

## Mphasis 'Sparks' cutting edge, future proof Digital Acceleration Program

~ Milestone in Digital Transformation with Omni-channel, hyper-personalized, Customer-centric digital solution and delivery

~ Sparks collaborates with three FinTech startups - Ushur, Loyakk and Artificial Solutions Inc.



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- **Mphasis brings business relevance to customers with greater intimacy and understanding of business imperatives**
- **Adds unique business value to improve customer satisfaction with differentiated partner capabilities**
- **Creates budget rather than absorbing it**

[Mphasis](#), a leading IT services and solutions provider, today launched 'Digital Acceleration Program – Sparks'. Sparks accelerates digital transformation for organizations without them having to invest in future proof technology or research labs by constantly bringing in industry disruptors revolutionizing the global banking and insurance sectors. These partnerships are a catalyst in vertically integrating cutting-edge digital technology to help Mphasis' customers pragmatically deliver end-to-end solutions.

Sparks currently introduces two vital elements 'Customer Experience' and 'Data, Information & Intelligence' aspects of digital. Sparks evolution roadmap consists of bringing in three other elements: Commerce, Operations, and Architecture & Technology Transformation.

Sparks concurrently fast tracks market reach and growth of leading FinTech and Insure Tech companies; by leveraging a combination of Mphasis' strong vertical focus, technical proficiency and transformative digital leadership threading domain & digital technologies like Artificial Intelligence (AI), Natural Language Processing (NLP), Robotic Process Automation (RPA), Big Data & Advanced Predictive Analytics.

Sparks initially focuses on hyper-personalization, micro and omni-channel engagements, bringing in AI and NLP technology to transform experience through partners - Ushur, Loyakk and Artificial Solutions Inc.

"Sparks is a potent combination for ensuring digital competitive advantage, innovative technical expertise and future proof business solutions. Collaboration in a mutually beneficial ecosystem offers interoperability, protection of investment and confidence in the future for both our customers and partners as we jointly walk down the path of relevance. Our stringent evaluation methodology ensures we enroll only the best 'Silicon Valley' like FinTech and Insure Tech focused start-ups into Sparks," said [Dinesh Venugopal](#), **Head of Strategic and Digital Customers, Mphasis**.

Sparks partners will help customers improve application performance, deliver impactful customer experiences and drive business outcomes. All partners—including digital agencies, independent software vendors, cloud platform providers, and specialized systems integrators —working with Mphasis can now grow their business reach and jointly serve leading banks, brokerage and insurance companies with vertically relevant digital offerings.

**Simha Sadasiva, Chief Executive Officer, Ushur**, which provides highly innovative micro-engagement, self-service platforms on mobile phones, said, "Mphasis Sparks is a very thoughtful initiative that leverages its deep domain expertise and access to a large market and offers a unique opportunity to companies like us to deliver disruptive solutions to Banking and Insurance industries. We believe business analysts in enterprises can leverage our service bots to drive down significant costs in new and existing customer engagement".

"We provide Unifier-X, a next-generation Mobile Engagement Platform that enables enterprises to deliver high-touch, personalized experiences to its high-value customers. The credibility of Mphasis driving innovation via its Spark 1.0 program creates incremental revenue growth, access to larger customers and formalizes our joint efforts in support of customer loyalty in critical markets. We are excited to bring innovation in personalized experiences," said Salim **Ali**, **Chief Executive Officer, Loyakk**.

“We are delighted to be part of Mphasis Spark. Customer expectations are changing fast - they now expect to be able to speak to automated channels in a humanlike, natural way – and get accurate, meaningful replies 24/7. Our natural language platform delivers an artificially intelligent, conversational component that complements the other technologies that Mphasis are integrating into a compelling customer experience proposition for the banking and insurance sector,” said **Lawrence Flynn, Chief Executive Officer, [Artificial Solutions](#)**

Mphasis serves marquee customers across the globe including 6 top global banks, leading brokerage company, 11 out of 15 top mortgage lenders, and top three global insurance companies. The company has roughly 24,000 employees across 16 countries.

#### **About Mphasis**

Mphasis enables chosen customers to meet the demands of an evolving market place. Recently named by American Banker and BAI as one of the top companies in FinTech and as the “Most Distinguished Digital Company in 2015” by The Economic Times, Mphasis fuels this by combining superior human capital with cutting edge solutions in hyper-specialized areas. Contact Mphasis on [www.mphasis.com](http://www.mphasis.com)

#### **About [Ushur](#)**

For Fortune 5,000 companies who want to increase customer self-service and engagement, [Ushur](#) is ServiceBot maker that provides automated mobile self-service. Unlike mobile apps, SMS providers and IVR’s; Ushur enables machine to human interactions globally that are secure, contextual and convenient. Ushur drives micro-engagements through a conversational interface without requiring users to download an app.

#### **About [Loyakk](#)**

[Loyakk](#) has built a new-generation mobile engagement platform that enables Enterprises to engage their top, high-value customers in a targeted manner with premium, differentiated experiences to maximize the value of the relationship. Loyakk's founding team has deep enterprise software DNA and have directly faced the challenge of transforming the experience with premier customers. These insights combined with our conversations with multiple enterprise Sales and Marketing teams, and the Customer's need to engage on Mobile has led us to build a mobile engagement platform with new-generation capabilities that addresses the needs of premium account engagement in enterprises today.

#### **About [Artificial Solutions](#)**

Artificial Solutions® is the leading specialist in Natural Language Interaction (NLI). The company’s patented technology enables people to converse with applications and services running on computers, mobiles, wearables and other electronic devices in a humanlike, intelligent manner. Called Teneo, it is the first complete platform to enable enterprises to rapidly develop and analyze natural language applications that embrace artificial intelligence through the use of machine learning and implicit personalization. Teneo allows business users and developers to collaborate on creating sophisticated natural language applications in record time that run on any operating system, in 35 languages, without the need for specialist linguistic skills. Teneo also unlocks the knowledge held in immense volumes of natural language conversations, delivering unprecedented levels of big data insight and true ‘voice of your customer’ understanding. Artificial Solutions’ technology is deployed by hundreds of public and private sector organizations and used by millions of people. For more information visit [www.artificial-solutions.com](http://www.artificial-solutions.com)

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