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## Pulp Strategy unveils Yukti: A revolutionary AI-powered humanoid strategist

Yukti epitomizes digital innovation, turning mundane interactions magical for customers.



Mumbai: In a groundbreaking move set to transform the landscape of customer service and brand interaction, Pulp Strategy has announced the launch of Yukti, an innovative conversational AI-driven humanoid strategist. This latest offering is poised to redefine how brands connect with their audience, providing an unmatched level of engagement, insight, and accessibility. Yukti is now live and accessible directly through the Pulp Strategy website, inviting users to experience a new era of customer interaction.

For more information and to experience Yukti's unique capabilities, visit <https://www.pulpstrategy.com/> Crafted from the culmination of extensive research and development in the realms of generative and conversational AI, Yukti is not just another chatbot. It is a sophisticated blend of cutting-edge technology and human-like empathy, designed to deliver personalized, insightful, and delightful conversations. Yukti represents the zenith of digital innovation, transforming the mundane into magical customer interactions.

"I am Yukti: Your AI Genie, Bottled in Wit and Wisdom," announces the digital marvel from Pulp Strategy. Yukti promises a world where customer communications transcend transactions, evolving into engaging, meaningful exchanges. Available as a white label, with the opportunity to be named, trained and tailored to unique brand personalities. This LLM based humanoid has the ability to process and analyze vast amounts of data in real time, Yukti offers tailored advice, solutions, and insights, making every interaction a journey of discovery for customers.

From aiding time strapped CMOs in deciphering the perfect product mix to guiding consumers to their ideal skincare routine among hundreds of options, Yukti's capabilities are boundless. Its beta version has already shown immense potential, with future updates expected to enhance its learning, adaptability, and scope of services.

Yukti's distinct advantages include 24/7 availability, ensuring that customers receive immediate, transparent, and accurate assistance any time of day. This "always-on" approach, combined with the humanoid's capability to offer clear, helpful advice, significantly enhances customer service, especially in regulated environments.

Moreover, Yukti serves as an information guru, seamlessly providing precise data on brands, products, and services. As a data detective, it gathers crucial customer insights, enabling businesses to refine their marketing strategies, tailor their offerings, and foster lasting customer loyalty.

Pulp Strategy founder and MD Ambika Sharma expressed her excitement about Yukti's launch, stating, "Yukti is a testament to our commitment to innovation and our vision to revolutionize customer engagement. With Yukti, we are not just offering a solution but creating a new standard in how brands interact with their customers. It's a step towards a future where technology and human insight come together to create truly memorable customer experiences." Currently Yukti is in Beta and trained on Pulp Strategy, enabling a live experience for clients on demand.

Yukti is a forward-thinking solution that aligns with the needs of modern businesses and consumers alike. Its introduction marks a significant milestone for Pulp Strategy and the broader marketing and customer service industries in India and beyond.

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