


CHAT BOTS

Proposal & Services
Overview

A person stands in silhouette on a dark, rocky hillside, looking up at a vast night sky. The Milky Way galaxy is visible, stretching from the bottom left towards the top center, with a vibrant pink and purple nebula-like glow. The sky is filled with countless stars, and the overall scene conveys a sense of cosmic scale and human contemplation.

“Over 2.5 billion people have at least one messaging app installed. Within a couple of years that will reach 3.6 billion, about half of humanity.”

The Economist

OVERVIEW

 OVERVIEW EXAMPLES CASE STUDY PROCESS

WHAT IS A CHAT BOT?

*Chatbots are lightweight apps
delivered via messaging*

PLATFORMS



WeChat



SMS



LINE



Not permitted

- WhatsApp
- SnapChat



Telegram

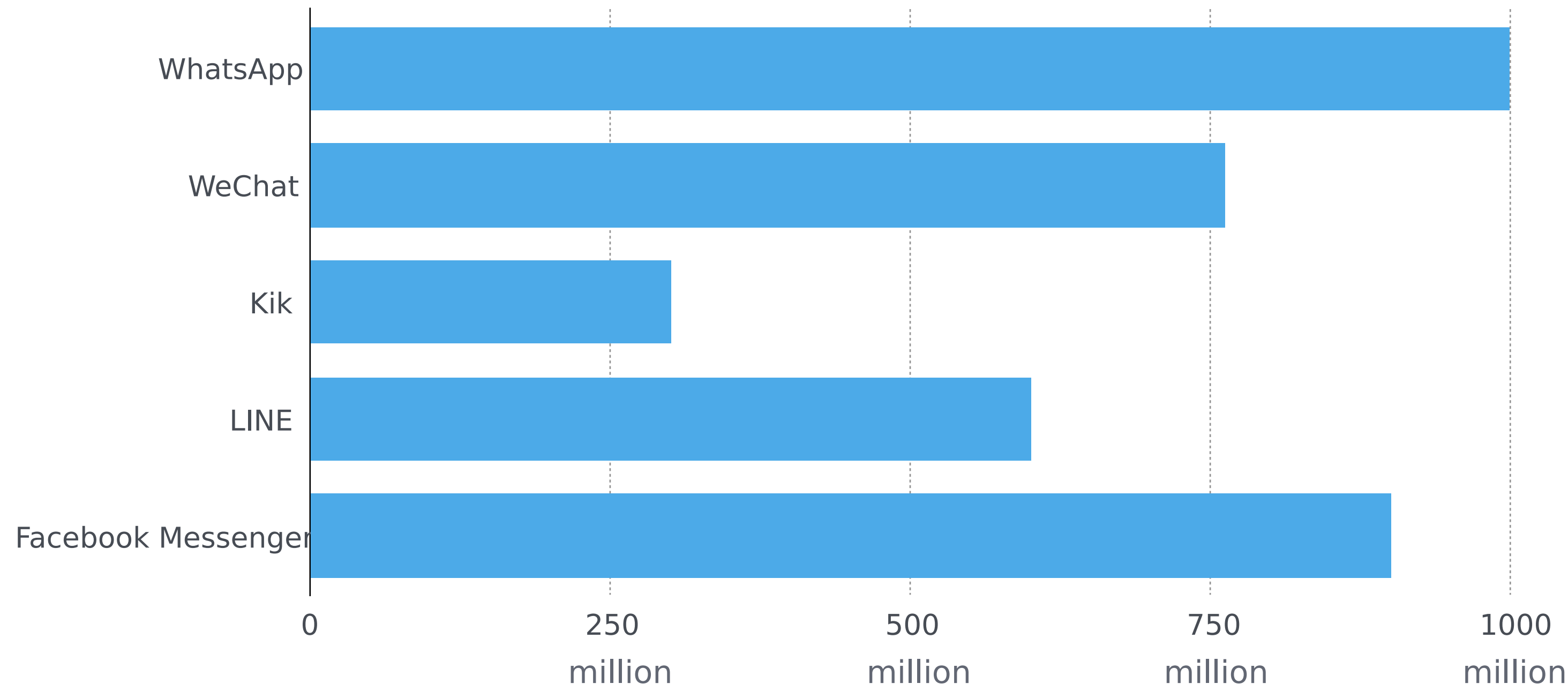


kik



Facebook Messenger

ACTIVE USERS



STATS

9.5 billion photos sent through Facebook Messenger monthly



2.4 billion stickers sent daily on LINE

200 million WeChat users have linked a credit card to their account



40% of US teens use Kik daily

*“Messaging is one of the few things that
people do more than social networking.”*

Mark Zuckerberg



ADVANTAGES

- Nothing to install
- No need to sign in
- Simple interactions
- Best for doing one thing well
 - Customer service
 - Make a booking
 - Have fun
- Where timeliness is important
- Bots can initiate conversation with you
- Easy to make changes e.g. add new responses

No need to sign in

Nothing to install

DOESN'T REPLACE APPS

- Apps are better for more complex interactions
- Apps can show richer images, video, animations
- Apps can be better branded
- Apps have better access to hardware like location tracking, motion tracking (fitness), camera, Augmented Reality



*“Contextual communication is what will
make chatbots the revolutionary technology
everyone is promising.”*

Joe Toscano, Experience Designer
—R/GA at Google



Hola

你好

नमस्ते

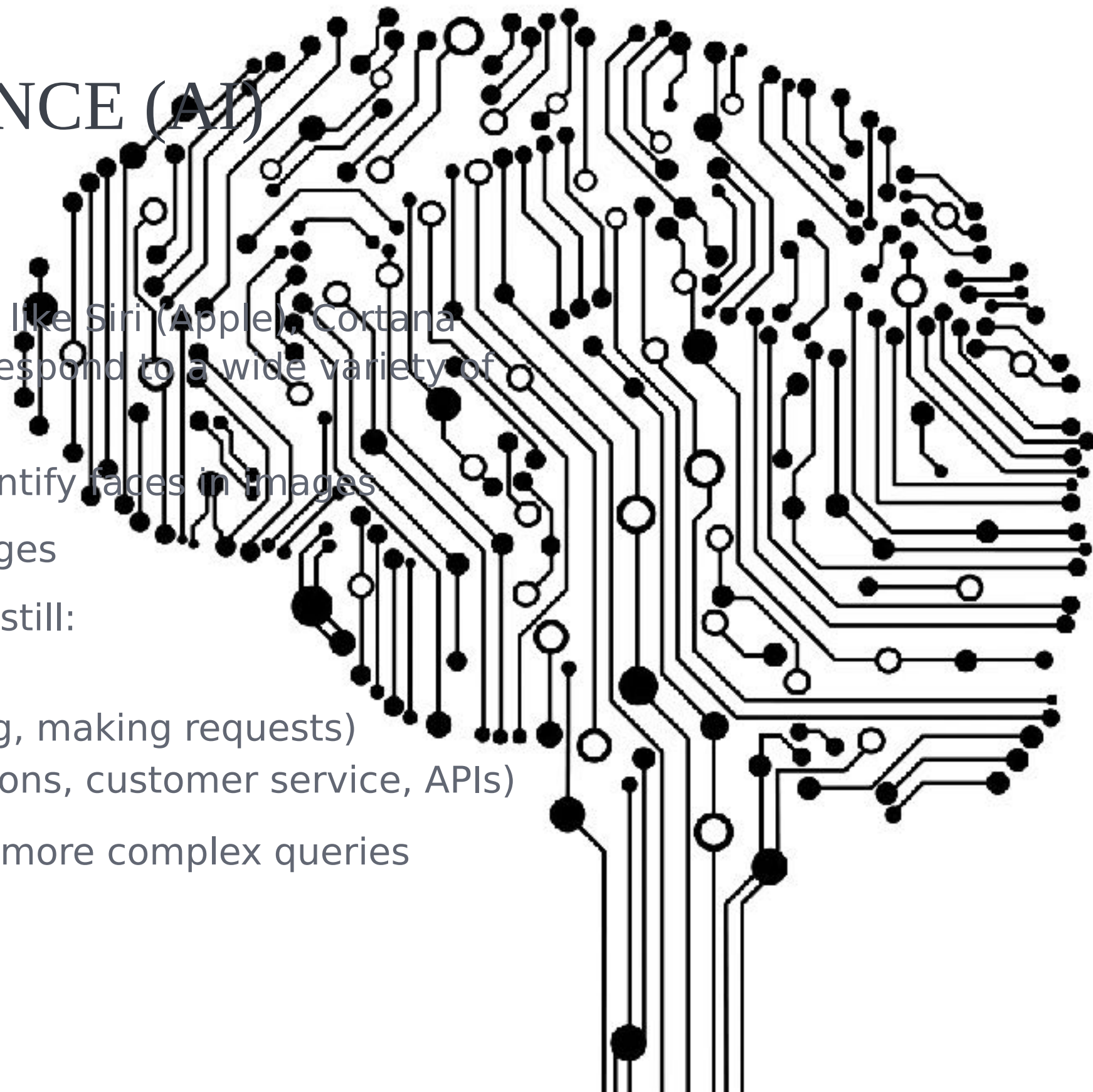
Hello

สวัสดี

Chatbots can be built to support
multiple languages.

ARTIFICIAL INTELLIGENCE (AI)

- Can be used to make smarter bots
- Can be used to make general assistants like Siri (Apple), Cortana (Microsoft), Alexa (Amazon) which can respond to a wide variety of questions.
- Bots can be trained to do tasks, e.g. identify faces in images
- Can be expensive and technical challenges
- Not all bots need AI, without AI you can still:
 - Send standard replies to questions
 - Guide the user through flows (booking, making requests)
 - Hook into external systems (reservations, customer service, APIs)
- Bots can answer simple questions, with more complex queries being passed to a human



EXAMPLES

OVERVIEW **EXAMPLES** CASE STUDY PROCESS



When is the next session starting in Hall 1?

The next session is at 10:00 - Building Better Widgets by John Chen

11:55

You asked me to remind you

"Who is the speaker now?"

THE INTERNATIONAL CENTRE

Conference



The balance in your account is now \$49.32. I'll remind you anytime it drops below \$50.

when was last deposit?

The last deposit in your current account was from ReignDesign for \$560.30 yesterday.

call me

A customer service rep will call your mobile +86 186 7808 6432

"Change my password"

re?"

entre?"

"

EDUCATION

- "When are school fees due?"
- "What homework was Johnny set today?"
- "Contact details for Ms Smith"
- "What uniform should he wear for sports?"
- "What school holidays are coming up?"
- "Phone number for the office"
- "Is the office open on weekends?"
- "Do you have some extra worksheets for Johnny?"
- "When is the Easter vacation?"
- "Who is Johnny's history teacher?"

When are school fees due?

They're due on Friday the 15th. The amount payable is 32,000 baht.

07:53

Johnny is sick today

We've let the school know that Johnny will not attend today, 31 October

Your next oil change is due at 15,000 miles. Call your local dealer?

 **Call 03:02**

7:11

how to set clock?

Here's the section of the manual:

MX4 Manual

To set the time on your MX4, turn the TIME

E

ange due?"

al for the radio"

?"

nearest dealer"

pair"

"Book a test drive of the new 911"

HOTELS

- "Need extra pillows"
- "do not disturb"
- "Wake up call at 0730"
- "What time is checkout?"
- "Can i have late checkout?"
- "what time is breakfast?"
- "Whats the wifi password?"
- "whats the list of channels for TV"
- "phone number for the restaurant"
- "nearest hair salon"
- "bus timetable"
- "How to get to airport?"

what channel is CNN

**CNN is on Channel
32**

11:55

**Your do not disturb sign was on,
so we didn't clean your room. Let
us know if you need anything.**

**Set me a wakeup call
for 07:30**

**No problem, we'll call you at
07:30**



Your car insurance will renew on 7 November

what is the premium?

Your premium is \$120.43/month


can i add my husband as a driver

See our website for [adding an additional driver](#)

"How do I add an extra driver?"

es?"

CASE STUDY

OVERVIEW EXAMPLES CASE STUDY  PROCESS



COMMUNITY PARTNERS



CASE STUDY

THAILAND MOBILE SUMMIT



THAILAND MOBILE SUMMIT BOT

- Thailand Mobile Summit was a major conference for the South East Asia mobile industry held at the Royal Orchid Sheraton Hotel, Bangkok in November 2016.
- Based on profiles of attendees, We built LINE and Facebook Messenger bots
- Attendees could interact with bots for live agenda information, as well as practical information like lunch break, maps, toilets, internet.
- Cheaper and faster to build than an app - built within 2 weeks before event
- Lower barrier to entry to install for attendees
- Collected feedback from attendees to send to organisers

SUMMIT CHAT BOT

Try it! Scan QR code or search by facebook username.

SECTION TITLE



Facebook
@thaimobilesumn



LINE



What's on now?

When is lunch?

List of workshops?



SECTION TITLE

FLEXIBILITY

Responses were changed on-the-fly during event, for example:

- The start of the conference was delayed 30 minutes, session timings were updated on a Google Spreadsheet and the updated agenda was pushed out to all attendees
- Observing the live logs, there were frequent questions about wifi, so additional response was added for the conference wifi password

Thailand Mobile Summit Agenda			
File Edit View Insert Format Data Tools Add-ons Help All d			
£ % .0+ .00+ 123 ▾			
fx 09:20:00			
	A	B	C
1	Start	End	Name
2	08:00	09:00	Registration and Welcome Coffee
3	09:00	09:20	Welcome Remarks
4	09:20:00	09:35	Mobile Gaming: Less Games, Mor
5	09:35	10:00	KEYNOTE: "Less Engagement, 5

Edit reply

When user's message matches (separate multiple with commas)

wifi,internet,wireless,password

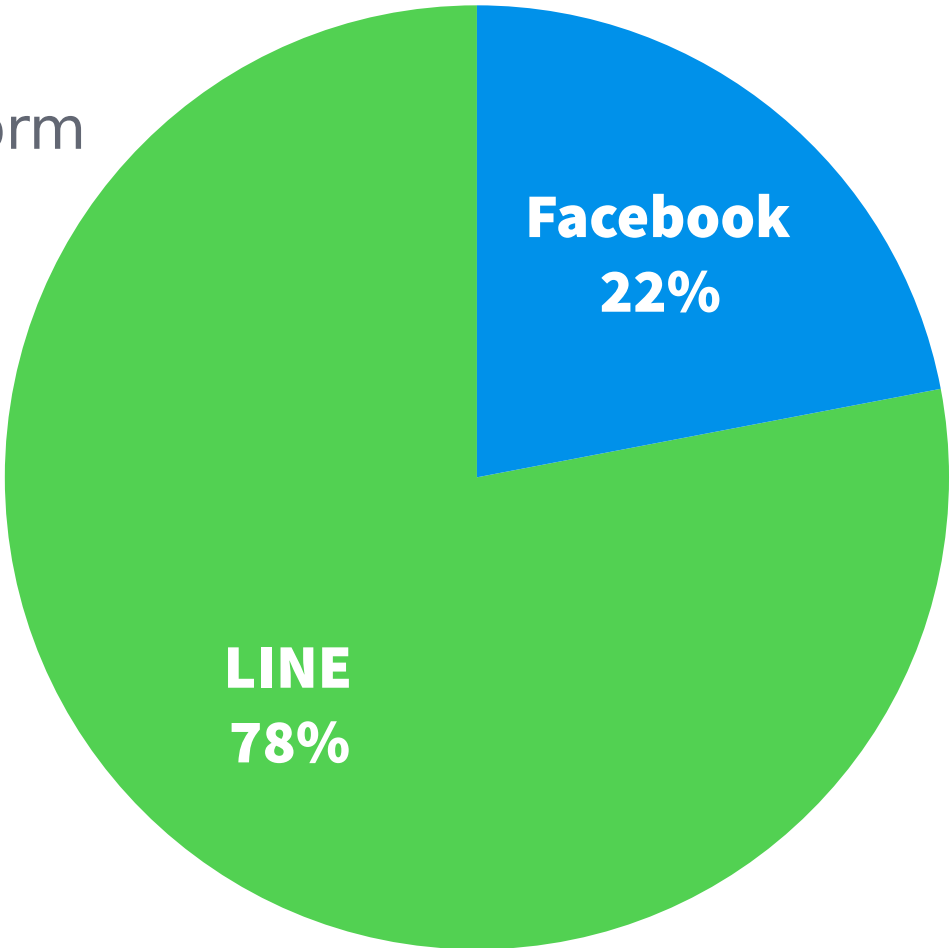
Reply with:

text

The Wifi network is SHERATON-MEETING and the password is tms2016a

RESULTS

- 37% of conference attendees interacted with the chat bot
- Average of 9.7 messages/person sent to the chat bot
- Usage by platform



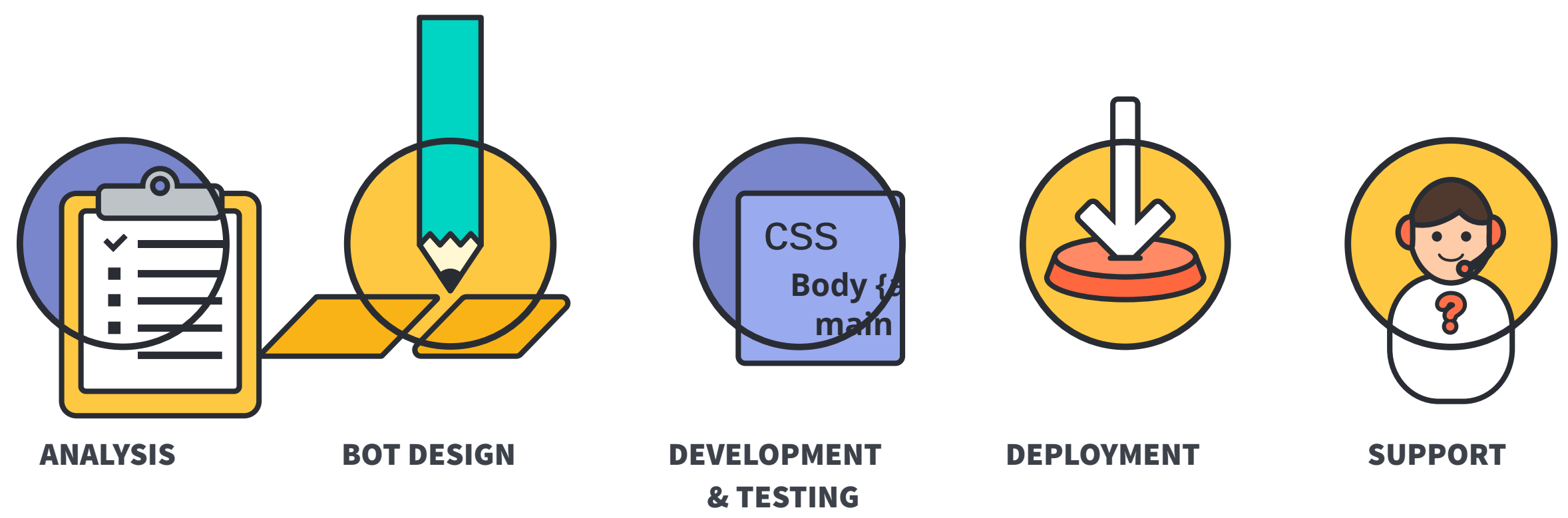
Most common words sent to bot

PROCESS

OVERVIEW EXAMPLES CASE STUDY PROCESS

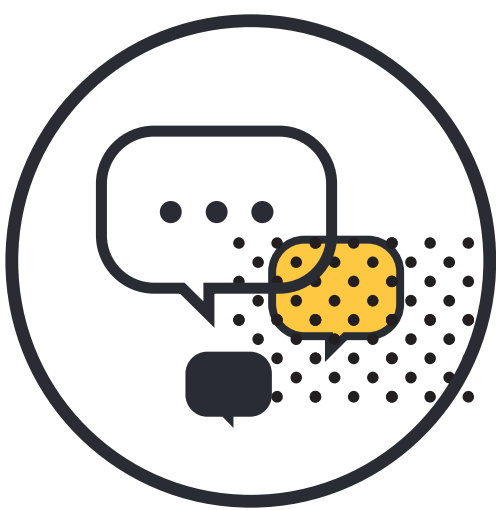


*In this section, we'll go into detail about the 5 types of services
that we can provide for building chat bot experiences*

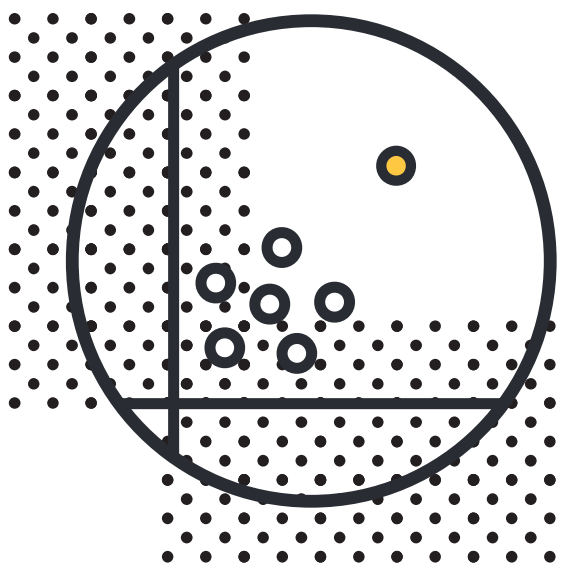


ANALYSIS

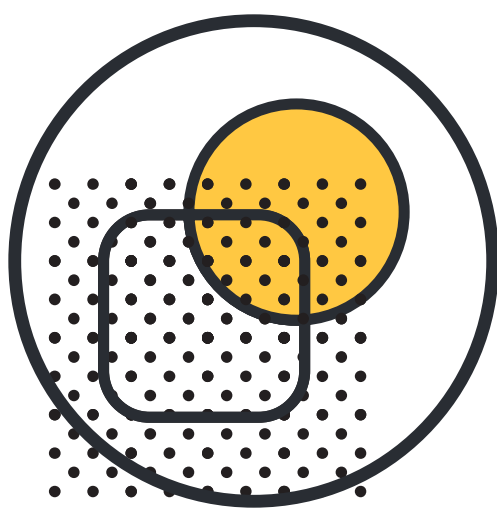
It's essential for us to get together with you as one team, to understand your concept and gain a solid understanding of your goals. We do our own research regarding your bot's features.



**STAKEHOLDER
INTERVIEWS**



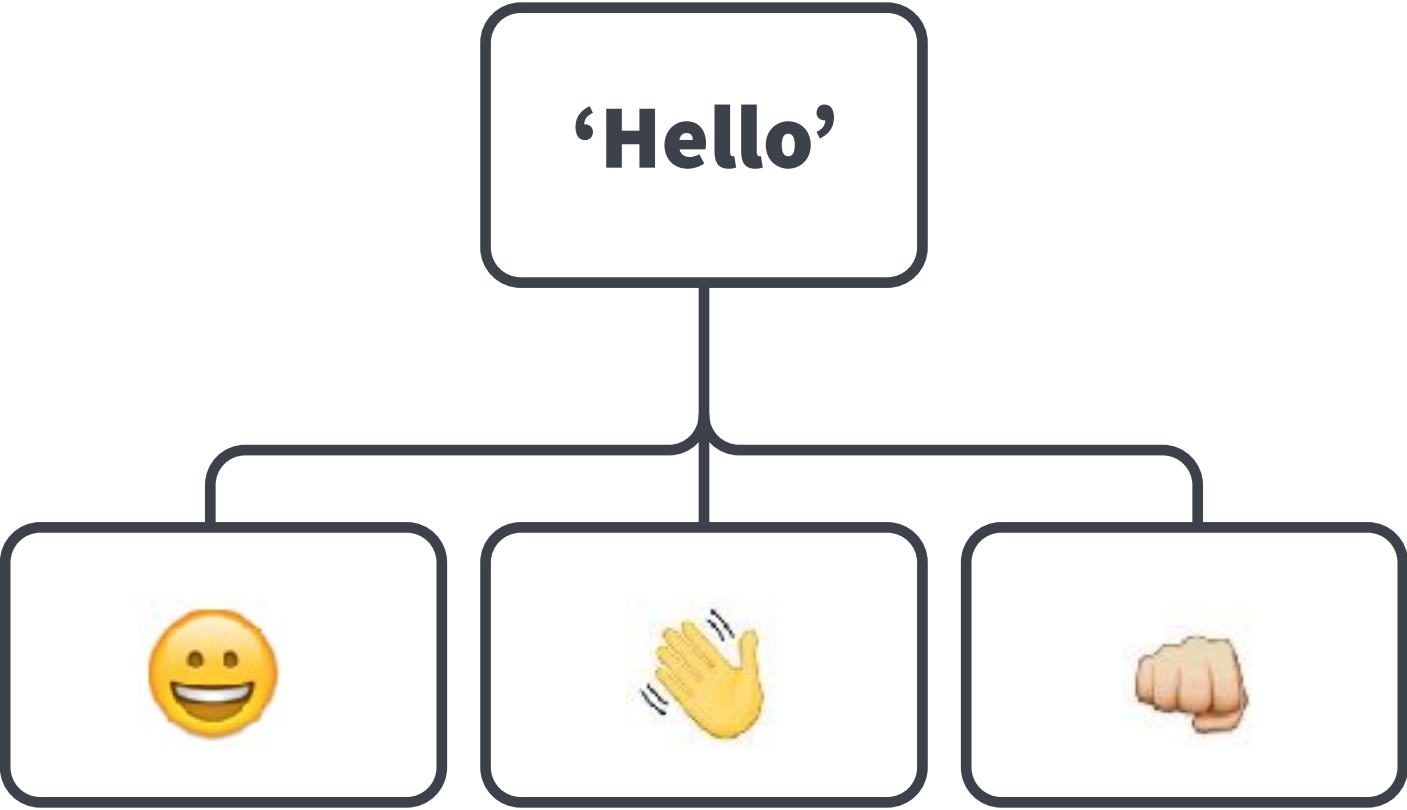
**COMPETITIVE
ANALYSIS**



**PLATFORM
ANALYSIS**



**MARKET
RESEARCH**

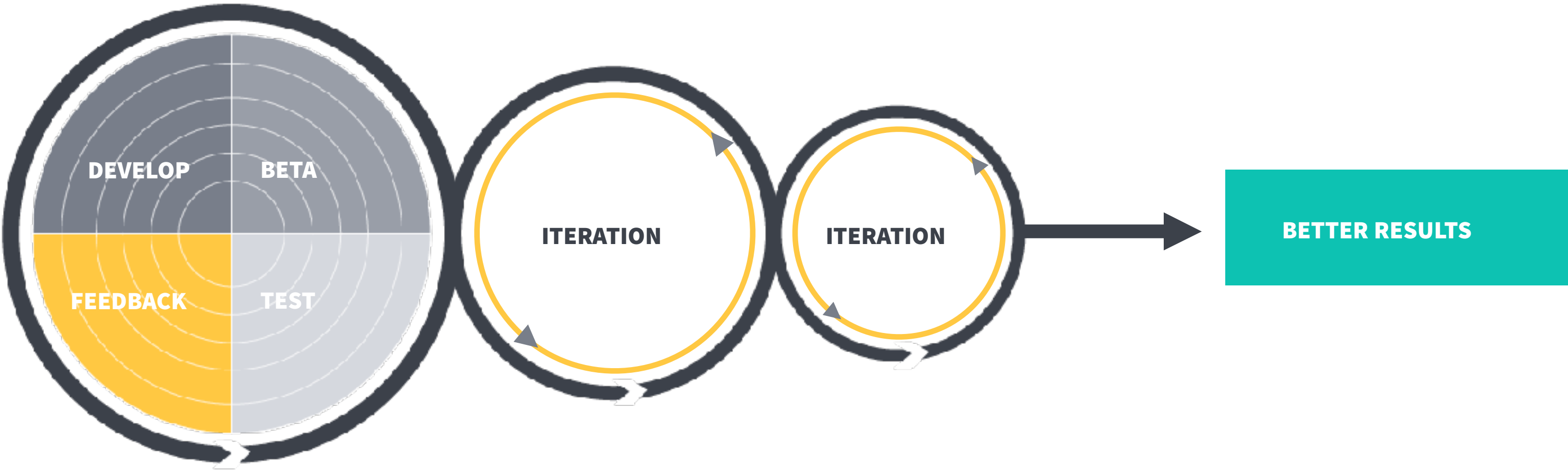


BOT DESIGN

This step focuses on the user experience. We identify the key flows and questions/answers the bot needs to be able to handle. We prototype these interactions with real users.

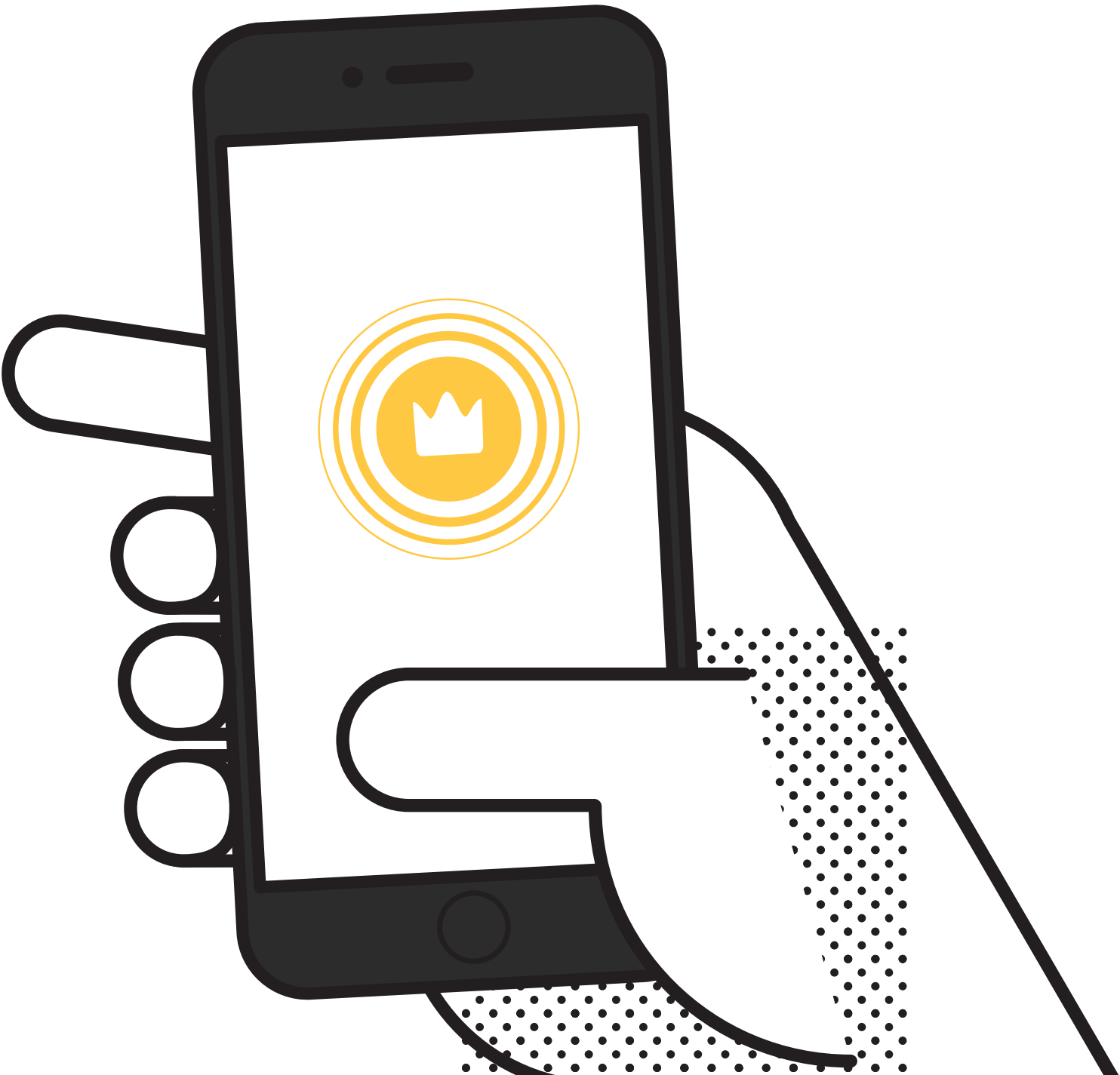
DEVELOPMENT. IT'S BETTER TOGETHER.

Our development process is transparent, agile and iterative.



CHAT LIVE WITH BETA VERSIONS

You can directly chat with the in-progress bot using the chat app on your phone. That way, you'll be directly involved in the development process.



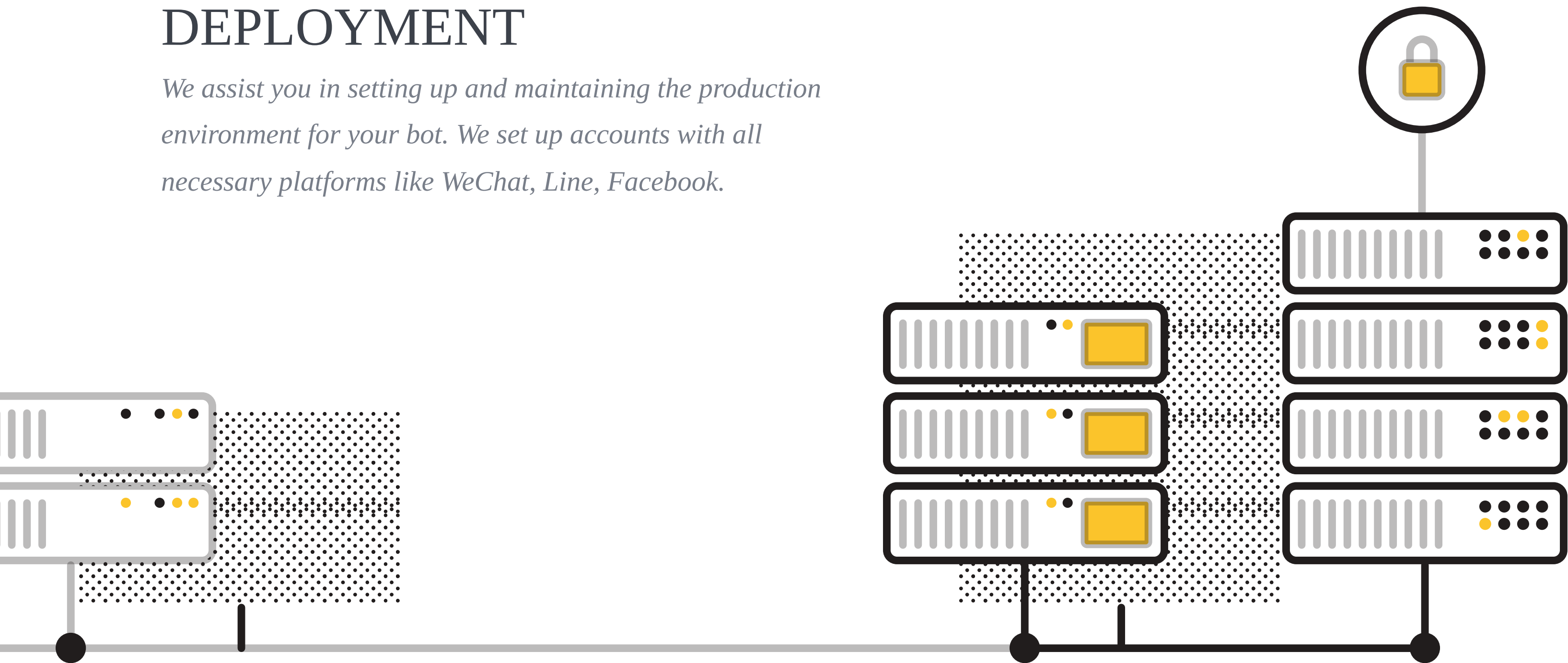
ACCEPTANCE TESTING

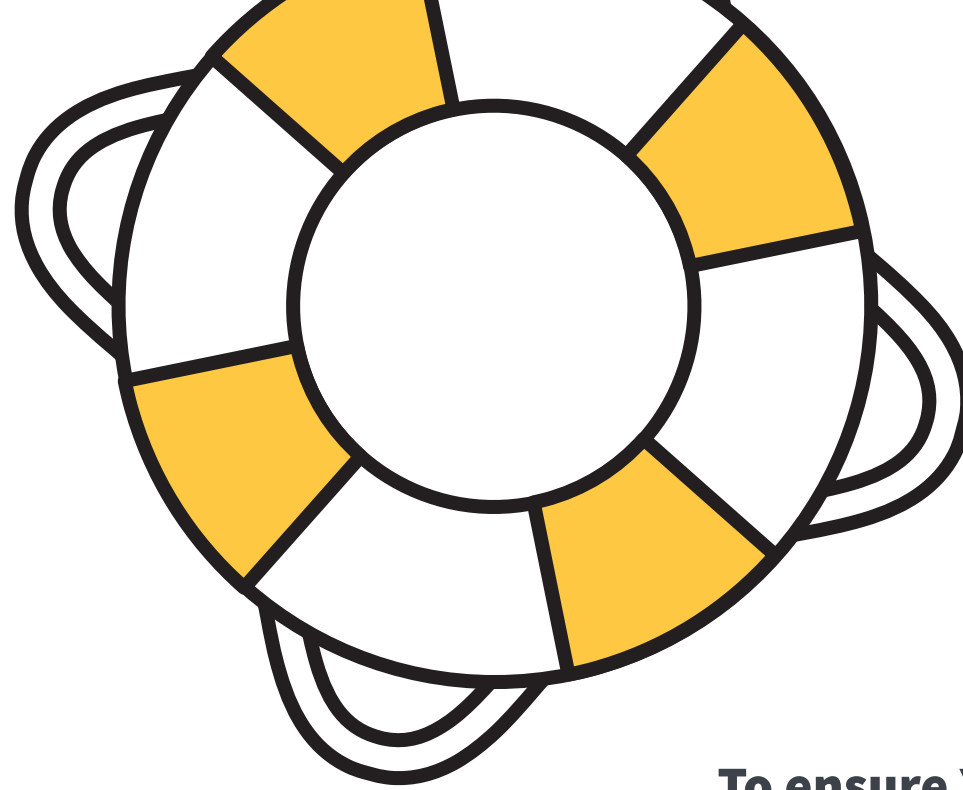
We aim to delight our customers. Before going live, a final round of acceptance testing ensures that the bot meets your business requirements.



DEPLOYMENT

We assist you in setting up and maintaining the production environment for your bot. We set up accounts with all necessary platforms like WeChat, Line, Facebook.





SUPPORT

To ensure YOU are supported:

- You're protected by our full 90 day warranty. We fix any technical issue that occurs during the warranty free of charge.
- We provide a user instruction document including FAQ
- We will set up a project on Basecamp particularly for SLA, so your staff can report bugs or issues easily.

To ensure YOUR USERS are supported:

- All chats are logged live
- Any questions which the bot is unable to handle is analysed to see if we can improve the bot's responses
- We always provide backup contact details for people who prefer to talk to a human.

Thank You