innovations that will complement our product engineering capability for solution development.

Additionally, this partnership will also help accelerate cross-selling opportunities into Kore.ai's existing client base, particularly in the contact centre transformation space,” he added.

To be sure, the recent weeks saw a number of big and mid-cap IT companies exploring conversational and generative AI to enhance their service offerings.

On Tuesday, both Indian IT major Infosys and Wipro shared their plans and efforts in this space. Infosys unveiled Topaz, an AI-first offering to accelerate business value for global enterprises using generative AI. Wipro said that it will train 20,000 associates on Google Cloud's generative AI technologies to help clients realise the full potential of AI and drive secure, AI-led transformation at scale.

Earlier this week, Tata Consultancy Services expanded partnership with Google Cloud and launched TCS Generative AI, a new solution, to design and deploy custom-tailored business solutions. Further IT firm Pegasystems introduced Pega GenAI, a set of 20 generative AI-based tools across Pega Infinity '23, its product suite built on its low-code platform for AI-powered decisioning.

TechGig

[Mphasis and Kore.ai collaborate to transform enterprise customer and employee experience](#)

Mphasis, an Information Technology (IT) solutions provider specializing in applied technology and business process services, announced its strategic partnership with Kore.ai, the world's leading enterprise conversational AI platform and solutions company, to bolster its offerings to transform customer experience management and employee engagement for their enterprise clients.

As the Platinum Partner of Kore.ai, Mphasis will benefit from their robust platform technology as well as go-to-market, product development, and engineering support while augmenting the joint capabilities of both companies. The partnership aligns with the Mphasis philosophy of being a Cloud-Native and Cognitive-First company.

Through a long-term engagement, Mphasis and Kore.ai will build synergies to ensure better integration, implementation, solutions development and product engineering, and deliver top-of-the-line conversational AI solutions to their extensive enterprise customer base that will set new standards for customer, employee, and agent experiences.

The partnership will help propel Mphasis as the leader in the Experience Transformation space by leveraging Kore.ai's technology expertise to enhance its next-gen contact and service center offerings that are cost-effective, making it a preferred player, thereby accelerating market share growth.

"Conversational AI solutions are leading the way in which enterprise clients are interacting with their end customers. We are excited to partner with Kore.ai to drive innovation and accelerate growth in this nascent yet disruptive space," said Nitin Rakesh, Chief Executive Officer, and Managing Director of Mphasis. "Kore.ai, being an undisputed leader in this space, will bring its superior technology capabilities, enterprise-grade Experience Optimization (XO) Platform and the latest generative AI innovations that will complement our product engineering capability for solution development. Additionally, this partnership will also help accelerate cross-selling opportunities into Kore.ai's existing client base, particularly in the contact center transformation space," he added.

"Conversational AI is having a tremendous impact on every industry," said Kore.ai CEO and Founder Raj Koneru. "We automate billions of interactions every year through our conversational AI platform and solutions, and have already delivered an estimated \$1 billion in cost savings to global enterprise customers. We chose Mphasis as our strategic partner due to the synergy between our experience optimization offerings and their service portfolio. And together, we will accelerate innovation and drive growth, providing exceptional solutions and experiences to our customers."

The Kore.ai XO platform enables anyone to design, build, test and deploy intuitive conversational user interfaces, virtual assistants and process apps across voice and a wide range of digital channels with little to no technical expertise or support required. It supports cloud, on-premise, and hybrid deployments for over 40 channels in more than 120 languages. The platform's innovative features like Smart Co-pilot, AI-Assisted Dialog Node, zero-shot and few-shot models leverage generative AI technology for creation and deployment of intelligent conversational experiences.

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XO platform. These offerings are available on a subscription model, enabling customers to quickly adopt and benefit from them. The partnership reflects the long-term commitment of both Mphasis and Kore.ai to deliver sustainable value and drive industry transformation across AI solutions.

CNBC TV18[Mphasis shares end higher on announcement of partnership with Kore.ai](#)

The midcap IT company has entered into a strategic partnership with Kore.ai in order to transform its customer experience management, along with strengthening and improving employee engagement for enterprise clients.

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The agreement aims to make businesses like retailers, banks, travel, insurance or healthcare majors interact more efficiently with their customers by making use of quick virtual assistants and intelligent virtual assistants (IVA), which can lead conversations with customers just like a human.

With the help of a long-term agreement between Mphasis and Kore.ai, there will be synergies built between the two companies so as to make sure that the integration, development of solutions, implementation, and product engineering are all working out in sync while delivering top conversational AI solutions to an eclectic mix of enterprise customer base. This will set reinforced standards for employees, customers and agents, according to Mphasis.

The Kore.ai platform supports digital, cloud and on-premise deployments for more than 40 channels in over 120 languages, providing a huge platter of services for different enterprise businesses.

Shares of Mphasis ended 2.2 percent higher at Rs 1,976. The stock is flat on a year-to-date basis.

Yahoo! Finance

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Benzinga

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Markets Insider

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Morning Star

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News Channel 8

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KTTLA

[Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises](#)

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WGN-TV

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KRON-TV

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Digitalisation World

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Online			
Date	Publication/ Portal	Region	Headline
May 25, 2023	TechCircle	India	Mphasis taps Kore.ai to improve contact centre experience
May 26, 2023	TechGig	India	Mphasis and Kore.ai collaborate to transform enterprise customer and employee experience
May 26, 2023	CNBC TV18	India	Mphasis shares end higher on announcement of partnership with Kore.ai
May 25, 2023	Yahoo! Finance	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	Associated Press	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	Benzinga	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	Markets Insider	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	Morning Star	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	Fox 8	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	News Channel 8	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	KTLA	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	WGN-TV	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
May 25, 2023	KRON-TV	US	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
June 01, 2023	Digitalisation World	UK	Mphasis & Kore.ai partner to transform customer and employee experience for enterprises
June 01, 2023	DirectorsClub	UK	Mphasis, Kore.ai Partner to Transform Customer and Employee Experience for Enterprises
June 01, 2023	Datacentre Solutions	UK	Mphasis & Kore.ai partner to transform customer and employee experience for enterprise

Electronic			
Date	Publication/ Portal	Region	Headline
May 26, 2023	CNBC Awaaz Scroll	India	Mphasis Forms Strategic Partnership With AI Platform, Kore.ai
May 26, 2023	CNBC TV18 Scroll	India	Mphasis Forms Strategic Partnership With AI Platform, Kore.ai