

InfrasoftTech's Chatbot Solution "Kiya.ai" featured in NASSCOM's Research Report

Mumbai, India, Nov 21, 2018 – [InfrasoftTech](#), a global specialist in Fintech solutions, has been highlighted in the [NASSCOM](#) latest report on chatbot titled '[Let's Chat – AI Based Conversations](#)'. The report has been developed by NASSCOM to analyse and comprehend the present chatbot landscape in India. It provides insights and trends on the Artificial Intelligence (AI) market casing how technology advancements are leading to the adoption of chatbots across different industries and business sectors.

Currently, businesses are concentrating on solutions that reduce costs and have the potential to revolutionise the business sphere. Chatbot, a promising solution, not only provides innovation and personalised customer service to the end consumer but also automates mundane and repetitive data processing tasks. Customer services segment has the highest adoption of chatbot due to the precision, speed and personalised response it offers.

"The objective of this report is to identify market drivers, develop a thorough understanding of chatbot landscape and acknowledge the innovative market players in India, says **Rakesh Kumar, Director (Research) at NASSCOM**. He further added that the report assessed India as one of the most attractive markets for chatbots and is positioned third in the world after the US and Europe in terms of total funding of USD 90 million in 2017".

In the report, NASSCOM mentioned, "Chatbots are one of the most transformational use cases of AI and is expected to reach maximum adoption in next two to five years". The report has featured chatbot solution case studies from leading IT/BPM firms as well as start-ups highlighting innovation and application of chatbots.

"We are excited to be featured in the NASSCOM research report on chatbot", says **Anil Mookoni, Head Digital Payments & Solutions, InfrasoftTech**. "Our solution "Kiya.ai", is an omnichannel platform enabled with Artificial Intelligence (AI) and Machine Learning (ML) technologies to automate and enhance the banking engagement and customer relationship".

InfrasoftTech chatbot solution, a part of Kiya.ai platform has a conversational interface enabled with cognitive computing and NLP/NLG algorithms to analyse, predict and deliver highly personalised insights to the consumer in real-time along with the ability to understand the emotions and intent of communication.

Our Kiya.ai omnichannel platform includes:

- Chatbot
- Contact Management Bot
- Training Bot
- Fraud Detection Bot
- Voice Bot

For more information, please visit www.infrasofttech.com or write to us at marketing@infrasofttech.com

ABOUT NASSCOM

[NASSCOM](#)[®] is the industry association for the IT-BPM sector in India. A not-for-profit organization funded by the industry, its objective is to build a growth led and sustainable technology and business services sector in the country. Established in 1988, NASSCOM's membership has grown over the years and currently stands at over 2,500. These companies represent 95 percent of industry revenues and have enabled the association to spearhead initiatives and programs to build the sector in the country and globally. NASSCOM members are active participants in the new global economy and are admired for their innovative business practices, social initiatives, and thrust on emerging opportunities.

ABOUT INFRASOFTTECH

[InfrasoftTech](#), a leading FinTech digital solutions provider for the banking and financial sector. With our experience of providing financial solutions to 450+ global financial enterprises across 48 countries, we transform businesses by enabling them with state-of-the-art solutions to accelerate and navigate their digital transformation. Our Omni-channel platform "Kiya.ai" uses cognitive computing, artificial intelligence, machine learning and other advanced analytics to create an insight-driven and secured interface between a financial entity and end consumer.

We help financial enterprises through their digital journey with our advanced banking solutions suite, like Digital Payments, Mobile Payments, Core Banking Solution, Compliance Solution etc. Our domain-based solutions driven by AI & Deep learning, RPA technology, AI Bots and Big Data Analytics drive higher efficiency and smarter business decisions. To know more about our products and solutions visit infrasofttech.com

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