

# Tech Mahindra partners with Google to launch Generative AI Powered Email AmplifAler

*Technology*

*Author : mahindraadmin Category : Technology Published : 8/29/2023*

*The solution will drive significant improvement in agent productivity and will drive improved agent and customer experience*

**New Delhi, August 29, 2023:** [Tech Mahindra](#), a leading provider of digital transformation, consulting, and business re-engineering services and solutions, today announced a partnership with Google to launch **Generative AI Powered Email AmplifAler** under Tech Mahindra's **TechM amplifAI0->** ∞ suite of AI offerings. The Email AmplifAler will serve as a one stop solution to manage all email communication of contact centre for enhanced customer service.

Tech Mahindra's Email AmplifAler will bring the power of Generative AI to provide unified visualisation and automation technique. This will enable the human-in-the-loop philosophy to deliver outcome in a responsible manner to improve customer experience. The Email amplifAler will provide end-to-end solutions for email automation and personalised responses by identifying the intents, extracting the required entities from the email, and other systems including applications such as CRM, Finance. The solution will drive significant improvement in agent productivity and turnaround time, create consistent and accurate responses and have lesser human dependency.

## **Hasit Trivedi, CTO – Digital Technologies and Global Head - AI, Tech**

**Mahindra**, said, "Generative AI will drive significant improvements in customer experience and agent efficiency by solving challenges such as high cost of operation, turn-around time, and volume of emails. Our Email AmplifAler, powered by generative AI, will help enhance organisational efficiency and customer experience with quick, accurate and automated responses. It will further enable personalisation at scale and create compelling and visually appealing content. Together with Google, we are delivering the most advanced solution for all the email needs in contact centre space."

The newly launched solution with Generative AI capabilities is designed with the human-in-the-loop principle. With this, the users can review generated responses and make changes before sending them to customers, if required.

**Chandra Sankholkar, Director, Google Cloud Partnerships, India** said, "Google Cloud's Generative AI capabilities can add real world value for organisations working across every industry, particularly in areas where data privacy and security are paramount. New services and solutions from partners like Tech Mahindra will scale these capabilities to customers more quickly and effectively, and create even more opportunities for organisations to accelerate their AI-driven transformations."

The launch of Generative AI Powered Email AmplifAler is in line with Tech Mahindra's continuous endeavour to transform enterprises with advanced Generative AI-led offerings and solutions, along with its recent addition of Enterprise Knowledge Search offering, Evangelise Pair Programming and Generative AI Studio.

## **About Tech Mahindra**

[Tech Mahindra](#) offers innovative and customer-centric digital experiences, enabling enterprises, associates, and society to Rise for a more equal world, future readiness, and value creation. It is a USD 6.5+ billion organisation with 148k+ professionals across 90 countries helping 1250+ global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive the HRH The Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and among the top 7 IT brands globally in brand strength with AA+ rating. With its NXT.NOWTM framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. It aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the [Mahindra Group](#), founded in 1945, one of the largest and most admired multinational federations of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology, and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Connect with us on [www.techmahindra.com](http://www.techmahindra.com) || Our Social Media Channels

**For more information on Tech Mahindra, please contact:**

**Abhilasha Gupta, Global Corporate Communications and Public  
Affairs**

**Email:** [Abhilasha.Gupta@TechMahindra.com](mailto:Abhilasha.Gupta@TechMahindra.com) ;  
[media.relations@techmahindra.com](mailto:media.relations@techmahindra.com)

Tags :

[M&M Ltd.](#) [Tech Mahindra](#) [Generative AI](#) [Email amplifAler](#)