Wavenet
TECHNOLOGIES PVT LTD

COMPANY PROFILE

Wavenet: An AI-First Digital Transformation Partner

Executive Summary:

Wavenet Technologies is a premier AI-first solutions provider dedicated to crafting intelligent automation and communication platforms for the modern enterprise. We specialize in helping organizations, particularly within the demanding BFSI and Fintech sectors, navigate their digital transformation journey. Our mission is to empower businesses by integrating cutting-edge Vision, Speech, and Generative AI into their core operations. We achieve this through our suite of innovative products, led by our flagship communication coaching platform, **netspractice.ai**, and our bespoke consultancy services, which include developing custom automation pipelines, intelligent AI call agents, and tailored software solutions. We bridge the gap between complex AI capabilities and tangible business outcomes, driving operational excellence, enhancing customer engagement, and unlocking new avenues for growth.

Our Expertise & Core Capabilities:

Our strength lies in our deep, multi-disciplinary expertise in artificial intelligence and our ability to apply it to solve real-world business challenges. Our core capabilities are built on three foundational pillars of AI:

- **Vision AI (See, Read, Understand):** We develop sophisticated systems that analyze and interpret visual data. This includes:
    - **Intelligent Document Processing (IDP):** Automated data extraction from PDFs, images, and scanned documents (OCR).
    - **Onboarding & KYC Automation:** Real-time identity verification using FaceAI, liveness detection, and document validation.
    - **Security & Analysis:** Object detection and pattern recognition in videos and livestreams for surveillance and operational monitoring.

- **Speech AI (Listen, Understand, Respond):** We build advanced speech and audio processing solutions that transform communication. This includes:
    - **Real-Time Speech Insights:** Analysis of live and recorded calls for sentiment, key topics, and agent performance metrics (e.g., talk-to-listen ratio).
    - **AI Call Agents:** Developing intelligent, human-like voice agents capable of handling customer inquiries, resolving issues, and completing tasks.
    - **Multi-Lingual Support & Analysis:** High-accuracy transcription and analysis across 100+ languages and diverse accents.
- **Generative AI (Create, Automate, Personalize):** We harness the power of large language models to create and automate. This includes:
    - **Contextual Chat Agents:** Building sophisticated chatbots that understand user intent and provide relevant, informative responses.
    - **Content & Communication Automation:** Generating hyper-personalized videos and emails at scale for marketing, training, and customer communication.
    - **Workflow Automation:** Creating intelligent agents that can reason, plan, and execute multi-step business processes.

Our Products & Services:

Flagship Product: netspractice.ai - AI-Powered Communication Coaching

netspractice.ai is a revolutionary platform designed to transform how teams master critical communication skills. It provides a safe, scalable, and highly effective environment for individuals to practice and perfect their conversational abilities through realistic AI-powered simulations.

- **Key Features:**
    - **Agentic AI Role-Play:** Engage in dynamic, two-way conversations with AI avatars across diverse scenarios (sales, leadership, customer service, HR interviews).
    - **Multi-Modal Feedback:** Receive instant, personalized feedback on verbal delivery (pace, clarity), non-verbal cues (expressions, gestures), and content effectiveness.
    - **AI Copilot:** Integrates contextual knowledge (product details, communication frameworks) to provide deeper, more relevant coaching.

- **Performance Analytics:** Track individual and team progress with data-driven insights.

Custom Solutions & Consultancy Services:

We understand that one size does not fit all. Our services are designed to deliver bespoke solutions that meet your unique needs.

- **Custom AI Automation Pipelines:** We design, build, and deploy end-to-end automation workflows that streamline your specific business processes, from data ingestion and processing to decision-making and reporting.
- **AI Call Agent Development:** We create sophisticated AI voice and chat agents that integrate seamlessly with your existing systems to handle customer service, lead qualification, and internal support tasks.
- **Bespoke Software Development:** Our team of expert developers builds custom web applications and enterprise software, embedding AI capabilities at their core to solve your most complex challenges.
- **AI-Driven Digital Marketing & Strategy:** We leverage AI to enhance marketing efforts through SMM automation, personalized content creation, and data-backed strategic planning.
- **AI-Powered Cyber Security Consultancy:** We provide expert guidance on using AI for intelligent threat detection, fraud analysis, and enhancing your overall security posture.
- **Intelligent Document Processing (IDP):** We automate the extraction, validation, and structuring of data from any unstructured document, including insurance claims, vendor invoices, and medical reports. Our pipelines turn complex paperwork into clean, actionable data.
- **AI-Powered Customer Experience:** We build solutions that revolutionize customer interaction, from smart triage systems that automatically route support tickets to proactive agentic AI that manages customer communication during e-commerce order fulfillment.
- **Agentic AI & Workflow Automation:** We create sophisticated AI agents that do more than just process data—they take action. From automating post-call CRM updates for sales teams to managing proactive customer notifications, our workflows drive efficiency across your operations.
- **Intelligent Information Retrieval:** We build advanced RAG (Retrieval-Augmented Generation) systems and internal chatbots that provide your employees with instant, accurate answers from your internal knowledge bases, such as HR policy documents or technical manuals.

Our Experience & Proven Track Record:

Wavenet is trusted by leading players across the BFSI industry. Our experience is rooted in successfully delivering complex AI projects that drive measurable ROI for our clients. Our team is a blend of seasoned data scientists, AI/ML engineers, software developers, and domain experts who understand the nuances of the financial services landscape. This unique combination allows us to not only build powerful technology but also to ensure it is practical, compliant, and perfectly aligned with your business objectives.

Why Partner with Wavenet?

- **Collaborative Approach:** We work as your strategic partner to understand your challenges and co-create solutions.
- **Tailored Solutions:** We deliver customized products and services that are built for your specific needs, not generic platforms.
- **Measurable Impact:** We are focused on delivering tangible business outcomes—be it increased efficiency, improved sales performance, or enhanced customer satisfaction.
- **Innovation at Core:** We are constantly exploring the frontiers of AI to bring you the most advanced and effective solutions.

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CASE STUDIES

Case Study 1: ICICI Bank

Client: ICICI Bank
Industry: Banking
Services Provided: netspractice.ai (AI Sales Coaching), Process Automation, Document Intelligence (IDP)

The Challenge:
As one of India's largest private sector banks, ICICI Bank faced a multi-faceted challenge in scaling its operations while maintaining quality and efficiency. Their key pain points included:

1. **Inconsistent Sales Performance:** A large, distributed sales force struggled with inconsistent pitching for new financial products, leading to variable conversion rates and longer ramp-up times for new hires.
2. **Manual Document Processing:** The loan and account opening divisions were burdened with high volumes of manual document verification and data entry, which was slow, error-prone, and costly.
3. **Operational Inefficiencies:** Numerous backend processes were repetitive and manual, consuming significant human resources that could be allocated to higher-value tasks.

The Wavenet Solution:
Wavenet deployed a strategic, three-pronged AI solution to address these distinct challenges:

1. **netspractice.ai Deployment:** We implemented our flagship AI communication coaching platform for their sales teams. The platform provided a safe environment for sales representatives to practice product pitches, receive instant, multi-modal feedback on their delivery (verbal and non-verbal), and master product knowledge through the AI Copilot.
2. **Intelligent Document Processing (IDP):** We developed and integrated a custom Vision AI-powered IDP solution. This system automated the extraction, validation, and entry of data from various KYC and financial documents, integrating seamlessly with the bank's existing core systems.
3. **Custom Automation Pipelines:** We designed AI-powered workflows to automate repetitive backend tasks, including data reconciliation, report generation, and inter-departmental data transfers.

The Results:
Our integrated AI solutions delivered significant, measurable impact across the bank's operations:

- **30% faster onboarding and time-to-productivity** for new sales hires using netspractice.ai.
- **15% uplift in sales conversion rates** for products trained on the platform.
- **80% reduction in manual document processing time** for loan applications.
- **99.5% accuracy in data extraction**, drastically reducing human error.
- **40% decrease in manual effort** in targeted backend processes, freeing up thousands of man-hours annually.

Case Study 2: ICICI Prudential Life Insurance

Client: ICICI Prudential Life Insurance
Industry: Insurance
Services Provided: Chatbots, Agentic AI, GenAI Applications, AI Onboarding Solutions, Document Masking

The Challenge:
ICICI Prudential aimed to enhance its digital customer experience and streamline its onboarding process. The key challenges were managing high volumes of customer queries across multiple channels, reducing the time and friction in the customer onboarding journey, and ensuring strict compliance with data privacy regulations for sensitive documents.

The Wavenet Solution:
We partnered with ICICI Prudential to deploy a comprehensive suite of advanced AI solutions:

1. **GenAI & Agentic AI Chatbots:** We developed and deployed sophisticated chatbots on their website and customer portals. These were powered by Generative AI for natural conversations and Agentic AI to handle complex, multi-step queries like policy status checks, premium calculations, and initial claim registrations.
2. **AI Onboarding:** We implemented a complete AI-driven onboarding solution, featuring vKYC, facial recognition, and liveness detection to create a seamless, remote, and secure onboarding experience for new policyholders.
3. **Document Masking:** To ensure data privacy and regulatory compliance, we integrated an AI-powered document masking solution that automatically

identified and redacted sensitive Personal Identifiable Information (PII) like Aadhaar numbers from uploaded documents.

The Results:
The implementation of Wavenet's AI solutions transformed ICICI Prudential's customer interaction and onboarding framework:

- **75% of incoming customer queries were successfully resolved by AI agents** without human intervention.
- **60% faster customer onboarding cycle**, from initial contact to policy issuance.
- **25% reduction in customer drop-offs** during the onboarding process.
- **100% compliance** with PII masking requirements on all processed documents, eliminating the risk of data breaches and manual errors.

Case Study 3: HDFC Life

Client: HDFC Life
Industry: Insurance
Services Provided: Hyper-realistic Video Generation, Bulk Video Personalization

The Challenge:
HDFC Life sought to increase customer engagement and improve communication effectiveness for critical touchpoints like policy explanations and renewal reminders. Standard text-based communications (emails, SMS) were suffering from low open rates and failed to convey complex policy details in an easily digestible manner, leading to lower renewal rates and customer satisfaction.

The Wavenet Solution:
Wavenet leveraged its cutting-edge Generative AI capabilities to create a personalized video communication strategy:

1. **Hyper-realistic AI Avatars:** We created hyper-realistic AI avatars of company spokespersons. These avatars were used to generate high-quality, studio-level videos explaining complex insurance products and their benefits in a simple, engaging format.
2. **Bulk Video Personalization:** We developed a pipeline to generate thousands of unique, personalized videos at scale. These videos addressed customers by name and included specific details like their policy number, premium due date, and renewal amount, making each communication feel personal and relevant.

The Results:
This innovative approach to communication yielded exceptional results and a significant return on investment:

- **4X increase in click-through rates (CTR)** on renewal reminder communications compared to traditional emails.
- **20% uplift in successful policy renewals** directly attributed to the personalized video campaigns.
- **A 15-point increase in Customer Satisfaction (CSAT) scores** related to communication clarity and engagement.

Case Study 4: Lodha Group

Client: Lodha Group
Industry: Real Estate
Services Provided: AI Call Agents

The Challenge:
As a leading real estate developer, Lodha Group generates a high volume of inbound leads from various marketing campaigns. Many of these inquiries occurred outside of business hours. The key challenge was to engage every lead instantly, 24/7, and qualify them effectively before passing them to the human sales team, ensuring no opportunity was missed and that the sales team's time was spent on high-potential prospects.

The Wavenet Solution:
We designed and deployed a sophisticated AI Call Agent to act as the first point of contact for all inbound telephonic inquiries. The AI agent was capable of:

1. **24/7 Availability:** Answering calls instantly, around the clock.
2. **Natural Conversation:** Engaging callers in a human-like conversation to understand their requirements (e.g., property type, budget, location preference).
3. **Lead Qualification:** Asking a predefined set of questions to score and qualify leads based on their interest and readiness.
4. **CRM Integration:** Automatically pushing all qualified lead information and call summaries directly into Lodha's CRM system for the sales team.

The Results:
The AI Call Agent became an integral and highly efficient part of Lodha's sales funnel:

- **100% of inbound calls were captured and engaged** instantly, eliminating missed opportunities.
- **90% accuracy in lead qualification**, ensuring the sales team received high-quality, well-vetted prospects.
- **30% increase in qualified site visits scheduled** as a direct result of efficient initial screening.

- Freed up the human sales team from initial screening calls, allowing them to focus exclusively on closing deals.

Case Study 5: TATA Projects Ltd

Client: TATA Projects Ltd
Industry: Engineering, Procurement, and Construction (EPC)
Services Provided: Custom LCBG ERP (Logistics, Contracting, Billing, Governance)

The Challenge:
As a leading EPC company, TATA Projects manages vast, complex projects with intricate supply chains, numerous contractors, and multi-layered billing cycles. Their existing systems were fragmented, leading to significant challenges in tracking logistics from end-to-end, managing contractor compliance and payments, and ensuring transparent governance across the billing process. This resulted in project delays, potential for cost overruns, and a heavy administrative burden.

The Wavenet Solution:
Wavenet undertook a custom software development project to build a unified **LCBG ERP system**. This was not an off-the-shelf solution but a bespoke platform architected to TATA Projects' specific workflows. The platform integrated four critical modules:

1. **Logistics:** Provided real-time tracking of materials and equipment from dispatch to site delivery.
2. **Contracting:** A centralized repository for all subcontractor agreements, compliance documents, and performance scorecards.
3. **Billing:** Automated the invoice generation, verification, and payment approval workflow, linking directly to contract terms and logistics data.
4. **Governance:** An overarching module providing project managers with a unified dashboard for real-time visibility into costs, timelines, and compliance, with built-in audit trails.

The Results:
The LCBG ERP system became the central nervous system for TATA Projects' key operations, delivering transformative efficiency:

- **25% reduction in project administrative overhead** by automating manual processes.
- **99% on-time contractor payments**, significantly improving partner relationships.
- **10% improvement in material procurement timelines** due to enhanced logistics visibility.

- Provided a **single source of truth for all project stakeholders**, leading to faster, data-driven decision-making and improved project governance.

Case Study 6: Hindustan Unilever (HUL)

Client: Hindustan Unilever (HUL)
Industry: Fast-Moving Consumer Goods (FMCG)
Services Provided: AI-Powered Email Automation

The Challenge:
HUL's customer service and brand management teams receive thousands of emails daily, ranging from simple inquiries and feedback to complex complaints. Manually sorting, routing, and responding to this high volume of communication was time-consuming, inefficient, and led to inconsistent response quality and delayed resolution times, potentially impacting brand perception.

The Wavenet Solution:
We developed a sophisticated **AI-powered Email Automation** solution that integrated with HUL's existing email and CRM systems. The solution performed several key functions automatically:

1. **Intelligent Triage:** Using Natural Language Processing (NLP), the system analyzed the content and intent of each incoming email.
2. **Automated Classification & Routing:** It classified emails by category (e.g., product query, complaint, feedback, distributor inquiry) and automatically routed them to the correct department or agent.
3. **GenAI-Powered Auto-Responses:** For common, low-complexity queries, the system used Generative AI to draft accurate, context-aware, and on-brand response templates for agent review and dispatch, or in some cases, sent fully automated replies.

The Results:
The email automation solution revolutionized HUL's communication workflow:

- **85% of all incoming emails were automatically classified and routed** with high accuracy.
- **60% reduction in average first-response time** for customer inquiries.
- **40% increase in agent productivity**, allowing teams to focus on resolving complex issues rather than manual sorting.
- Ensured a consistent tone of voice and quality in initial communications, enhancing the customer experience.

Case Study 7: AU Small Finance Bank

Client: AU Small Finance Bank
Industry: Banking
Services Provided: AI Image-Based Product Recommender

The Challenge:
AU Small Finance Bank wanted to innovate their cross-selling strategy on their mobile banking app. The traditional method of suggesting products based on transaction history was effective but missed opportunities to engage customers based on their lifestyle and aspirations. They needed a novel way to understand their customers' lives better and recommend relevant financial products in a more engaging and intuitive manner.

The Wavenet Solution:
Wavenet developed a unique **AI Image-Based Product Recommender Engine**. This opt-in feature allowed customers to upload images from their daily life (e.g., a photo of a new car, a vacation, a home renovation project, or even a product they wish to buy). The Vision AI model would:

1. **Analyze Image Content:** Identify key objects, scenes, and context within the uploaded photo.
2. **Infer Financial Need:** Map the identified content to a potential financial need. A car photo could trigger a car loan or insurance offer; a vacation photo could suggest a travel credit card or forex services; a home renovation photo could lead to a personal loan recommendation.
3. **Generate Personalized Offer:** The engine would then present a hyper-personalized financial product recommendation directly to the user in an engaging, visual format.

The Results:
This innovative feature created a new and highly effective channel for customer engagement and cross-selling:

- **25% higher customer interaction rate** with product recommendations compared to traditional banner ads on the app.
- **18% increase in lead generation** for targeted loan and credit card products through this feature.
- Significantly enhanced the bank's brand image as a modern, tech-savvy, and customer-centric institution.

Case Study 8: For Startups & SMBs (Orbglo, Efficient Insurance Brokers, Konark Shakti Developers, NBFCs)

Client Profile: A diverse group of agile, high-growth companies including Orbglo (Export-Import Compliance), Efficient Insurance Brokers (Insurance Tech), Konark Shakti Developers (Construction Management), and emerging NBFCs.
Industry: Diversified (Logistics Tech, InsurTech, Real Estate, Financial Services)
Services Provided: AI-Powered Onboarding, Custom Process Automation, Portals & PoS Solutions

The Challenge:
These companies, while in different industries, shared common growth-related challenges:

1. **Scaling Onboarding:** NBFCs and InsurTechs needed to onboard new customers and agents quickly and compliantly without a large manual workforce.
2. **Managing Complex Processes:** Orbglo and Konark Shakti faced intricate, document-heavy compliance and project management workflows that were difficult to scale manually.
3. **Lacking Centralized Systems:** Many needed custom, centralized platforms (portals, PoS systems) to manage their operations and provide a seamless experience for clients and partners.
4. **Resource Constraints:** As startups and SMBs, they needed cost-effective, high-impact solutions that could be deployed rapidly.

The Wavenet Solution:
Wavenet acted as a technology partner, providing tailored and modular AI solutions to address these specific needs:

1. **For NBFCs & Efficient Insurance:** We deployed our **AI Onboarding** solution, featuring rapid eKYC, document verification, and data extraction. For Efficient Insurance, this was integrated into a custom-built PoS (Point of Sale) and agent portal.
2. **For Orbglo & Konark Shakti:** We developed **Custom Automation Workflows**. For Orbglo, this involved an AI-powered system to classify and validate complex trade documents. For Konark Shakti, we built a mobile-first project management tool with automated reporting and compliance checks.

The Results:
Our targeted solutions enabled these companies to punch above their weight and scale efficiently:

- **90% faster client and agent onboarding** for NBFCs and Efficient Insurance Brokers.
- **70% reduction in manual paperwork and compliance checks** for Orbglo clients.
- **60% improvement in project reporting efficiency** for Konark Shakti Developers.
- Provided these companies with robust, enterprise-grade technology, giving them a significant competitive advantage and a solid foundation for future growth.

Other Works:

1. **Structured Data Extraction from Insurance Claim Forms**
   1.1. **The Challenge: Truecover** was inundated with claim forms in unstructured formats like PDFs and scanned images. Their manual process of extracting key details such as policy numbers, incident dates, and claimed amounts was slow, expensive, and error-prone, directly delaying claim settlements for customers.
   1.2. **What It Achieved & How:** By implementing an intelligent automation solution, the provider achieved over 95% accuracy in data extraction, reducing the processing time for a single document from hours to under a minute. This success was driven by the system's ability to guarantee that only clean, well-structured data entered the core processing systems, which prevented costly downstream errors in payment and record-keeping and significantly accelerated customer payouts.

2. **Parsing Invoices for Accounts Payable Automation**
   2.1. **The Challenge:** The accounts payable department at **Bonito Designs** manually processed hundreds of vendor invoices each week. Keying in data like invoice numbers, line items, and totals was tedious and led to frequent data entry errors, resulting in incorrect or delayed payments to vendors.
   2.2. **What It Achieved & How:** Deploying an AI-powered workflow automated over 80% of the invoice data entry process, drastically reducing manual labor and virtually eliminating data entry errors. A key to its success was its ability to act as an automated audit, catching discrepancies and verifying calculations before they entered the financial system. This improved financial controls and strengthened vendor relationships through timely and accurate payments.

3. **Agentic AI for Proactive E-commerce Order Management**
   3.1. **The Challenge:** Online retailer **Beautifull** struggled with customer communication regarding shipping delays. Their support team could only react to customer complaints, leading to frustration and a high volume of "Where is my order?" inquiries.

3.2. **What It Achieved & How:** A proactive, agentic AI system reduced inbound support queries about order status by 60%. By automatically detecting delays and communicating with customers first—often with a goodwill gesture like a discount code—the system turned a negative experience into a positive one, increasing customer loyalty. The success of this agentic workflow allowed the business to scale its customer service and manage logistical issues without hiring more staff.

4. **Automating Call Summarization for a Sales Team**
   4.1. **The Challenge:** At **Gainn Fintech**, sales representatives spent up to 15 minutes after client calls manually writing summaries, logging notes, and creating follow-up tasks in the CRM. This administrative overhead reduced the time they could spend on actual selling activities.
   4.2. **What It Achieved & How:** The new automation eliminated nearly all manual data entry post-call, saving each sales rep several hours per week. It also improved the quality and consistency of CRM data, leading to more reliable forecasting and better-prepared follow-up calls. The system ensured all captured information was perfectly formatted for seamless integration with the CRM, making the data instantly usable.

5. **Validating and Structuring Medical Lab Results**
   5.1. **The Challenge: Agilus Diagnostics**, a healthcare provider, received lab results from various labs in inconsistent, often semi-structured text formats. Manually transcribing these results into the electronic health record (EHR) system was slow and carried a high risk of transcription errors that could impact patient care.
   5.2. **What It Achieved & How:** An intelligent AI pipeline automated the processing of 90% of incoming lab results, reducing the data entry time from minutes to seconds per report. More importantly, it dramatically reduced the risk of human error in transcribing critical patient data. A critical component for patient safety was the system's inherent ability to validate data quality and standardize units, ensuring accuracy before the results became part of a patient's permanent medical record.