



*Mobile, Cloud & Web Digital Solutions for Business – Done Right*

# Accelerated Customer Acquisition with AI Powered Chatbots

5/08/2018 – 12:00pm CST

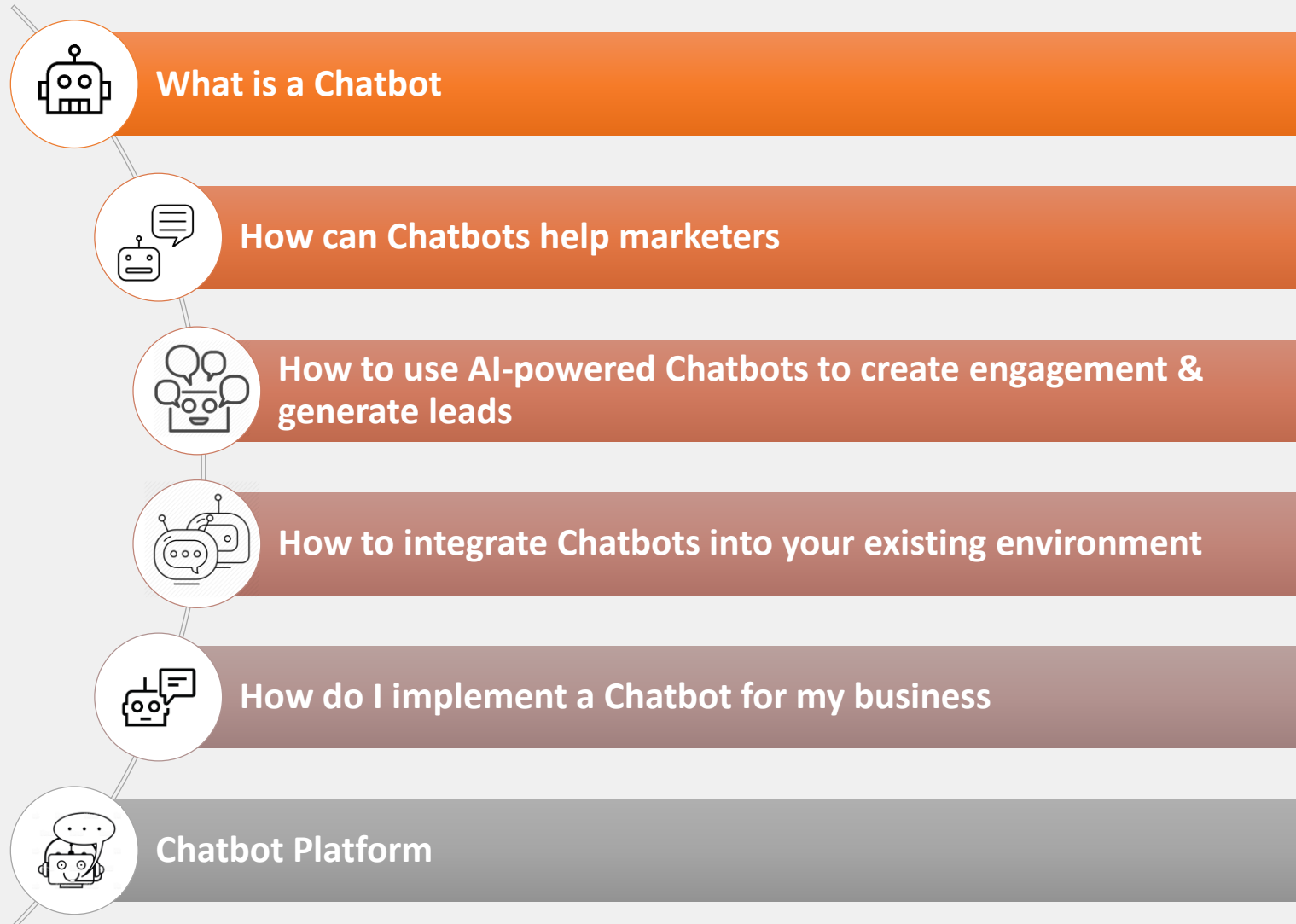
USA | AFRICA | UAE | INDIA

# Enabling Digital Transformation

Helping Companies Change How They Do **Business**



# AGENDA



 ARTIFICIAL INTELLIGENCE & CHATBOTS

*The International Data Corporation (IDC) says that by 2018 75% of all developers will include some measure of AI solutions to each of their digital products.*

*During the summit of 2011, Gartner predicted that by 2020, 85% of all customer interactions with a business wouldn't involve humans.*



**By 2020, the average person will have more conversations with bots than their spouse!**



**In 2020, AI becomes a positive net job motivator; creating 2.3M jobs while only eliminating 1.8M jobs.**





## What is an AI Chatbot?

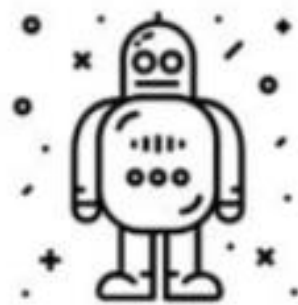
- A Chatbot is a computer program that simulates human conversation, or chat, through artificial intelligence.
- Chatbots are typically used in dialog systems for various practical purposes including customer service, information acquisition, commerce.

# Terms



## Bot

an autonomous program on a network



## Chatbot

a bot that uses human language to communicate



## AI Assistant

a chatbot that performs tasks or services for an individual

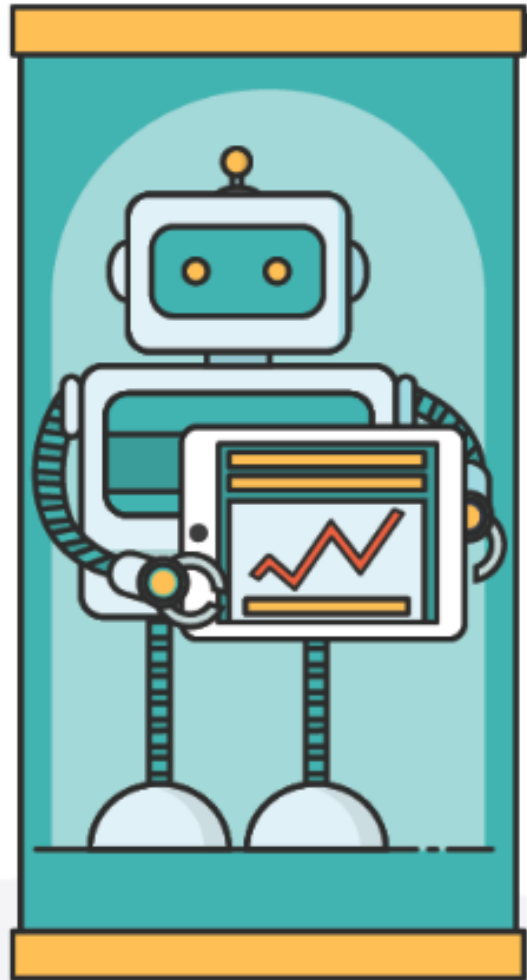


## Skill

a capability that an AI assistant can learn



# CHATBOTS POPULARITY



96% of businesses believe that chatbots are here to stay for good.



75% of surveyed businesses planned to build a chatbot in 2017.



67% of businesses believe that chatbots will outperform mobile apps in the next 5 years.



80% of businesses claimed they already use or plan to use chatbots by 2020.

# What Your Customers Want Today

Phone 44%

Social Media 48%

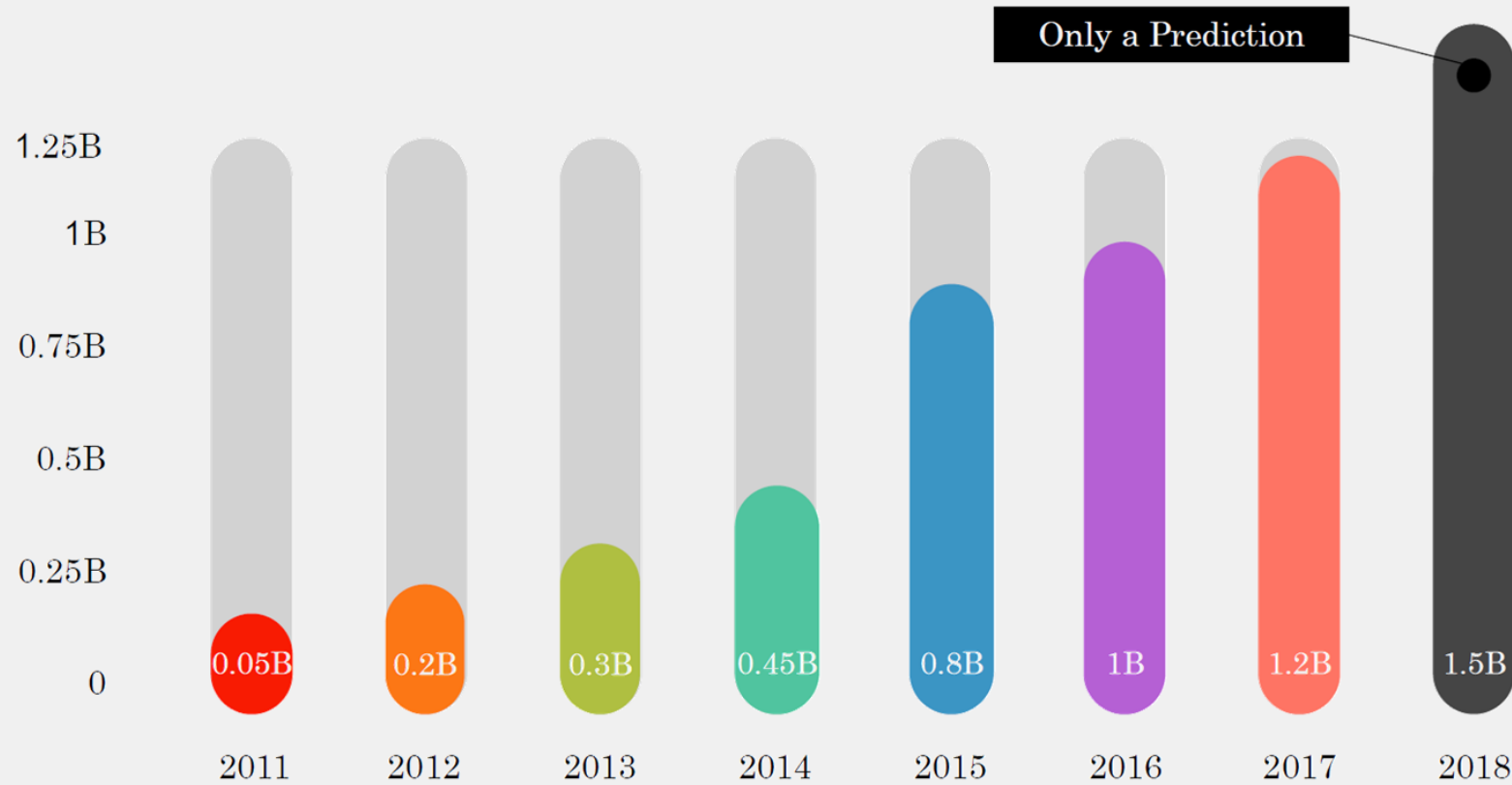
eMail 61%

**Chat 73%**



Source: eDigital's Customer Service Benchmark Survey

# USE OF CHAT APPS OVER THE YEARS



## Chatbots Are Becoming Pervasive

**76M**

- Active WeChat Users
- 2.5bn Users of Messaging Apps

**>30**

- OEM conversational devices
- From just 1 in 2016

**34,000**

- Messaging Bots
- From 0 to 34,000 in less than one year

**>50%**

- Just started using voice & search command in the last year

**>25**

- Major chatbot frameworks have launched in the last 18 months

**>20%**

- Speech to Text translation in the past year

## Some Common Chatbot Use Cases

### IT Services

- Password/Token reset
- Asset management
- Hardware procurement
- Document management
- Network issues

### Customer Service

- Account resolution
- Status updates
- Subscription services
- Account upgrades
- Service Alerts

### Sales/Marketing

- Product/Service Info
- Sales Assistant
- Lead Qualification
- Quote creation
- Selling
- Customer Engagement

### Human Resources

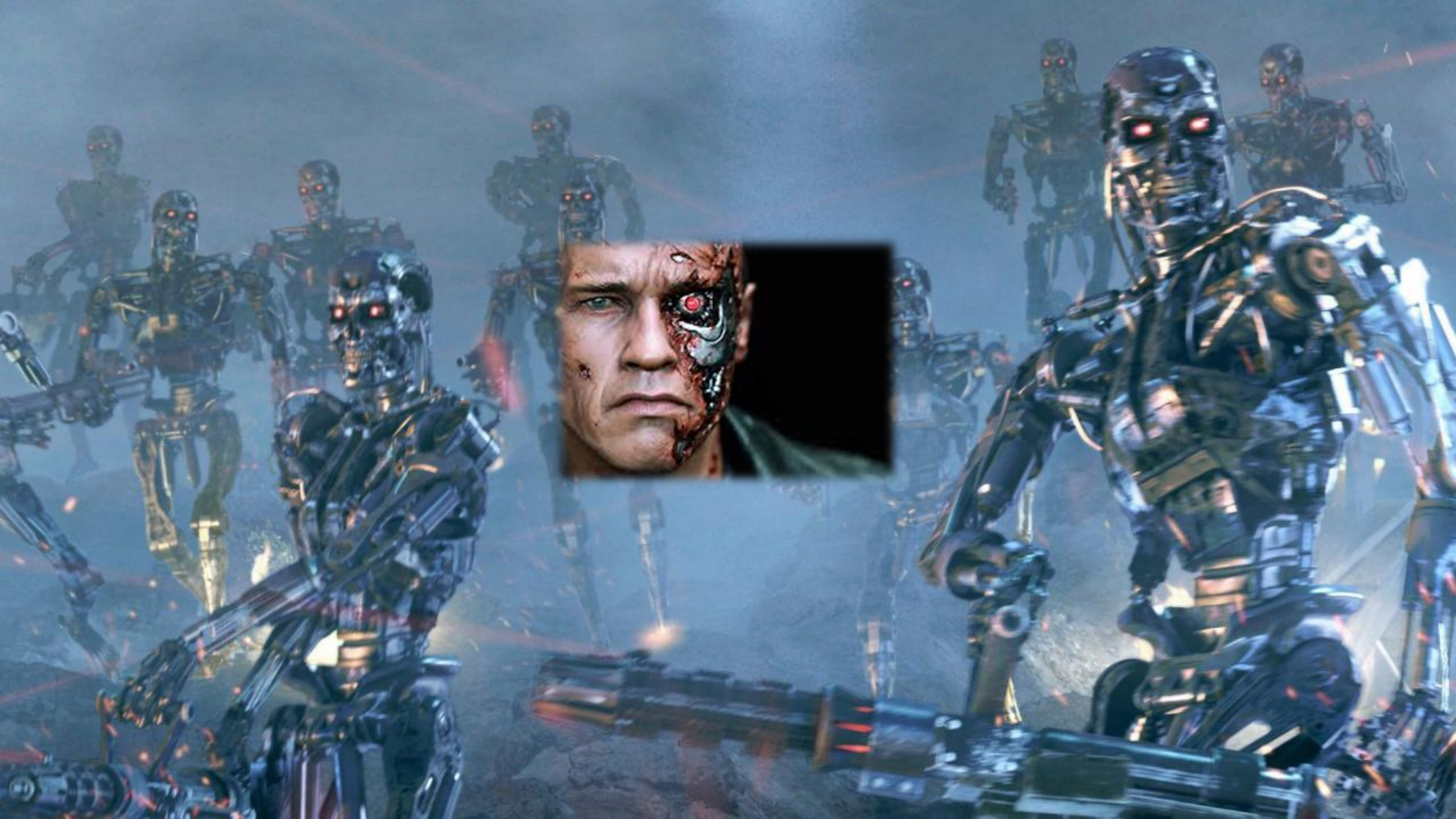
- Onboarding
- Training
- Time and attendance
- Announcements and alerts

### Travel and Expense

- Expense reports
- Travel booking

### Accounting

- Purchase orders
- Vendor payments
- Inventory management



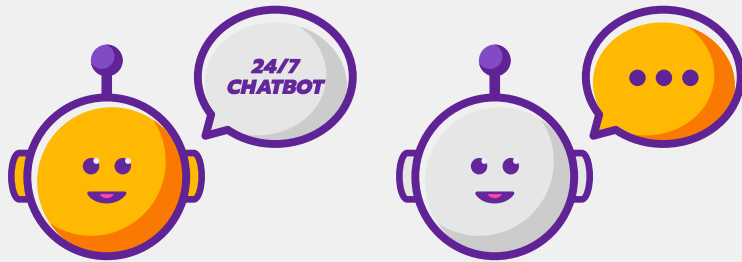
# A Great Sales Assistant – BOTS work together with People



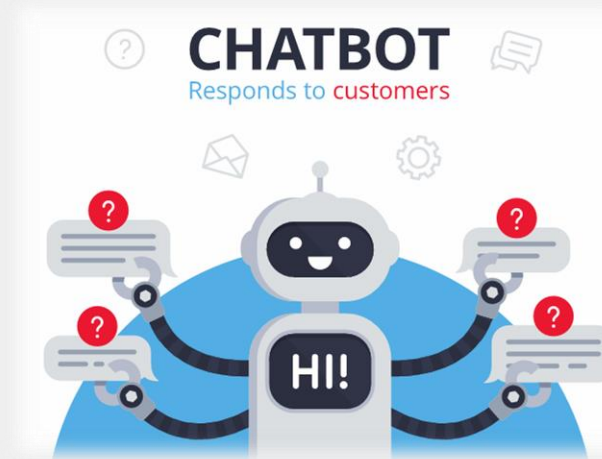
**Worldwide, we send 23 Billion text messages every single day. Texting is the most widely used app on any smartphone, and 90% of texts received are read in under 3 minutes.**

- More communication. more customer engagement
- Speeding up response times
- Answering questions, guiding prospect to information about your product or service that interests them.
- Getting prospects to the information they want quickly
- Qualifying leads
- Passing leads off to human sales people at the right time

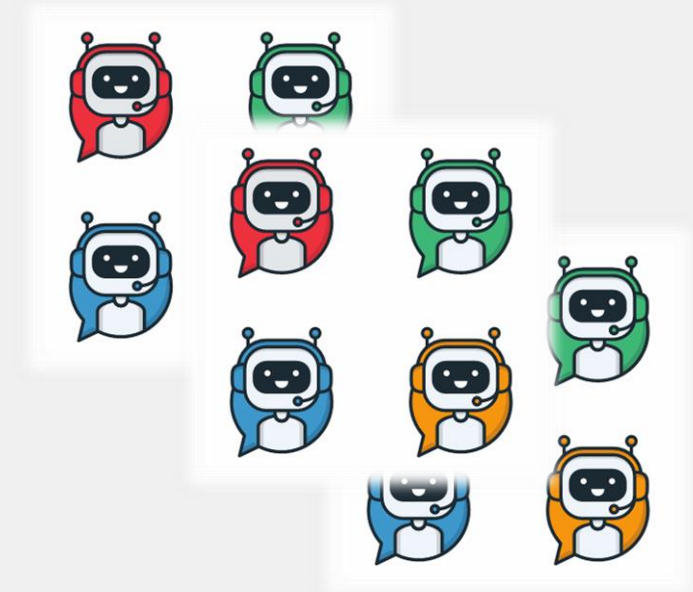
# Sales & Marketing Chatbots



**Available All the Time**



**Always Happy to Serve**



**Scale Up or Down**

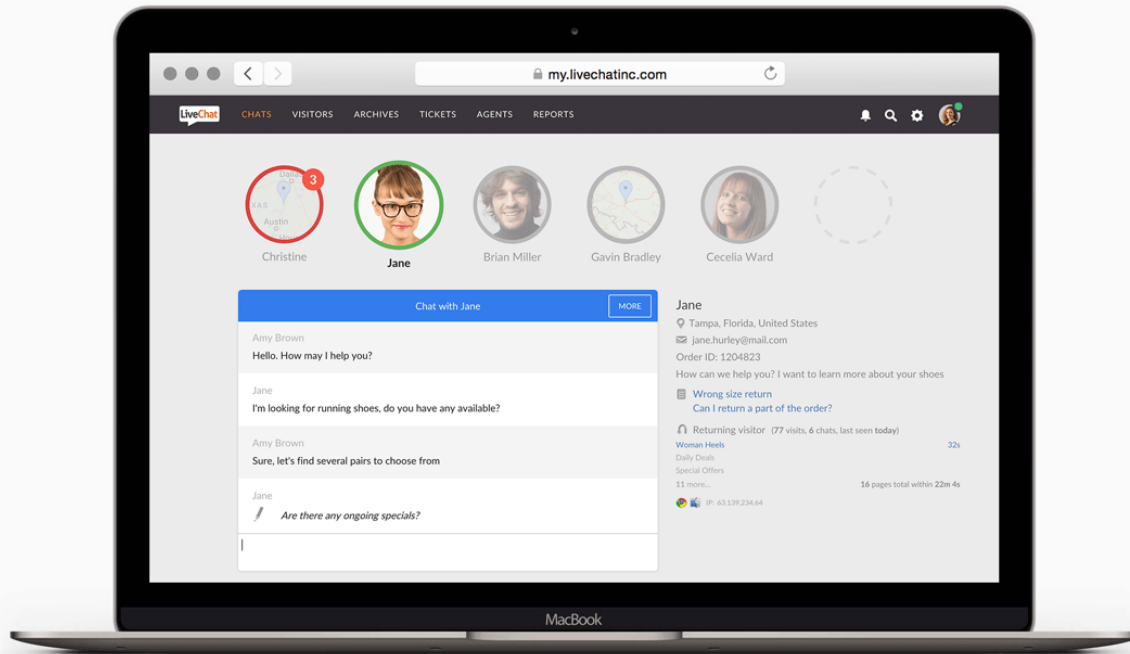


# HOW CHATBOTS CAN HELP YOU WITH SALES AND MARKETING



- Communicate with your website visitors
- Qualify your leads
- Personalize the user experience
- Integrate Bots with messaging platforms
- Sell your products

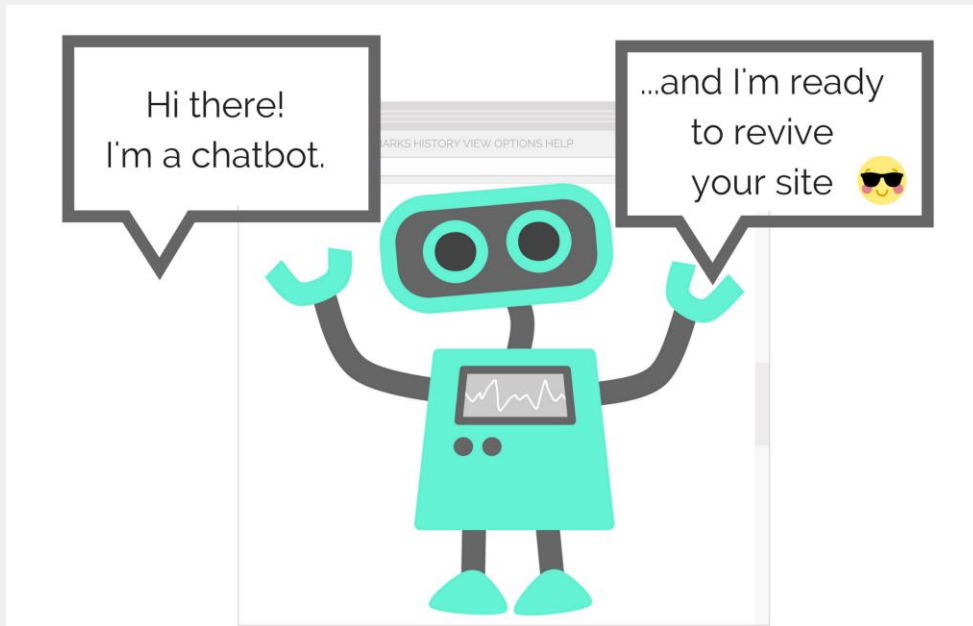
# Communicating with Your Website Visitors



- One of the most popular use cases for a Chatbot
- Your Chatbot can help your visitors get answers to their questions about your product or service quickly.
- Having a Chatbot can improve that experience and keep them on your site, evaluating your product or service.
- You can set up a Chatbot to emulate live chat and talk with your customers.

**“Econsultancy found that 57% of customers prefer live chat. “**

# Increased Website Traffic Flow



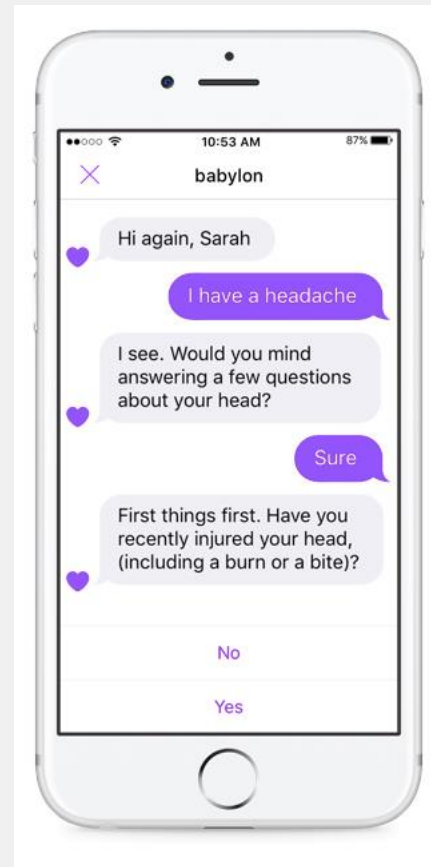
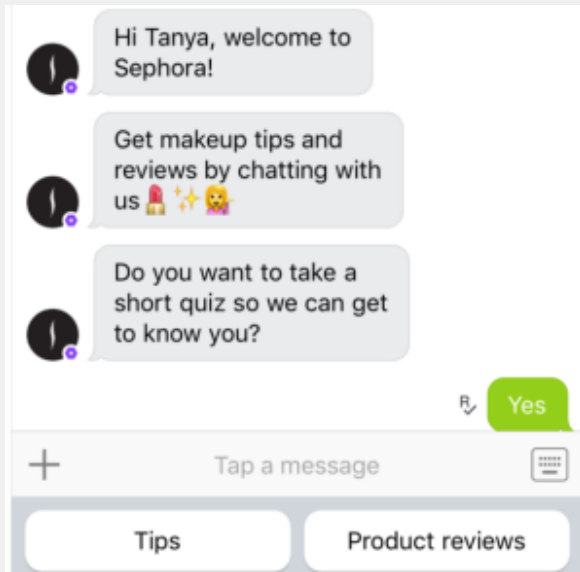
- Chatbots can have a significant impact on traffic flow into your website.
- They give users a chance to directly interact with automated bots that provide solutions to their problems and relevant answers to various questions in real time
- Users don't have to enter text into separate fields when they are shopping online or when performing any activity on the web.
- A Chatbot can handle many more conversations than a human who can at most chat with 3 customers simultaneously.

# Qualify Your Leads



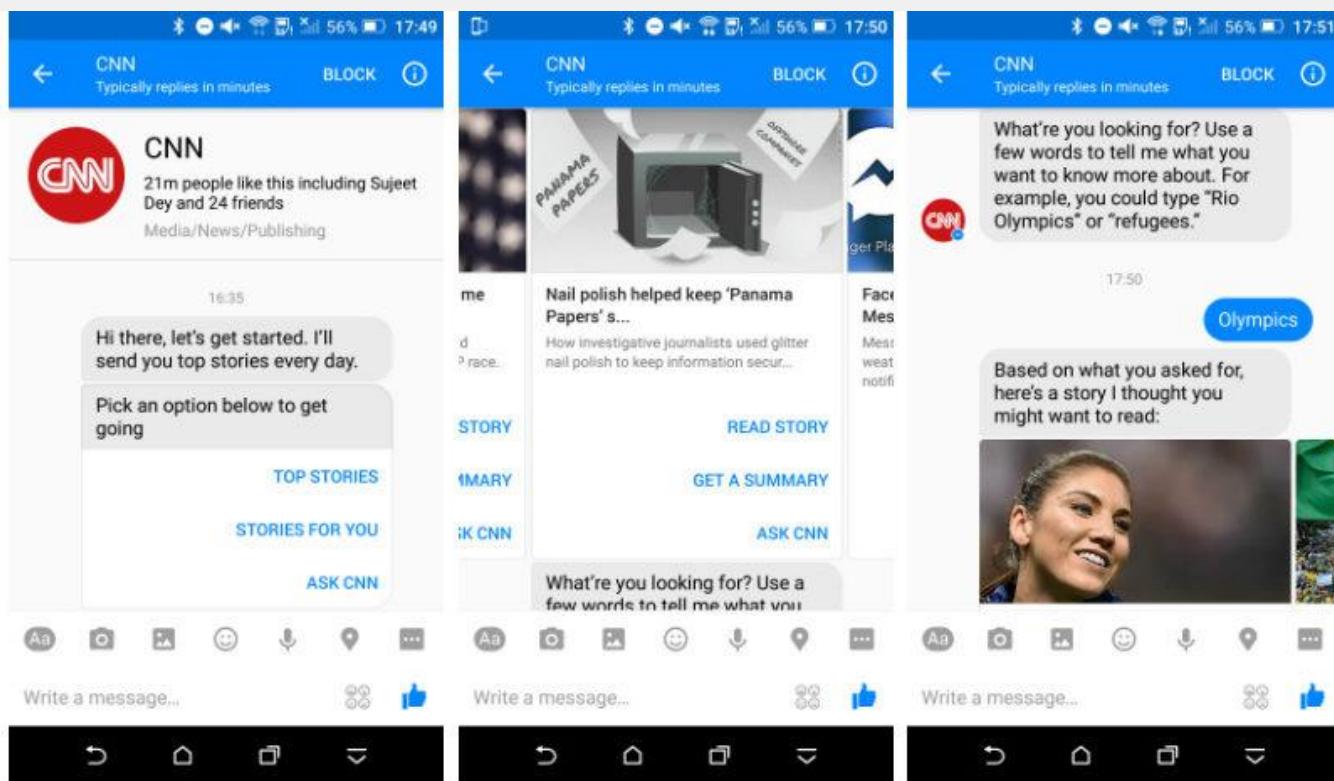
- Lead management can often give you a headache.
- Leads sometimes require a lot of nurturing, and while it's worth the result, it's also pretty tiring.
- A Chatbot can be part of your nurture program.
- You can program sets of questions to find out where a customer is in the sales funnel.
- The best way to properly qualify your leads is to use live chat (with a real person) alongside the bot.
- The bot handles the grunt work of bringing the lead in and finding the right product or service for them.

# Personalize the User Experience



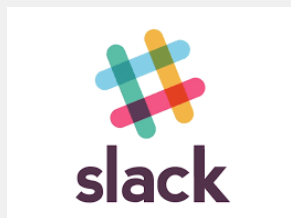
- 71% of customers prefer personalized ads.
- If you're not providing that customized experience, you could be losing out to your competitors.
- It's a lot easier than it seems to use bots for personalization.
- Many Chatbots can be programmed to take data from your users and turn that into a personalized experience.

# Personalize the User Experience



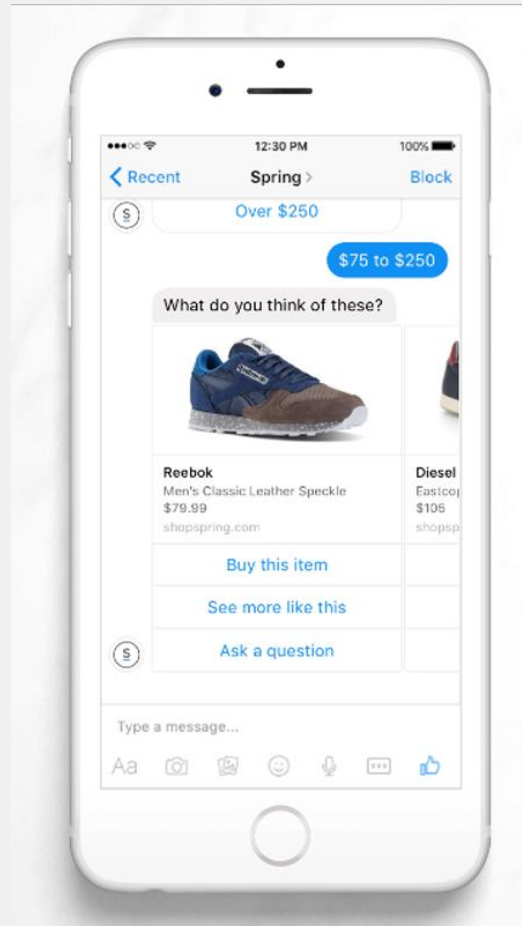
- CNN’s bot sends customized news feeds to users based on lists of options.
- CNN’s news bot has gotten a lot of attention.
- It goes to show that a little personalization can go a long way.
- This concept applies to all kinds of bots.
- Specifically, many Facebook Messenger bots can be easily set up for personalization.

# Integrate Bots With Messaging Platforms



- Chatbots were made for messaging platforms.
- Chatbots are most popular with messaging platforms.
- That makes a lot of sense. After all, most bots are designed to communicate with your customers.
- In particular, there are a lot of bots available for Slack and Facebook Messenger.
- Slack bots are great for behind the scenes use at your company, while Facebook Messenger bots are best used for leads.

# Integrate Bots With Messaging Platforms



If you want a new and fresh way to interact with your customers, it's hard to beat a Facebook Messenger bot.

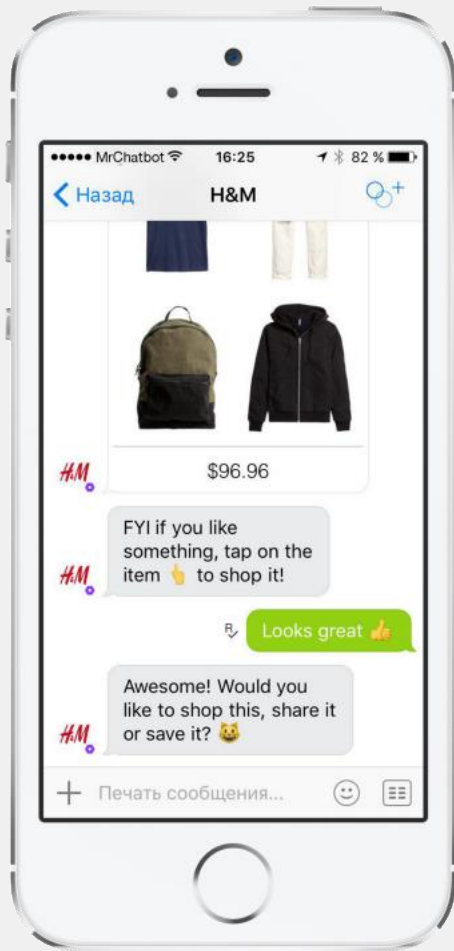
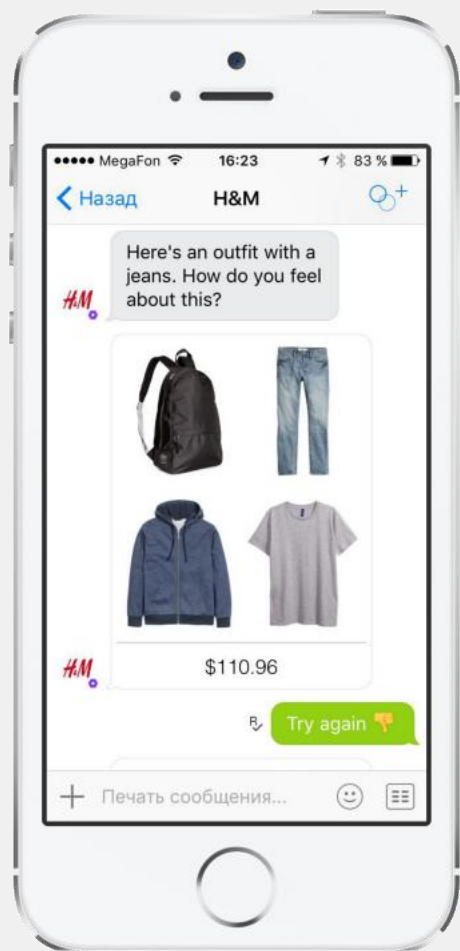
These bots talk directly to your users and do all of the hard work for you. They're basically the customer interaction bots.

Messenger bots are especially handy for ecommerce stores. You can sell your products without ever lifting a finger. The bot does it all.

For example, a bot guides a customer to the correct product, making it easy to purchase the right product.



# Selling with Chatbots



- You can create a bot to sell products completely on its own.
- The bot interacts with the customer to find the right product, and the customer can even head to the checkout right from the bot interface.
- Clothing company H&M uses a chatbot to sell items on the messaging service Kik.

# Chatbot Demonstrations - Retail



# How Chatbots are helping Retailers



Service Booking



Recommendations



Customer Service



Product Directory



Marketing Campaigns



Forms/ Surveys/  
Questionnaires



Way Finding



Games



Business Process

## EBay Shopbot

It is a personal shopping assistant that does the deal hunting and discovery of products for customers. Its aim is to help customers find the best deals, whether they are looking for something specific or just browsing for ideas.

## H & M

In early 2016, fashion brand H&M launched a chatbot on messenger app Kik, which allowed customers to see, share and purchase products in their catalogue.

## Kip

Kip, a shopping bot for teams, is a very interesting bot in this space. From office supplies to snacks, Kip handles the complex coordination of getting everyone in the team to add to the group order.

## 1800 Flowers

1800 Flower's Facebook bot allows users to send flowers and gifts.

## Aerie

American Eagle Outfitters' lingerie brand, Aerie, developed a bot for the Kik messaging app. Aerie's bot lets users to browse products based on mood, lining and push up levels, or through a "this or that" layout.

## Whole foods

Whole Food's chatbot will let customers browsing through the store find products, and then, with a few taps in a Facebook Messenger chatbot, find recipes for an upcoming meal.

# XL IN STYLE

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**THE EAGLES WIN!**  
Official 2018 Championship Gear

ORDER NOW



**DXL**  
DESTINATIONXL

DXL Virtual Assistant Demo  
Mens Big and Tall Store

Track Order

Locate Store

Current Offers

Everyday Specials

Find My Size

6 Feb 2018 8:52 pm

Type your Message..

Powered by **Priya.ai**

Give a Gift he is Overentitled



Furniture

Appliances

Computers

Electronics

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Shop by Brand


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# BIG GAMES. BIG BRANDS. SMALL PAYMENTS.\*

Shop Now



 No Credit? No Problem. Get Approved >

Furniture



Appliances



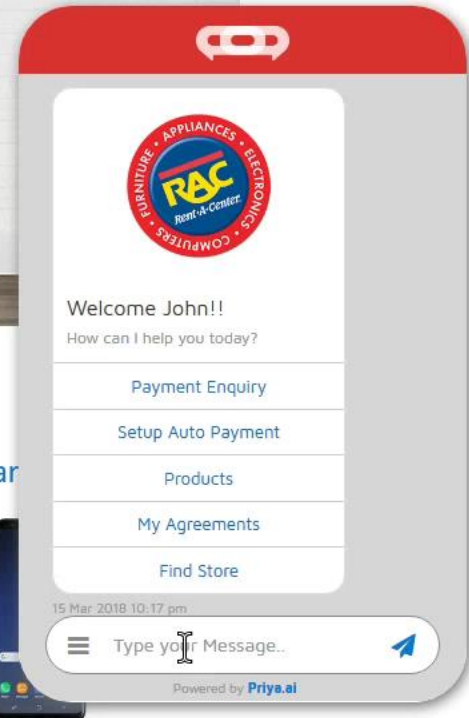
Computers



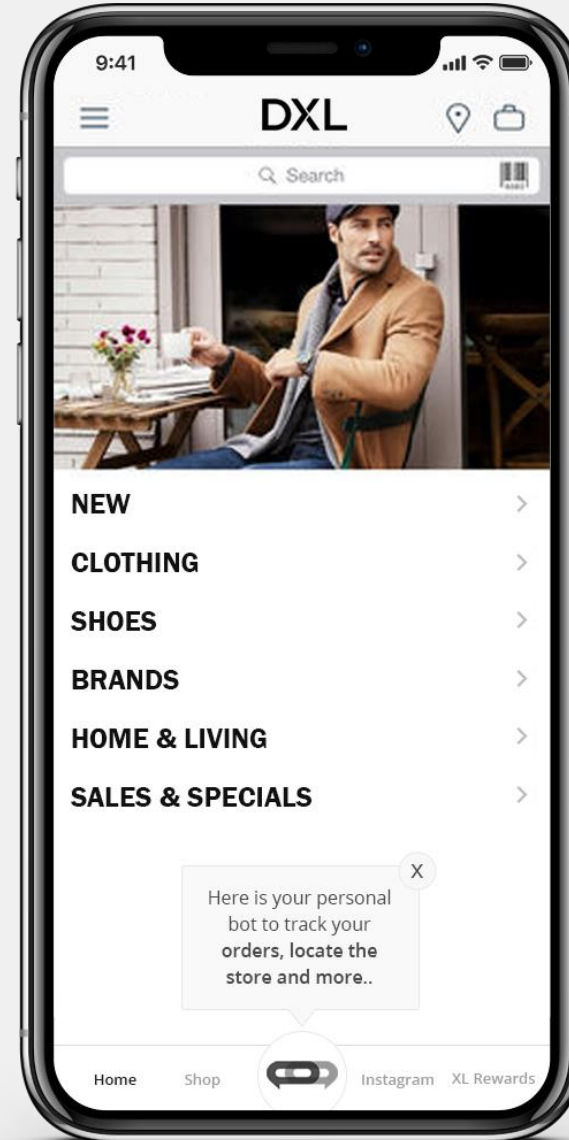
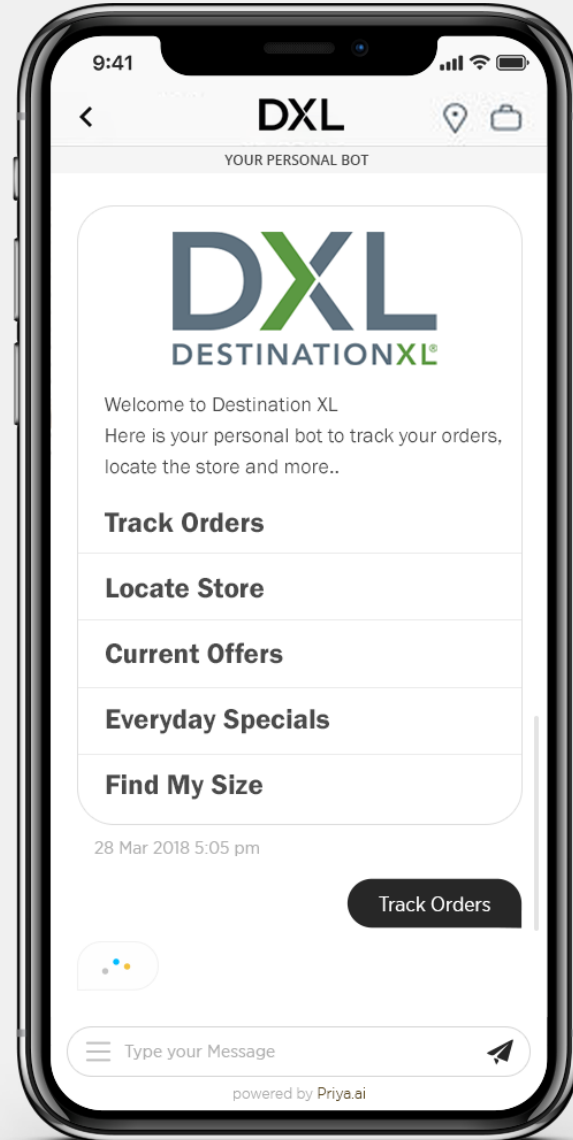
Electronics



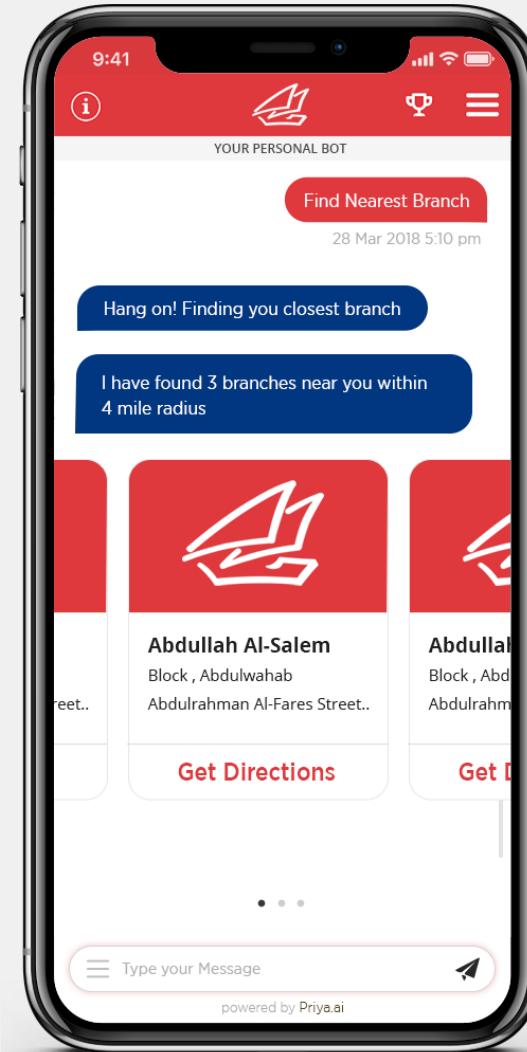
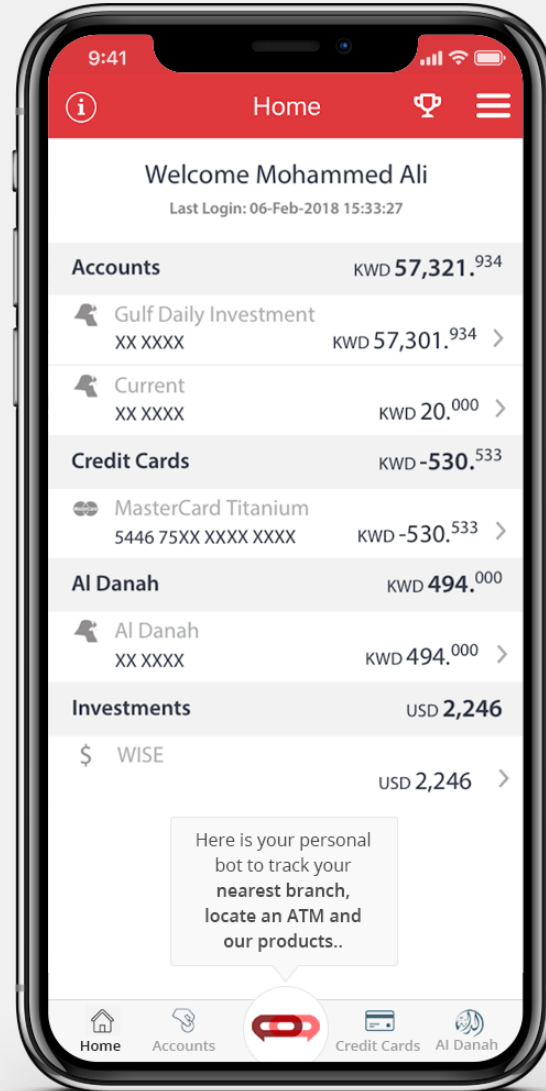
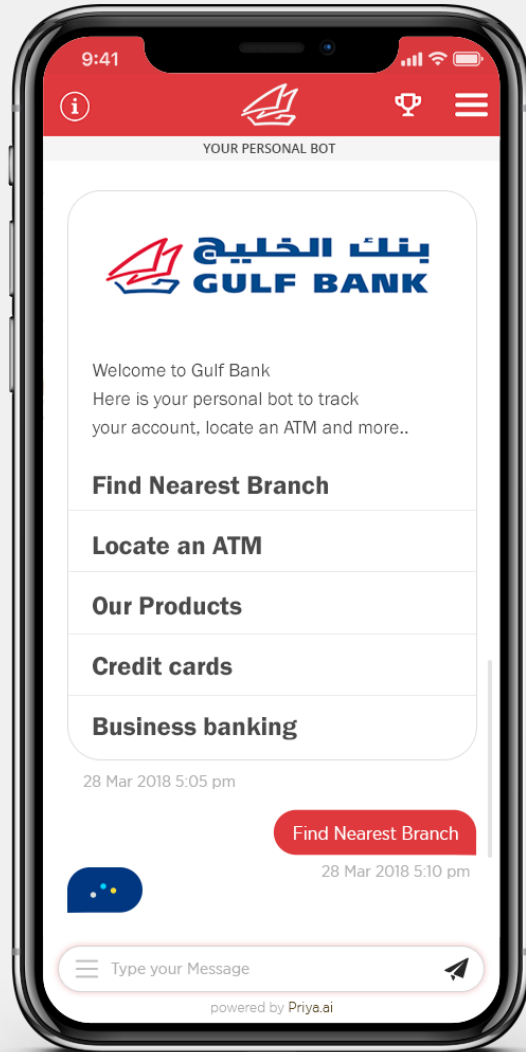
Smartphones



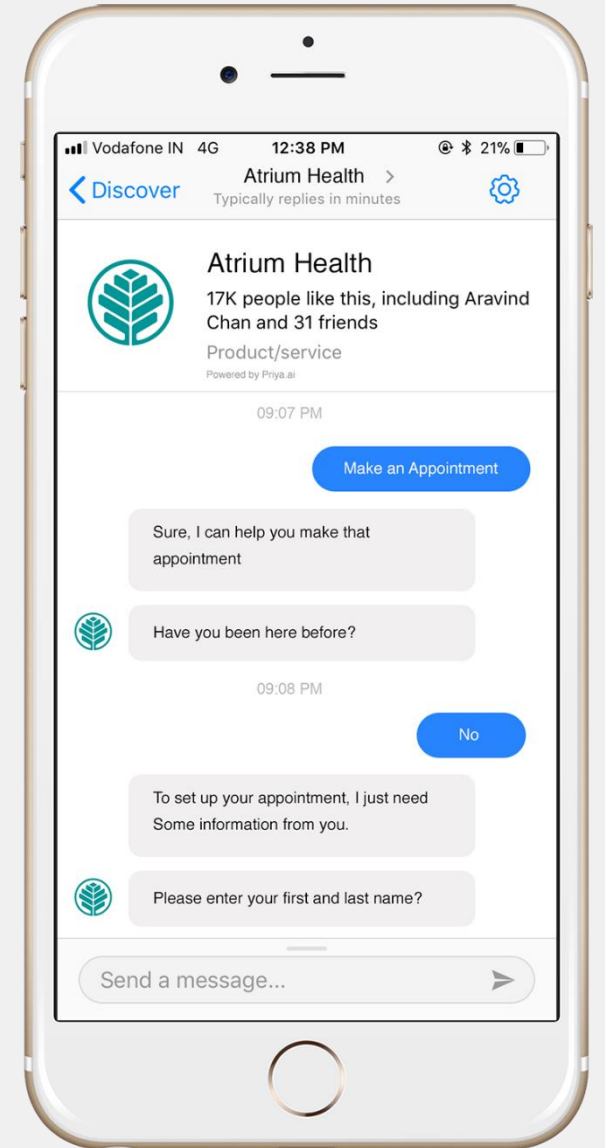
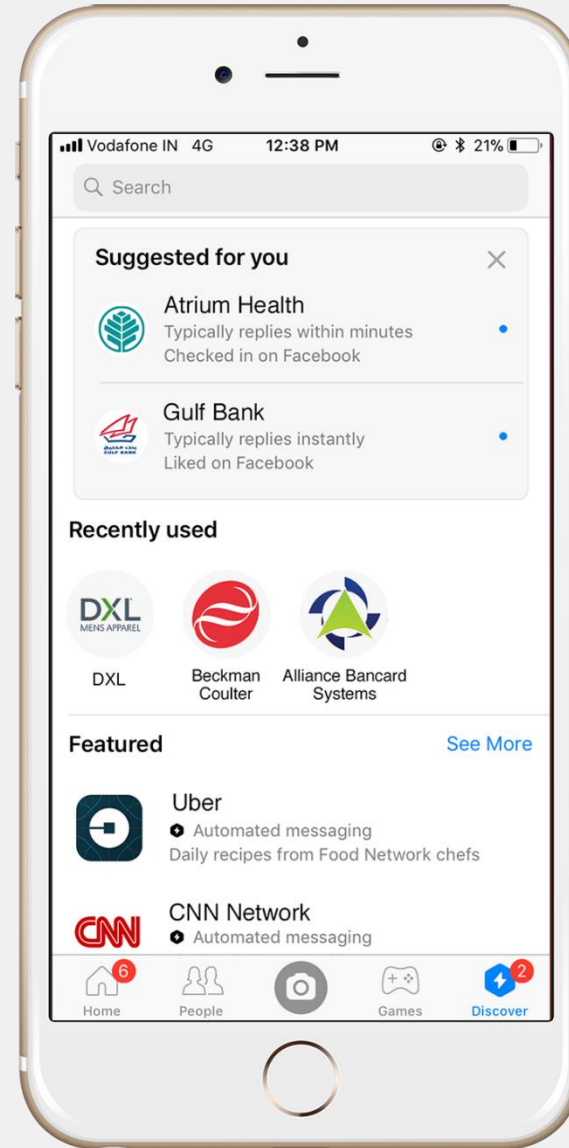
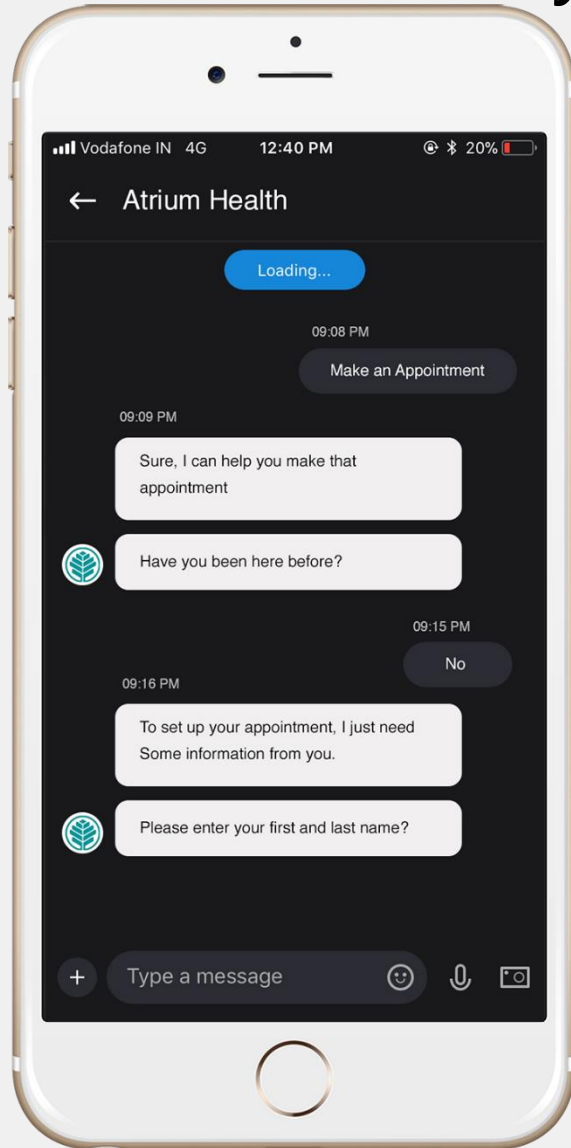
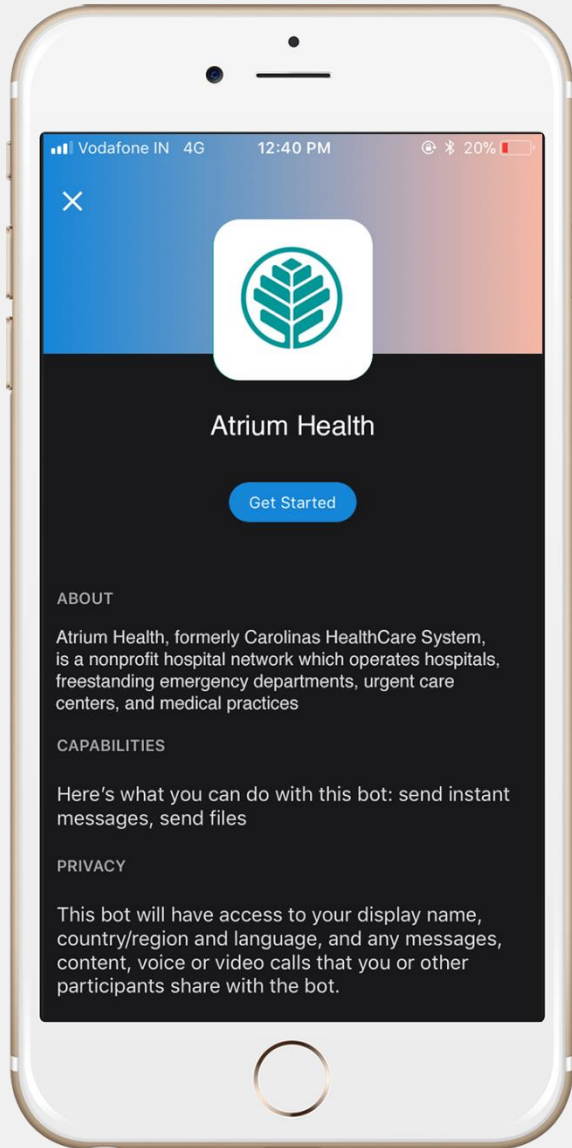
# Go Beyond Web



# Go Beyond Web

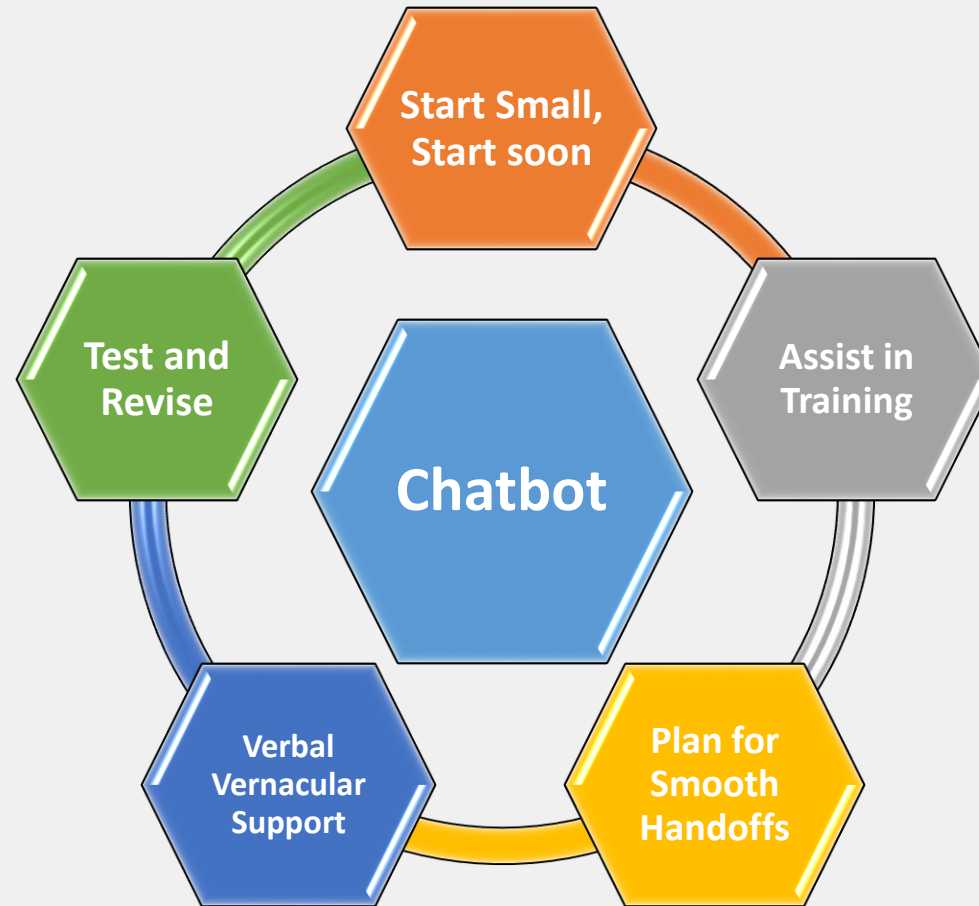


# Go Beyond Web



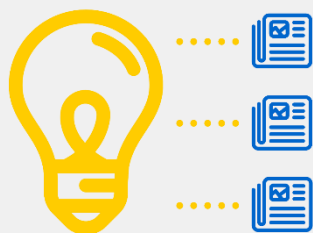


# CHATBOT PLANNING CONSIDERATIONS



*... and put metrics in place ...*

# Chatbot - STRATEGY



## Job Description - Identify Use cases

Review all customer touchpoints, customer pain, interview sales team, look at current website chat logs, review purchase patterns, sales type customer inquiries, etc.



## Understand Human Touchpoints

Understanding the transition points to Human, either via IM, Email, Phone



## Systems & Network Topology

Identify IT Systems in place and Integration points.

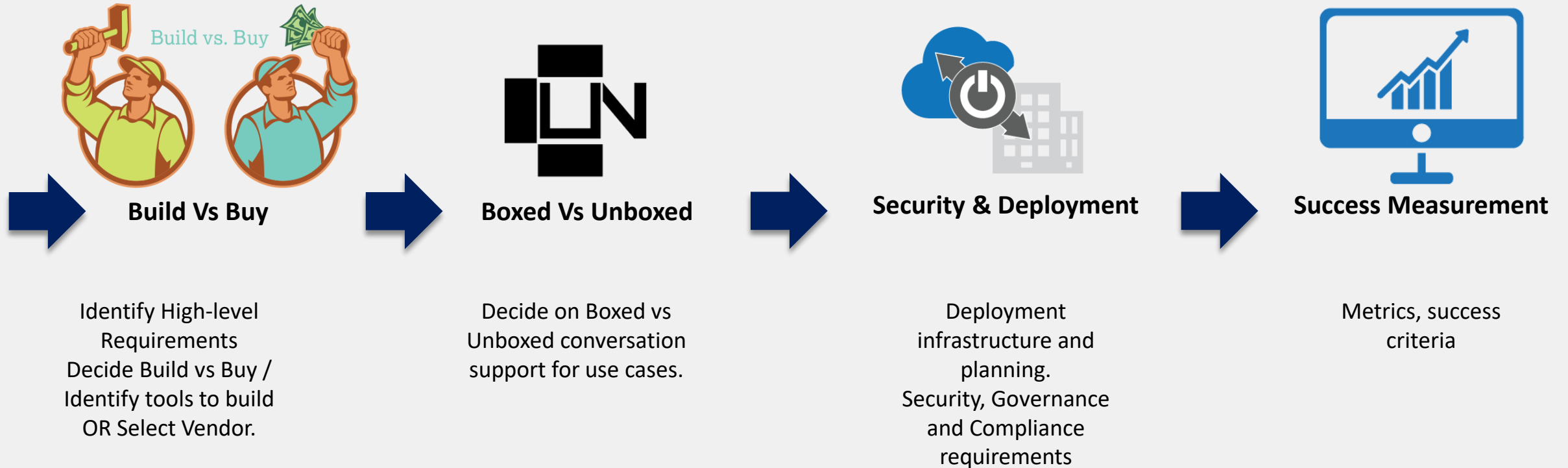


## What are the Priorities?

Prioritize based on Severity, Complexity and ROI.



# Chatbot - STRATEGY



# Chatbot Measurements

You can't manage what you can't measure!



Number of  
Users Interaction



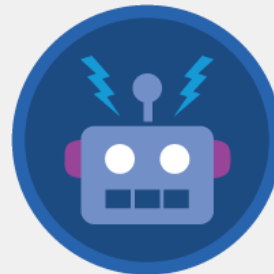
Session Duration  
with Chatbot



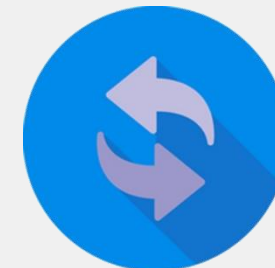
Click-Through  
Rate



Active & Engaged  
Users



The Confusion  
Triggers



Steps of  
Conversion



Priya.ai



Hey priya,  
i like to reset  
my password?

Setup meeting  
tomorrow with  
CFO  
at 10:00 am

Book a flight on  
this saturday  
to Dallas texas

Jaik want to setup  
meeting with  
you tomorrow  
10:00 am

Jake, you got  
visitor in front  
office

Hey priya,  
Approve  
ticket no:  
Jpv30295

Thanks  
priya :)

# WHAT CAN BE BUILT WITH PRIYA.AI

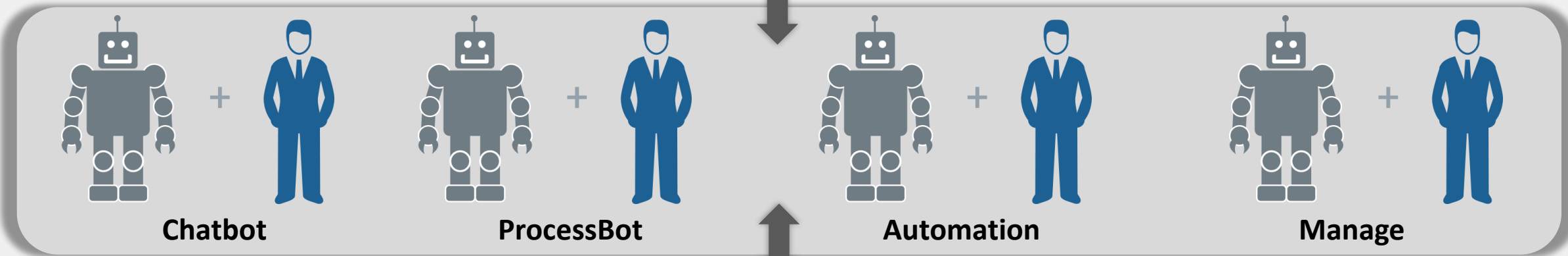
- Self Service
- Personalized Content
- FAQ
- Service Queries
- Customer Queries

Customer Engagement



Employee Engagement

- IT Queries
- HR
- Project Management
- Knowledge Base
- Recruitment

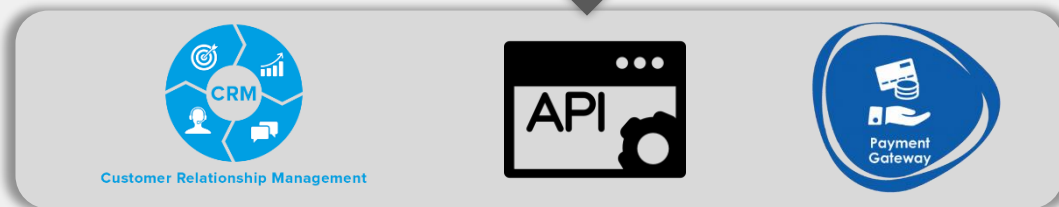


Chatbot

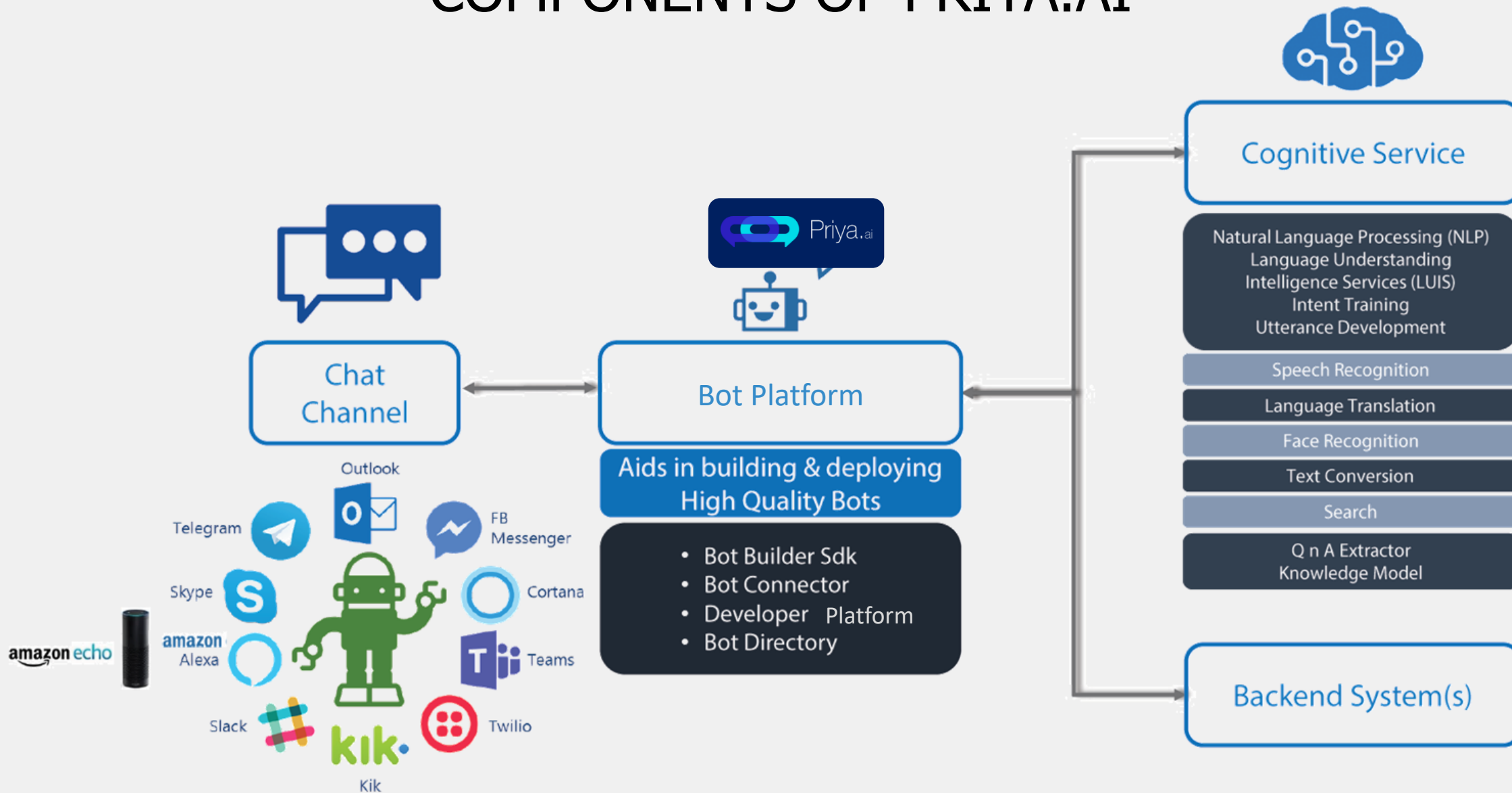
ProcessBot

Automation

Manage



# COMPONENTS OF PRIYA.AI

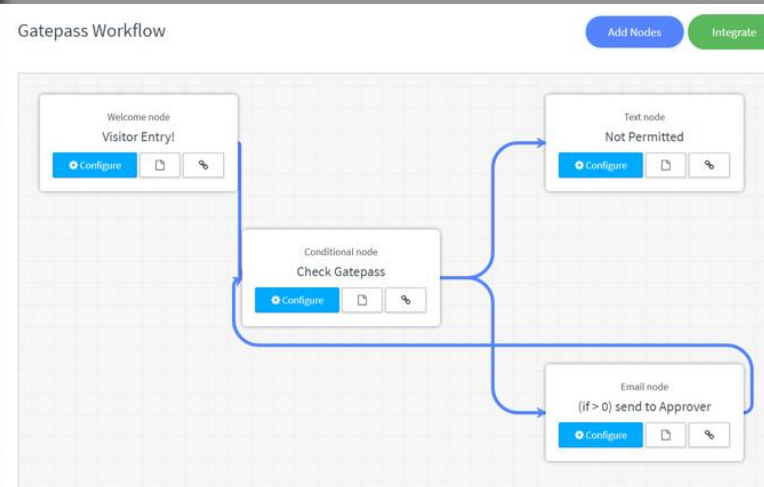


# BUILD TO DEPLOYMENT

This screenshot shows the 'List of Available Bots' section with two bots: 'Amazon FAQ Bot' and 'Sample FAQ Bot'. The 'Create Bot' form is open, showing fields for 'Application name' and 'Description'.

This screenshot displays the 'Amazon FAQ Bot' training progress, showing '0 Trained QnA' and '22 Waiting to Train'. Below, a list of 'Questions & Answers' is visible, including questions like 'this is first question?' and 'Can I return an item if it doesn't work?'.

This screenshot shows a 'Delete Bot?' confirmation dialog box over the 'List of Available Bots' section, asking 'Are you sure you want to delete Amazon FAQ Bot?'.



This screenshot shows the 'Amazon FAQ Bot' training progress, similar to the previous screenshot, but with an 'Add New QnA' button at the bottom right.

This screenshot shows the 'Add a Channel' interface with the following options: REST HTTPS/JSON, Mobile SDK Integration, Facebook Messenger, Slack, Skype, and Microsoft Teams.

This screenshot displays a 'Work flow' diagram with nodes: 'Welcome node Visitor Entry!', 'Conditional node Check Gatepass', 'Text node Not Permitted', and 'Email node (if > 0) send to Approver'. To the right, a list of bots is shown, including 'Event Scheduling Bot' and 'Hotel Booking Bot'.



## Homework

- ① *Use this slide deck to help you identify a list of candidates*
- ② *Assign a value of each candidate by impact to sales & marketing*
- ③ *Pick one. Segment a portion of your first project for a pilot*

# WHO IS IMPIGER



*We believe* in staying in the cusp of innovation and at the forefront of technology that can be applied to solve business problems.

- **Latest Technologies**
- **Highly Successful Implementations**
- **Problem Solving, Opportunity Enabling Solutions**

# IMPIGER SNAPSHOT

What we are today

**225+ Clients**

**13 Years Old**

**300+ Workforce**

**300+ Mobile Apps**

**200+ Web Portals**

**5 Locations**

**Mobile , Web & Cloud**

**RPA & AI**

**ITIS & IoT**



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## Impiger Digital Engagement Series

### ADA Web Compliance Fix or Redesign

5/18/18 – 12:00pm

If you need guidance to make cost-effective decision to meet ADA compliance standards then this webinar is for you.

#### What you will learn from the webinar:

- What is ADA Web compliance
- What is the WCAG 2.0 guideline and why should you care
- How to become ADA compliant
- What is the most cost effective approach
  - Who should 'fix'?
  - Who should 'redesign'?

Register Now ▶

# ADA Web Compliance

## Fix or Redesign



# THANK YOU

FOR QUESTIONS & COMMENTS



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