

# Lightning Talk | [CX & Chatbots] Slope of Enlightenment: Reinventing CX chatbots with Large Language Models (LLMs)

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**AAKRIT VAISH**

Co-founder & CEO

Haptik



**Slope of Enlightenment**

# **Reinventing CX Chatbots with LLMs**



# Aakrit Vaish

Co-founder  
& CEO



About Us

## Pioneers in Conversational AI since 2013

500+

Enterprise  
Customers

10,000+

SMB  
Customers

10B+

Interactions  
Processed

4.5/5

Rating  
on G2



BACKED BY



Meta

Google

# Stories

## Some Noteworthy Mentions

# 70K

Orders placed in 3 months  
with **68% repeat**  
purchase rate



Mark Zuckerberg

2h

...

Excited to launch our partnership with JioMart in India. This is our first-ever end-to-end shopping experience on WhatsApp -- people can now buy groceries from JioMart right in a chat. Business messaging is an area with real momentum and chat-based experiences like this will be the go-to way people and businesses communicate in the years to come.



# 109M+

Total queries answered for **84M users**  
with the MyGov Corona Helpdesk  
WhatsApp chatbot



Narendra Modi

@narendramodi

...

Sharing correct information, avoiding incorrect panic.

Here is an effort by WhatsApp and @mygovindia to ensure you receive accurate and verified information on Coronavirus.

Please click on this link [wa.me/919013151515?l...](https://wa.me/919013151515?l...) or send Hi on +919013151515. #IndiaFightsCorona



# 125%

Improvement in  
**Net Promoter Score** and  
**80% Automation Rate**

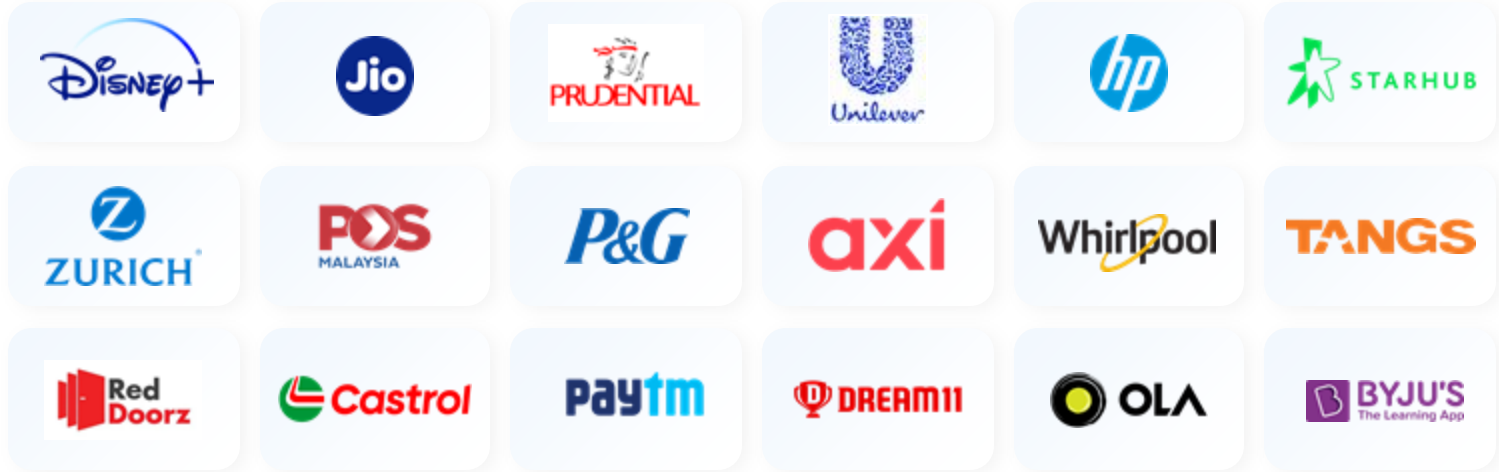
" Since partnering with Haptik we've been able to reduce our support wait times by almost half, thereby reinventing our digital DNA through innovation and operational excellence and achieve impactful improvements in customer experience. "



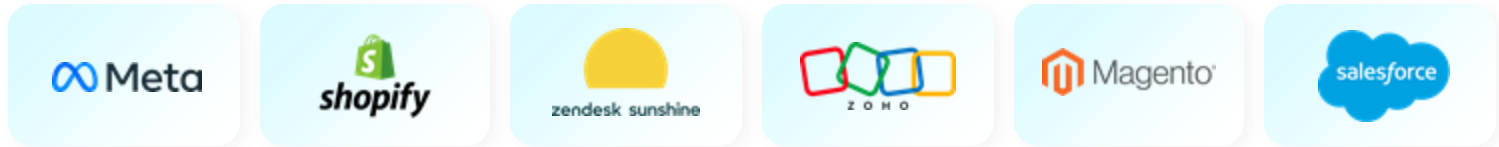
Chris Lipman,  
Chief Customer Officer



# Trusted By 500+ Global Brands



----- SOME OF OUR PARTNERS -----





**August 23, 2023**



**Haptik turned 10 years**  
old as a company



**But it feels like Day 1 all over  
again..**





A

What is Haptik?



Haptik is an Indian conversational artificial intelligence (AI) platform that specializes in providing chatbots and virtual assistants. It was founded in 2013 by Aakrit Vaish and Swapan Rajdev. Haptik's primary focus is on creating AI-powered chatbots and virtual assistants that can engage with users in natural language conversations. These chatbots and virtual assistants are used in a variety of industries, including e-commerce, customer support, finance, and more.



Haptik's technology enables businesses to automate customer interactions and provide self-service options through chatbots and virtual assistants. Users can interact with these AI-powered entities through text or voice, and they can assist with tasks such as answering questions, making recommendations, processing transactions, and more.

Haptik's platform has been used by various companies to improve customer service, streamline operations, and enhance user engagement. It has played a role in the broader field of conversational AI, which aims to create more human-like interactions between machines and humans.

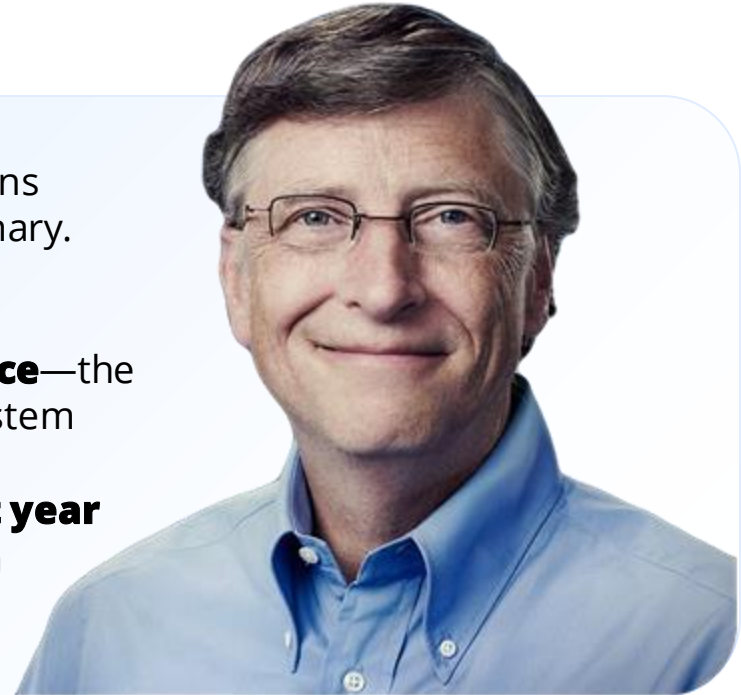
“

In my lifetime, I've seen two demonstrations of technology that struck me as revolutionary.

**The first time was in 1980, when I was introduced to a graphical user interface**—the forerunner of every modern operating system

**The second big surprise came just last year (in 2022) in my meeting with the team from OpenAI.**

- Bill Gates





Jason ✨ Be Kind ✨ Lemkin 🐦 ✓

@jasonlk



The area I see the single most voracious demand for AI is contact center

To use AI to eliminate humans in customer support

The budgets here are large, and no one wants to be managing vast legions of support agents

*The future of customer support is being rewritten by Generative AI*

Chatbots so far

# I'm afraid I can't help you with that

Rigid Answers

Limited Context Retention

Conversations are not Highly Fluid

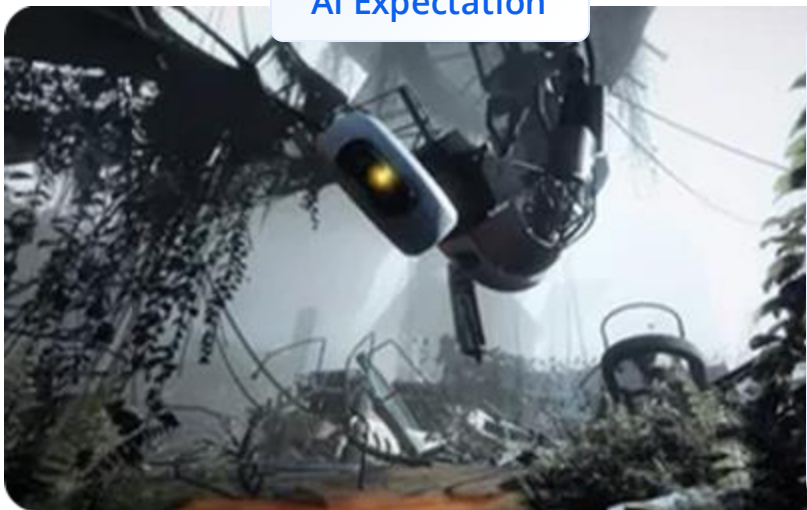
Considerable Time Spent on Training


Poor Handling of Out-of Scope

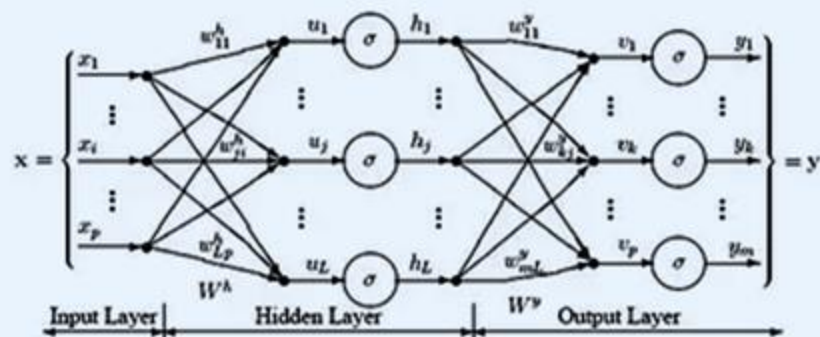
Agent Operations are Highly Manual



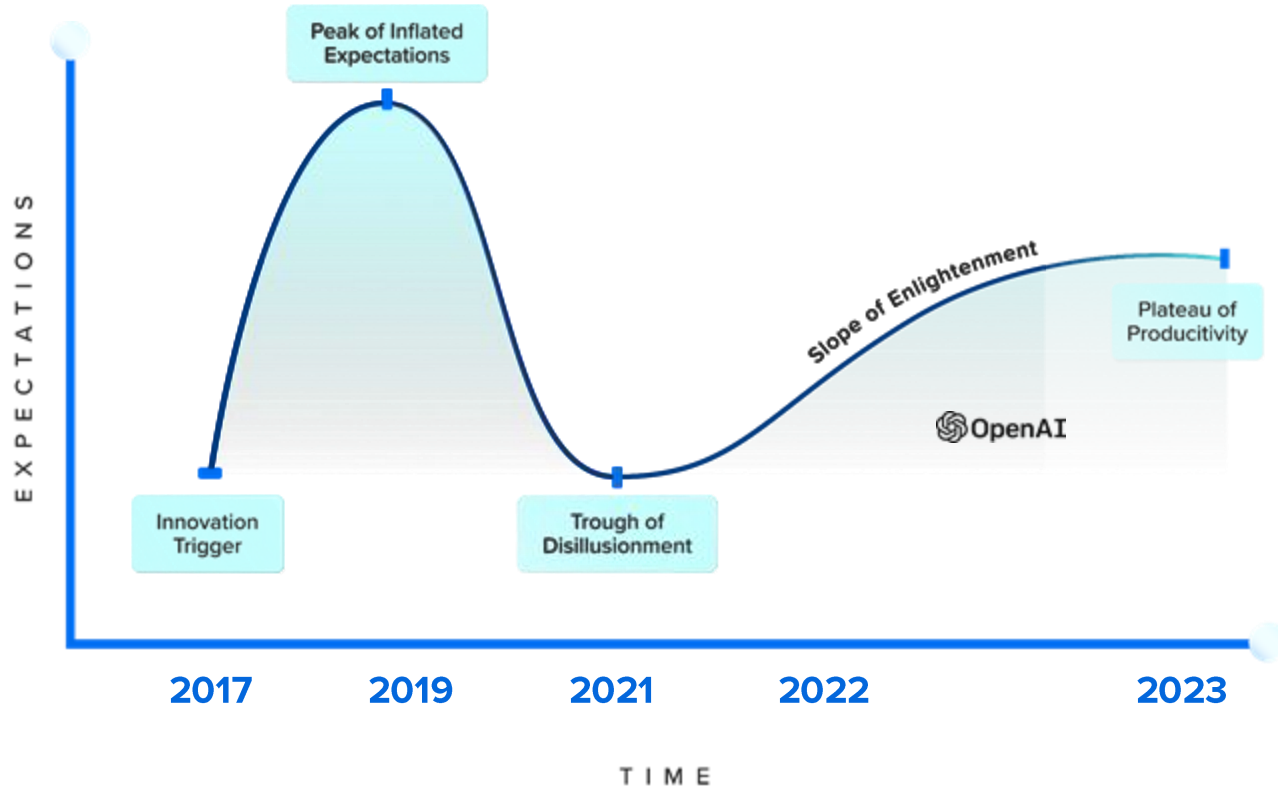
AI Expectation



AI Reality 



# The evolution of CX Chatbots: The Hype Cycle





**So, after a decade of  
building Haptik, we have re-  
imagined everything again**







# Slope of Enlightenment

## Contakt

Rigid Answers

Limited Context Retention

Conversations are not highly fluid

Considerable Time Spent on Training

Poor Handling of Out-of-Scope

Agent Operations are Highly Manual



Dynamic Response Generation

Improved Memory Retention

Natural Conversation Flow

Train on Unstructured Data

Broad Contextual Understanding

Co-pilots for Productivity

Demo



**The Container Store®**



The Container Store

a few seconds ago

Hi! I am your digital assistant. How can I help you today?

*This chat may be recorded and used consistent with our [Privacy Policy](#). Chatting here indicates consent to the Privacy Policy.*

Please let me know how I can help you today?

| type here...



Powered by **haptik**



The Container Store





## Vision

To create the most compelling **Conversational CRM** platform of the 21st century, that enables brands to build lasting Customer Relationships



## Mission

Transform the way businesses communicate with their customers using the power of **artificial intelligence**

# Thank You



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# APPENDIX

Demo

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