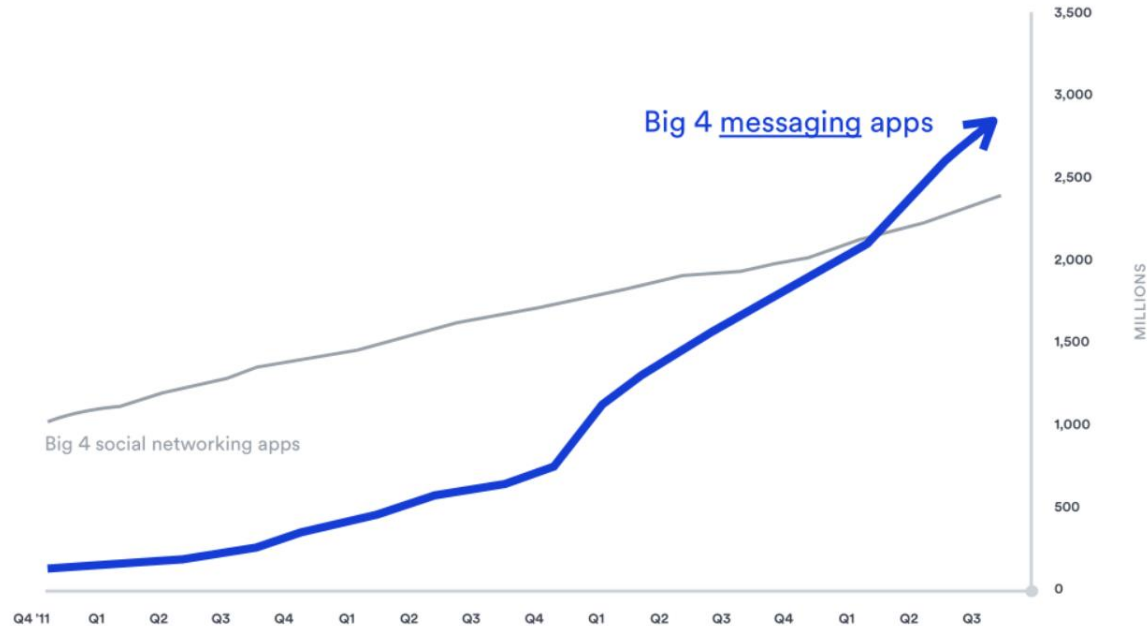




**Enterprise Chat  
Management**

# World of Conversation

## Messaging is the killer mobile app



**64%**

“Business should be contactable via chat”

**50%**

“Prefer chat over phone call to communicate with business”

# World of Conversation



# World of Conversation

Messenger will not be *just another channel* like it is today...

Messenger will be the channel

The Customer Interaction Landscape is evolving **FAST**

# World of Conversation

From **commands**



Photo by ian dooley on Unsplash



Photo by Andy Kelly on Unsplash

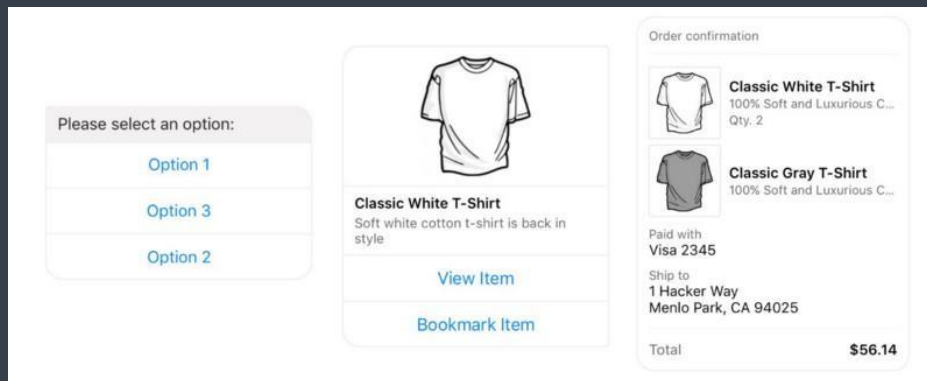
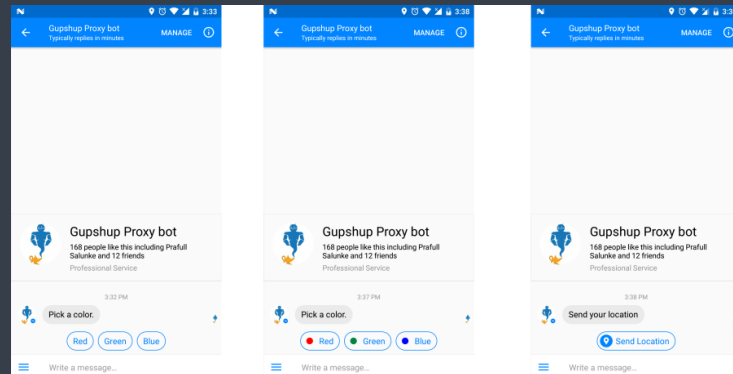
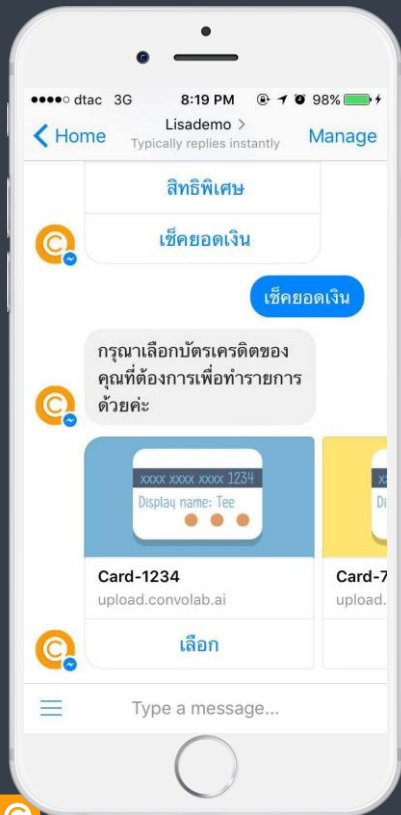
To **conversations**

# Introduction to Conversational UX

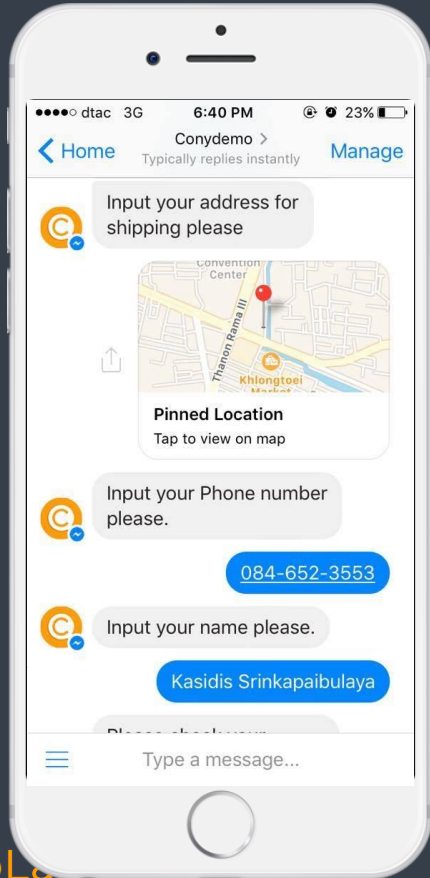
---

# Conversational UX

- ✓ Buttons
- ✓ Carousels
- ✓ List
- ✓ Quick Replies



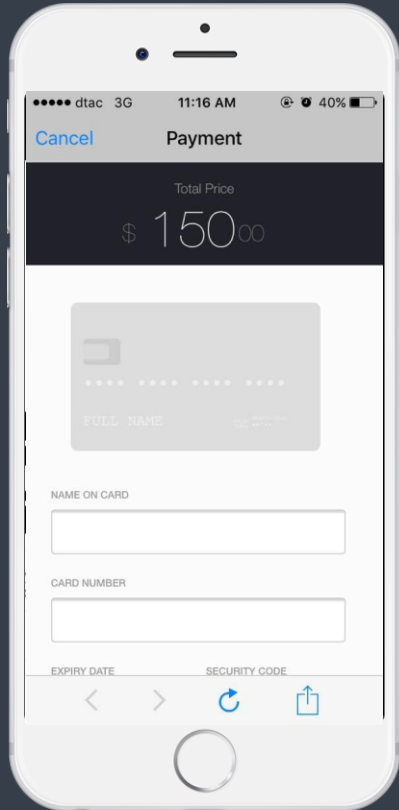
# Conversational UX



- ✓ Location
- ✓ Audio
- ✓ Video
- ✓ Images
- ✓ Stickers



# Conversational UX

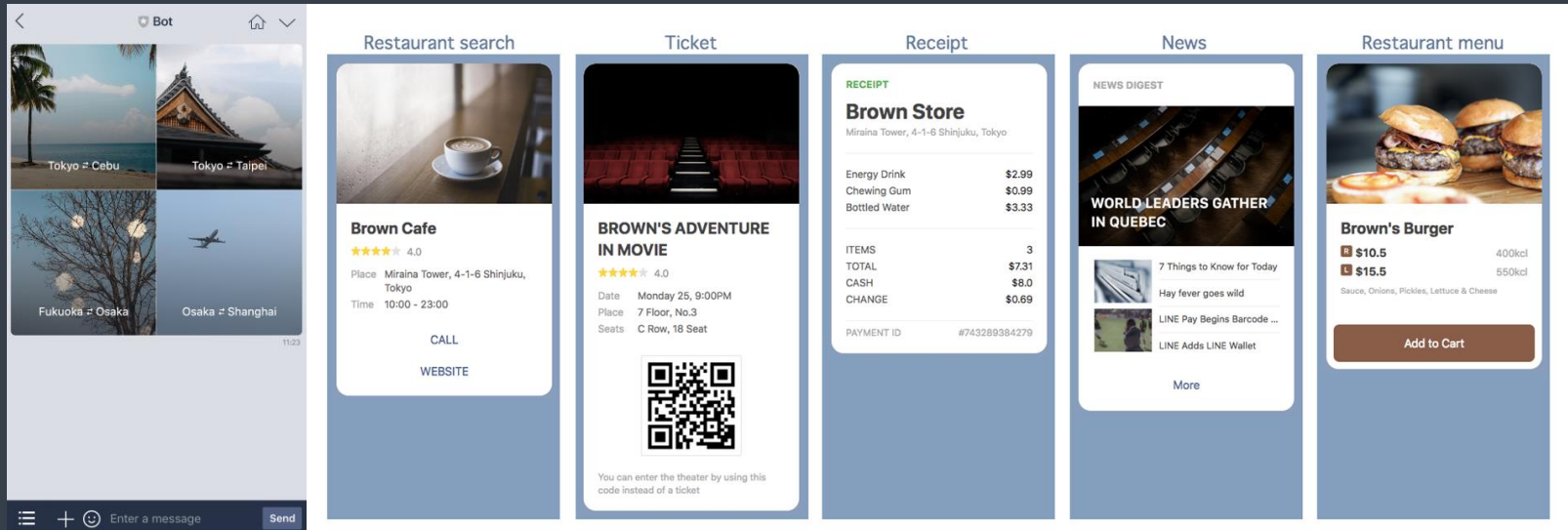


## In-App Web-View

- ✓ Complex Transaction
- ✓ Confidential Data
- ✓ Customized UI
- ✓ Unified Experience

# Conversational UX

## LINE's: Image Map & Flex



# Conversational UI

Message from user



Response Timeframe

	Facebook	Line
Response Timeframe	24 Hours	~15 Seconds
Response Procedure	Send Message API	Reply Message API with Reply Token
Push Message Policy	Only once unless the app is approved for subscription scope	Uses credit



# Chatbot

## Capabilities & Roles

---

“Bots are the new apps.”

—Satya Nadella, Microsoft





2016:  
“The Year of Conversational Commerce”



Chris Messina

[Follow](#)

Product designer, product hunter, inventor of the hashtag. Previously: Uber, Google, Molly (YC W'18), and friend to startups.

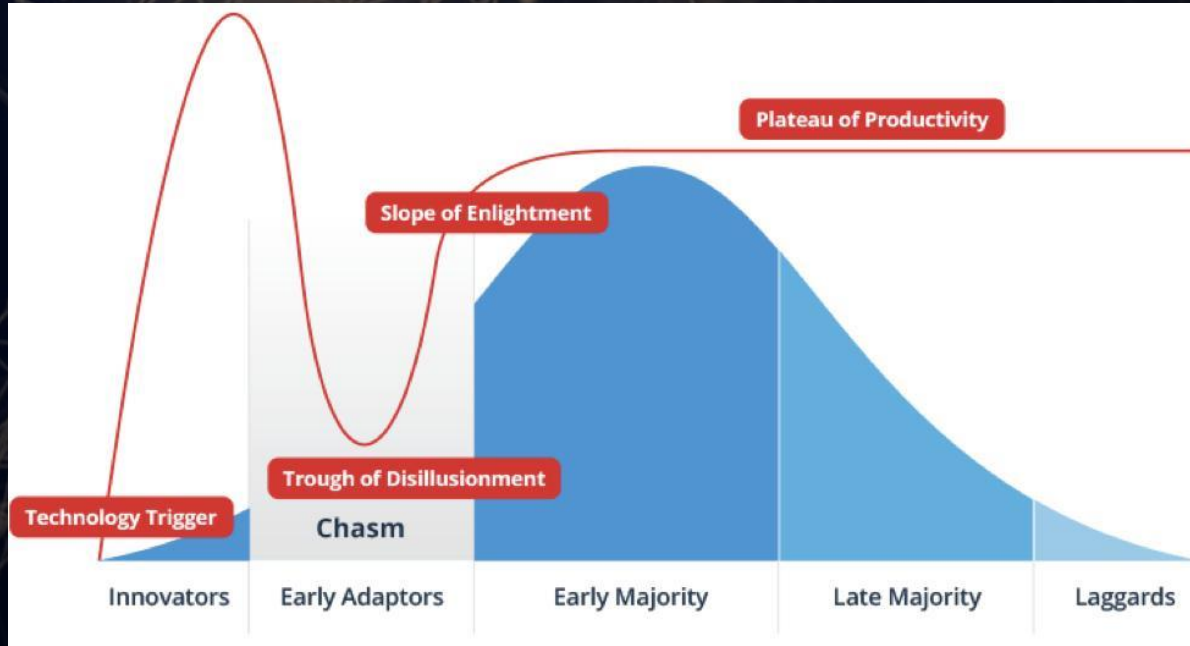
Jun 19 · 13 min read

# The guy who coined the term "conversational commerce" was wrong about conversational commerce

BTW, I'm the guy that coined the term

Chatbot doesn't work?

# Chatbot

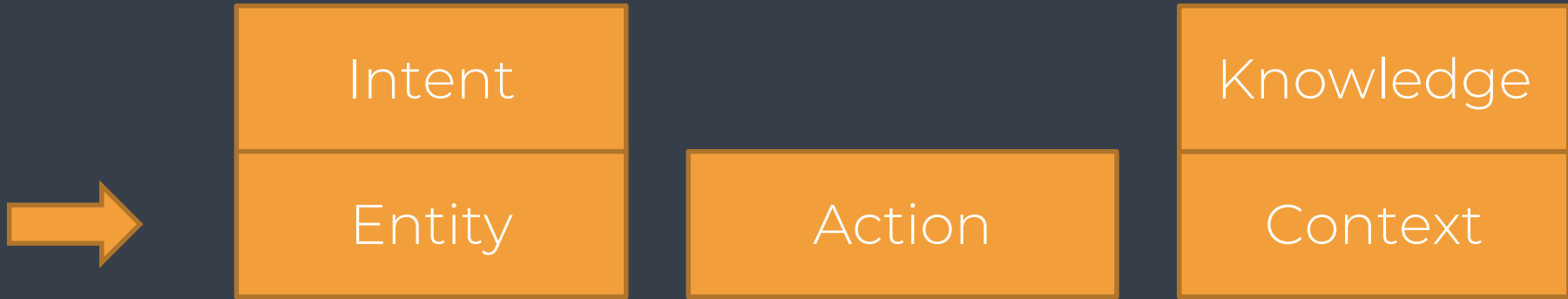


We're here!

- ✓ Overhyped
- ✓ Poor Solution
- ✓ Wrong  
Expectation
- ✓ Lack of Purpose
- ✓ Wrong Approach



# Chatbot



# Chatbot

Do you have any house loan?



Look for loan

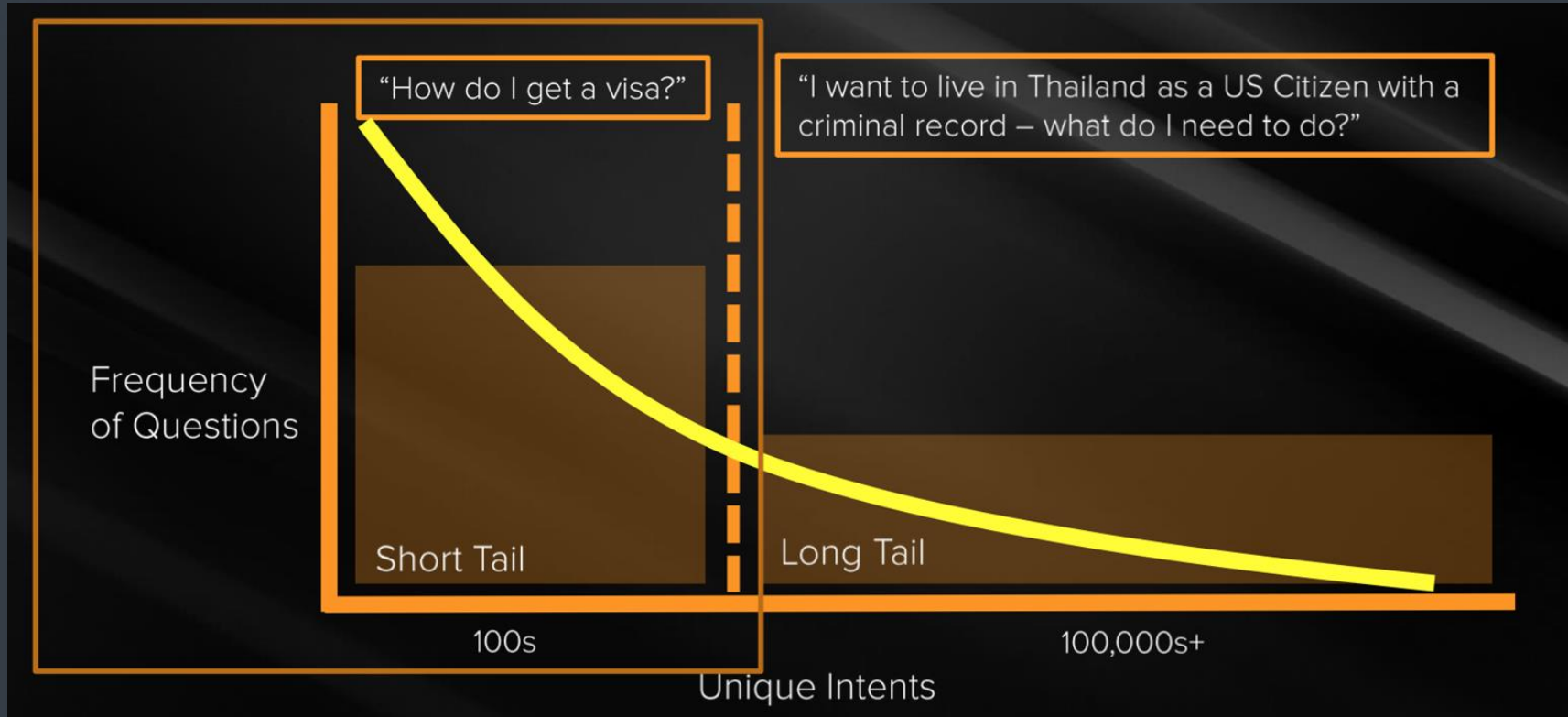
Mortgage

- Show mortgage product
- Record lead

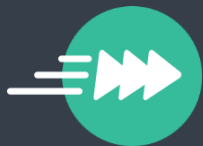
Loan info

User profile

# Chatbot



# Chatbot



**Fast** reply in milliseconds



**Responsive** 24/7 support



**Digested** information



**Persona** Development

## Customer Support

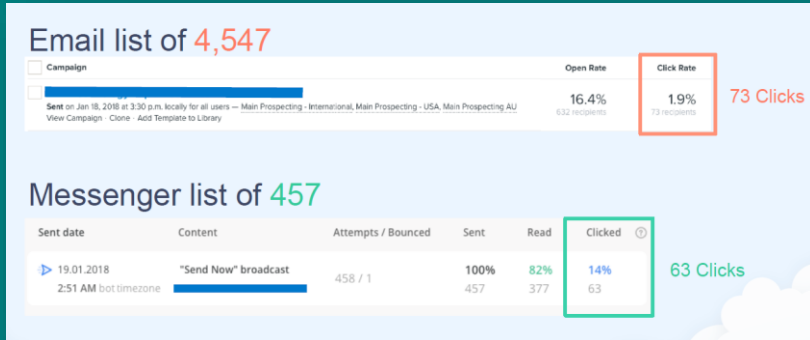
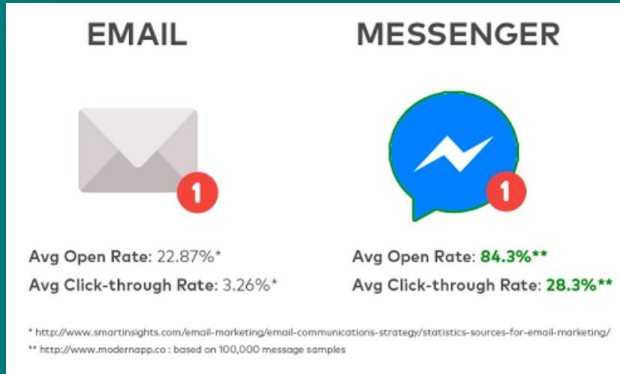
- ✓ Instant FAQ Response
- ✓ Provide better user browsing experience
- ✓ Gather feedback

Chatbot



Agent

Bots without a human escalation provide poor CX



## Campaign & Marketing

- ✓ Grow subscribers
- ✓ Lead generation
- ✓ Retargeting & Upsells
- ✓ Brand Marketing
- ✓ Content Marketing

# Use Cases

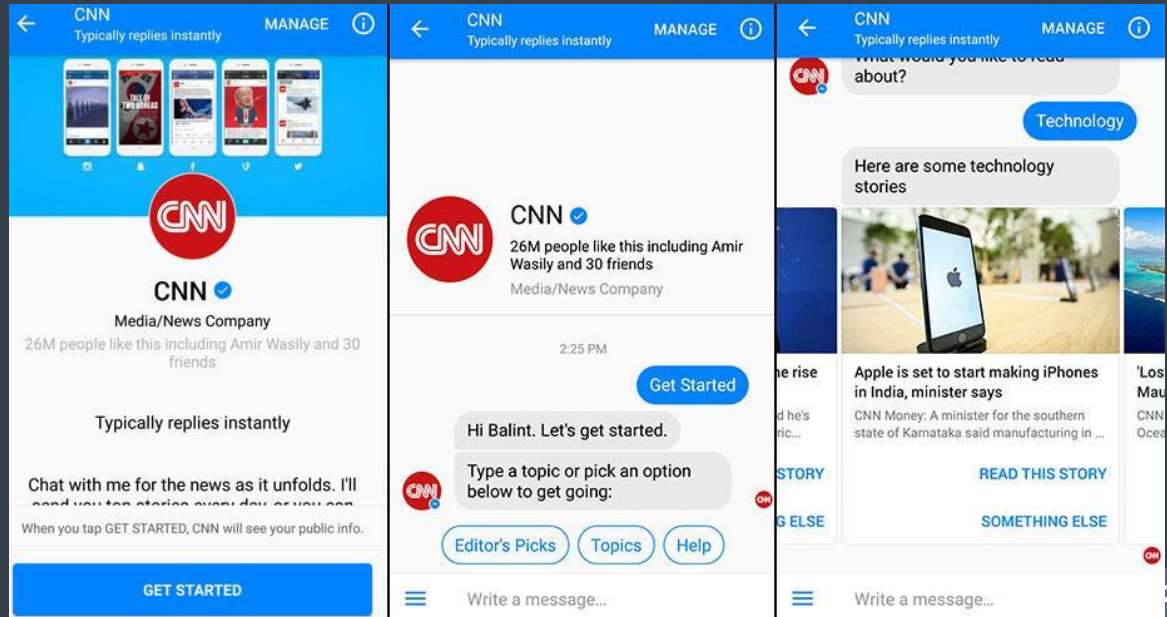
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# Use Cases

## 1. Grow your Subscribers

7% - 13%  
Growth in subscribers MoM

26%  
Subscription rate





# Use Cases

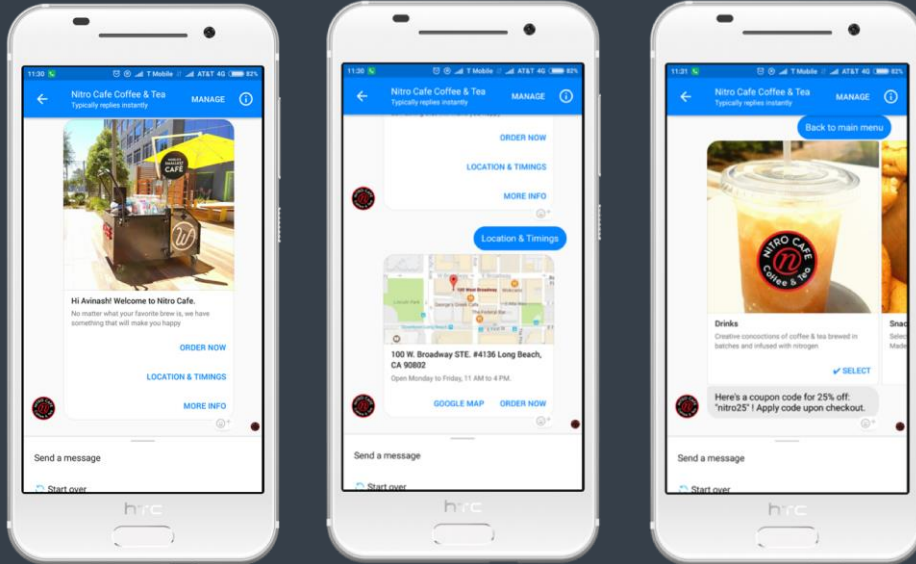
## 2. Lead Generation

- ✓ Webinar / Event Registration
- ✓ Content Distribution
- ✓ Lead Qualification



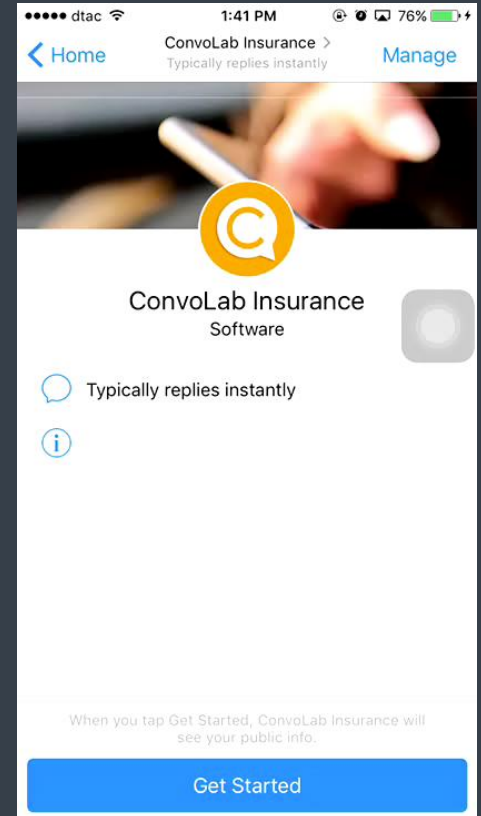
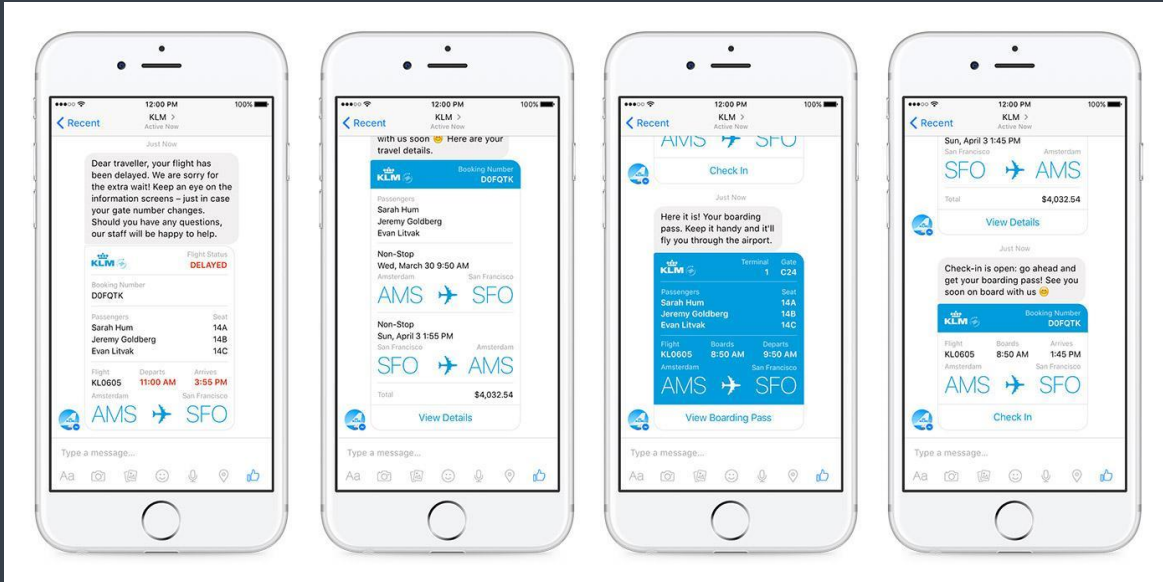
# Use Cases

## 3. Coupon Bot



# Use Cases

## 4. Customer Service & FAQ



# Use Cases

## 5. HR & Recruitment

- ✓ **FAQ**
- ✓ **Policy Query**
- ✓ **Check status**
- ✓ **Request submission**
- ✓ **Open position**



# Looking into The Future?

---



*It's already taking place*  
***IN CHINA***

**WeChat** is providing integrated shopping experiences, inside the messaging service..





## 2017 WeChat Statistics

- 902 million daily active users
- 17% annual user growth
- 23% annual growth in monthly transactions
- 70.8% of businesses accept WeChat
- 83% of people use WeChat for work

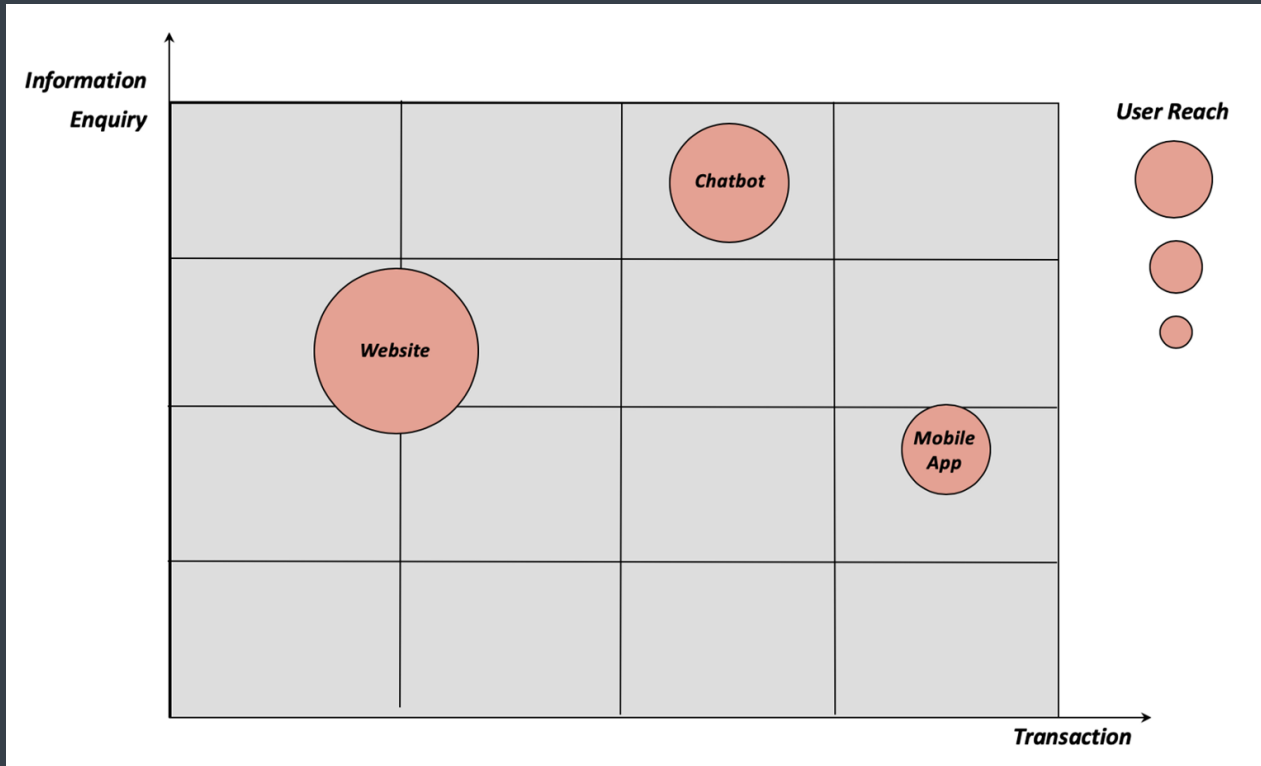




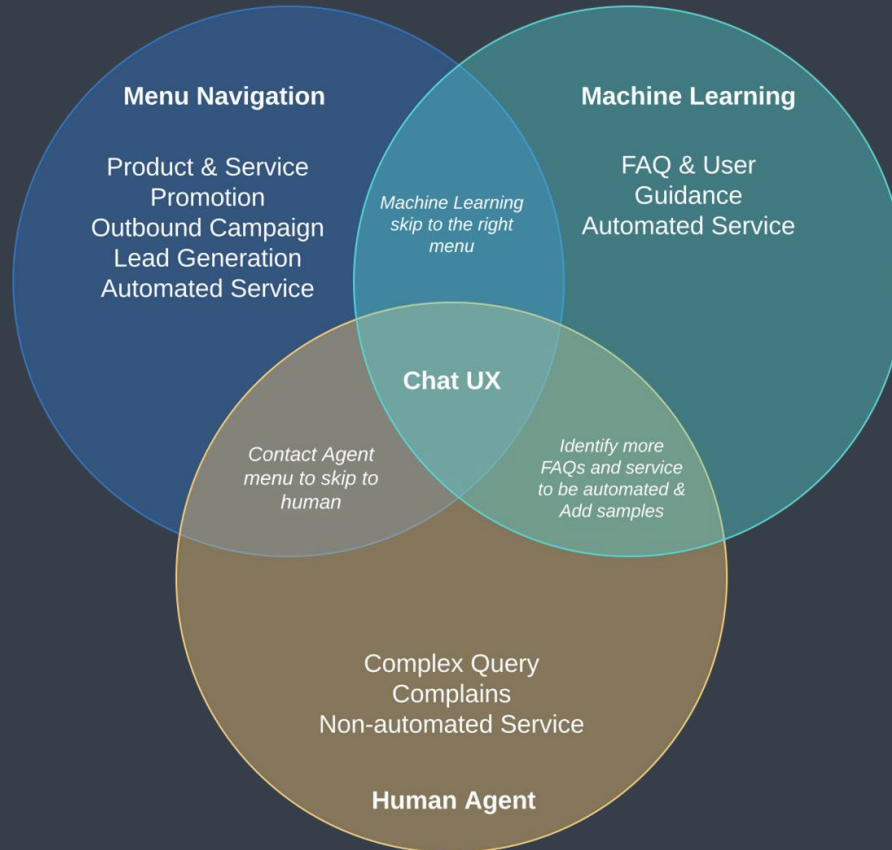
# Conversational UX Strategy

---

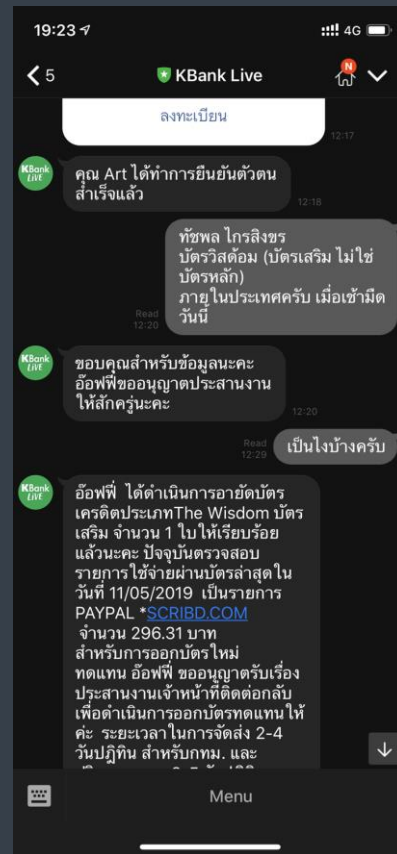
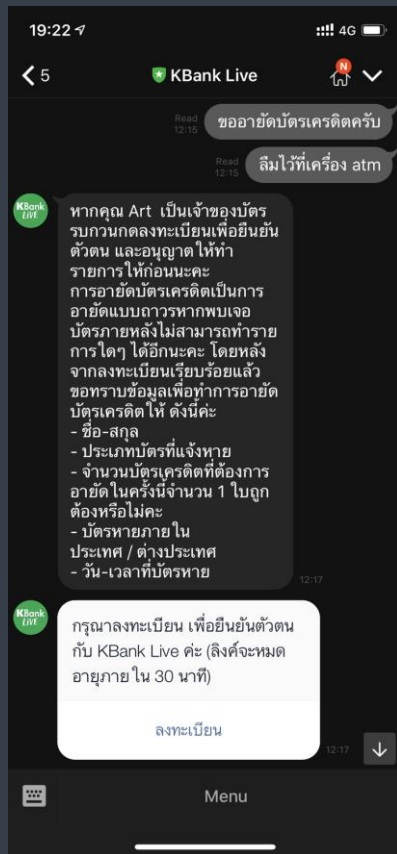
# Conversational UX Strategy



# Conversational UX Strategy



# Conversational UX Strategy





**What is  
Your Goal?**

---

# What is the Goal?

- 80,000 subscribers in 3 months
- 100,000 offer redemption
- 40% agent load reduction
- Average satisfaction score of 4.5
- Reach 70% positive feedback



---

**Enterprise Chat  
Management**



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**Chatbot**



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**Live Chat**



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**Campaign**



---

**Analytics**



ConvoLab LIVE CHAT (172) DASHBOARD CONTENT CHATBOT DEPLOY Origin

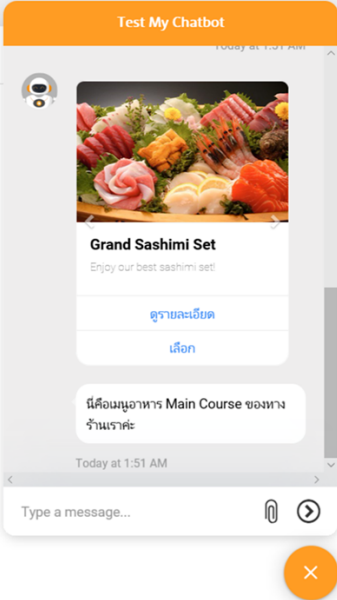
Chatbot / Intent

INTENTS ENTITIES

Search...

Intent Name	Samples
1. ask_menu	มีเมนูอะไรบ้าง,มีโรกั้นบ้าง,สอบถามเมนูหน่อย,ขอดูเมนูหน่อย,ขายอะไรบ้าง,มีโรกั้น,ขายไ...
2. ask_branch	มีร้านที่ไหนบ้าง,ร้านอยู่ที่ไหน,ไปกินได้ที่ไหน,ร้านอยู่แถวไหน,มีสาขาที่ไหนบ้าง,สาขา...
3. ask_cuisine	มีอาหารญี่ปุ่นไหม,อยากกินอะไรไทย,อยากกินอาหารฝรั่ง...
4. test_image	test image
5. richmsg	richmsg
6. persistent_intent	persisttone,persistenttwo
7. testvar_intent	testvar
8. hello	สวัสดีคะ,ดีจัง,hello,สวัสดี
9. ask_price	ราคาเท่าไร,what's the price,อยากทราบราคา,เท่าไรคะ,แพงมั๊ย,แพงป, sashimi ราคาเท่า...
10. carousel	templatecarousel

Test My Chatbot



นี่คือเมนูอาหาร Main Course ของทางร้านเราค่ะ

Today at 1:51 AM

Type a message...

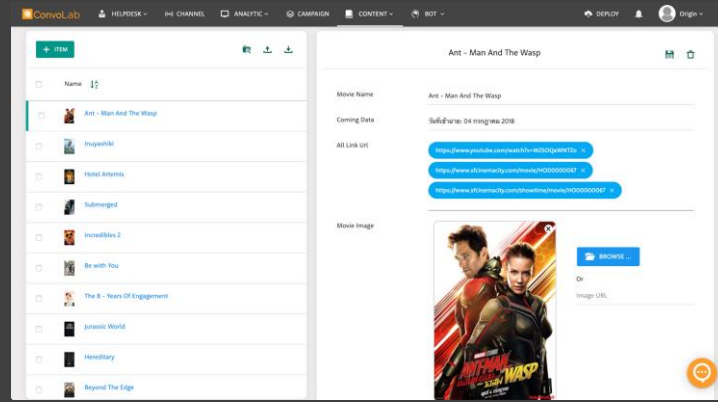
✓ Create chatbot

✓ Carousel message

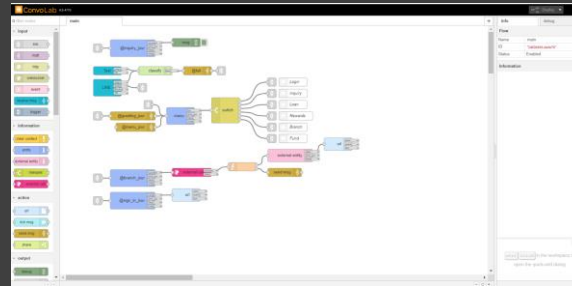
✓ Imagemap Message

✓ Train chatbot on the go

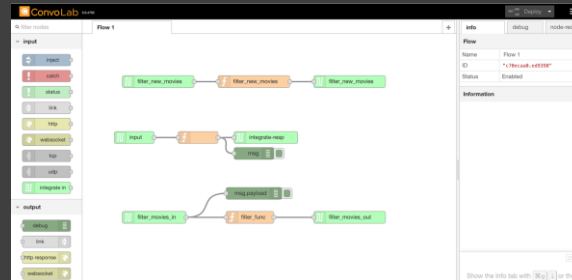
## Content Layer



## Chat Logic Layer



## Integration Layer



- ✓ Create chatbot
- ✓ Carousel message
- ✓ Imagemap Message
- ✓ Train chatbot on the go

# Live Chat

✓ Multichannel

✓ Multiple Agent

✓ Ticket System

✓ Ticket Routing

✓ AI-based User Analysis

✓ Satisfaction Survey

The screenshot displays the ConvoLab live chat interface. At the top, there is a navigation bar with the ConvoLab logo and menu items: LIVE CHAT (1), DASHBOARD, CONTENT, and CHATBOT. On the right side of the navigation bar, there are icons for DEPLOY, a notification bell, and a user profile labeled 'Origin'.

The main interface is divided into three sections:

- Agent List (Left):** A vertical list of agents with their profile pictures and names. The agents listed are Pui Wilai, Lapapas Baitongg, Orange Ph, Yosapol Aramwattananont (highlighted), Golfg Lersv, Natthawat Phongchit, Mo Kittt Ruggolmuang, Autjima Autjimatorn, Kamolwan Milk, and Round Matcha.
- Chat Window (Center):** A multi-agent chat window showing a conversation with 'Yosapol Aramwattananont'. The messages are in Thai. The first message is a system message: 'ติดต่อสอบถาม ... เลาจ้สำหรับลูกค้า'. The second message is: 'คุณ Yosapol Aramwattananont สามารถติดต่อ เลาจ้สำหรับลูกค้า ได้ขึ้น 6 ค่ะ'. The third message is another system message: 'ติดต่อสอบถาม ... ที่จอดรถสำหรับ VIP'. The fourth message is: 'คุณ Yosapol Aramwattananont สามารถติดต่อ ที่จอดรถสำหรับ VIP ได้ขึ้น B1 ค่ะ'. The fifth message is: 'คุณ Yosapol Aramwattananont ยังมีเรื่องที่ต้องการสอบถามเพิ่มเติมหรือไม่คะ เรา ยินดีช่วยเหลือเสมอนะคะ :)'. Below the messages are two buttons: 'สอบถามข้อมูลเพิ่มเติม' and 'ไม่ต้องการถามต่อ'. At the bottom of the chat window, there is a prompt: 'Select quick reply below or type a message' and a 'Send' button.
- User Profile (Right):** A detailed view of the user 'Yosapol Aramwattananont'. It includes a circular profile picture, the name 'Yosapol Aramwattananont', and a 'Timestamp' section with 'FIRST SEEN : Tue Jul 24 2018 10:04' and 'LAST SEEN : Yesterday at 7:01 PM'. Below this is a 'User info' section and a 'Conversation info' section. The 'Conversation info' section includes 'LANGUAGE: en', 'FAILED MENU: กลับเมนูหลัก', 'BACK TO MAIN MENU: กลับเมนูหลัก', and 'BENEFIT END MENU: Main Menu'.

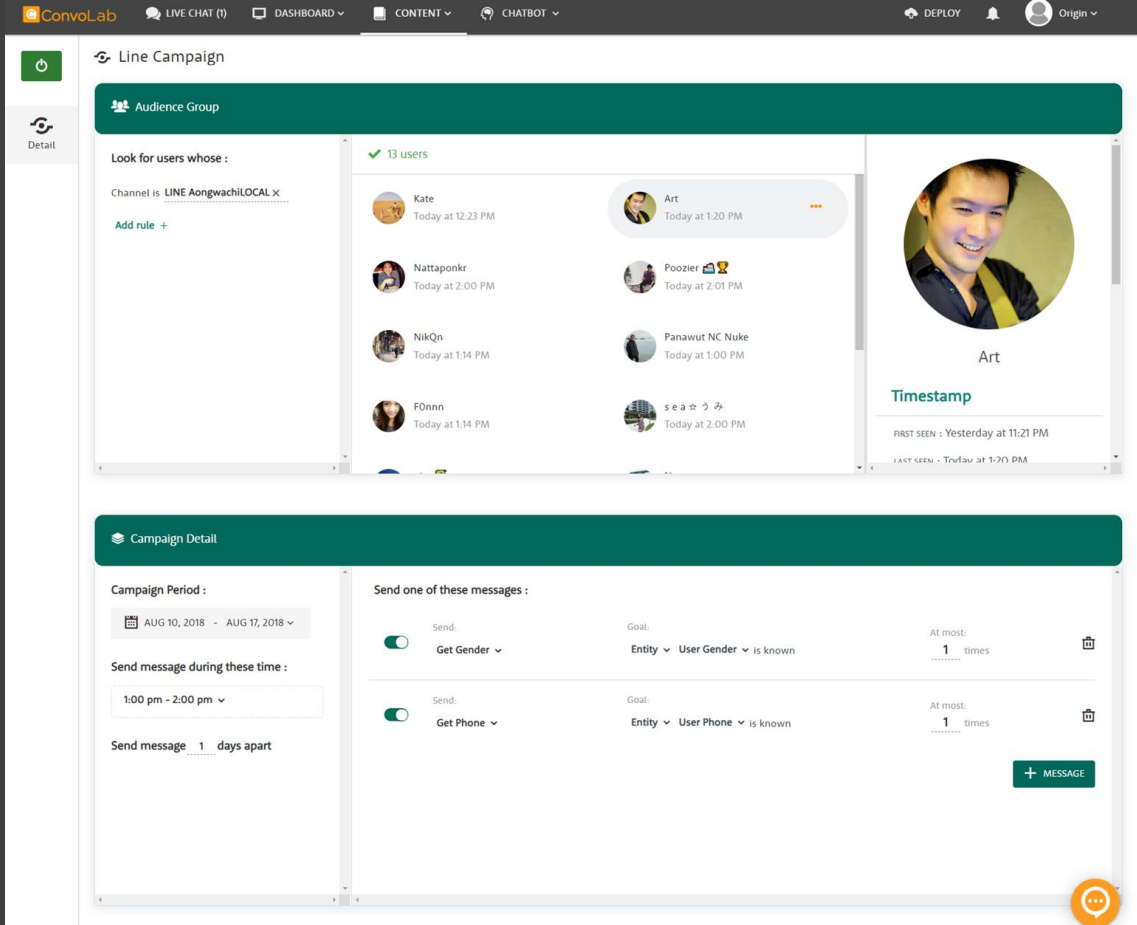
✓ Run Campaign

✓ Hyper Segment

✓ Lead Generation

✓ Progressive Survey

✓ Targeted Coupon



The screenshot displays the ConvoLab interface for managing a Line Campaign. The top navigation bar includes 'ConvoLab', 'LIVE CHAT (1)', 'DASHBOARD', 'CONTENT', and 'CHATBOT'. The main content area is titled 'Line Campaign' and is divided into two sections: 'Audience Group' and 'Campaign Detail'.

**Audience Group:** This section shows a list of 13 users selected for the campaign. The criteria are 'Channel is LINE AongwachiLOCAL x'. The user list includes:

- Kate (Today at 12:23 PM)
- Nattaponkr (Today at 2:00 PM)
- NikQn (Today at 1:14 PM)
- F0nnn (Today at 1:14 PM)
- Art (Today at 1:20 PM)
- Poozler (Today at 2:01 PM)
- Panawut NC Nuke (Today at 1:00 PM)
- sea (Today at 2:00 PM)

A detailed view of user 'Art' is shown on the right, including a profile picture and a 'Timestamp' section with 'FIRST SEEN : Yesterday at 11:21 PM' and 'LAST SEEN : Today at 1:20 PM'.

**Campaign Detail:** This section allows for configuring the campaign parameters:

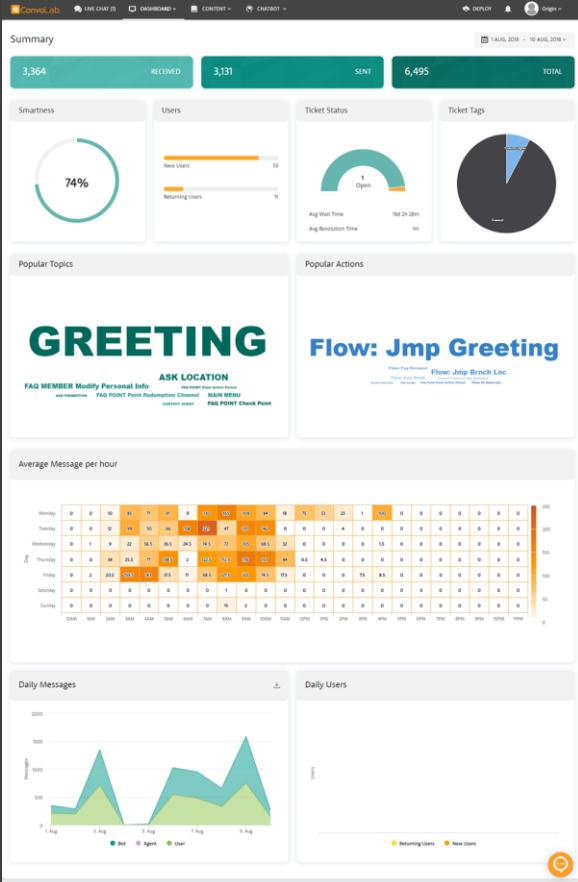
- Campaign Period:** Set to AUG 10, 2018 - AUG 17, 2018.
- Send message during these time:** Set to 1:00 pm - 2:00 pm.
- Send message:** Set to 1 days apart.
- Send one of these messages:** Two message options are available:
  - Message 1: Goal is 'Entity User Gender is known', sent at most 1 time.
  - Message 2: Goal is 'Entity User Phone is known', sent at most 1 time.

A '+ MESSAGE' button is located at the bottom right of the Campaign Detail section.



# Analytics

- ✓ Message Report
- ✓ Performance Report
- ✓ User Info Summary
- ✓ Ticket & SLA Report
- ✓ Fully Customizable



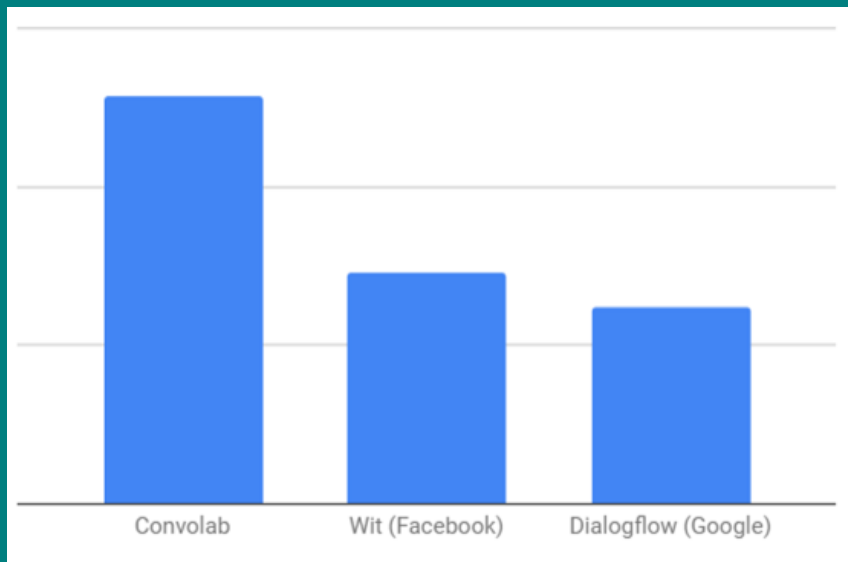
**Dataseheet** | AUG 1 2018 - AUG 10 2018

Service/Product: x | Brand: x

name	timestamp	Service/Product	Brand
GoGg Lenv	2018-08-09 16:04:30	BuyIn	PUMA
Yosapoi Aramwattanarant	2018-08-09 15:39:47	BuyIn	ADIDAS
Yosapoi Aramwattanarant	2018-08-09 14:39:02	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-09 14:28:50	BuyIn	ADIDAS
GoGg Lenv	2018-08-09 14:21:18	BuyIn	PUMA
GoGg Lenv	2018-08-09 12:41:32	BuyIn	NIKE
GoGg Lenv	2018-08-09 12:41:18	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-09 12:37:52	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-09 12:28:26	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-09 12:25:00	BuyIn	PUMA
Yosapoi Aramwattanarant	2018-08-09 12:13:52	BuyIn	NIKE
GoGg Lenv	2018-08-09 11:40:29	BuyIn	PUMA
GoGg Lenv	2018-08-09 11:31:22	BuyIn	ADIDAS
Orange Ph	2018-08-09 09:36:12	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-09 09:35:46	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-08 16:40:26	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-07 12:20:11	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-06 15:52:53	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-06 15:27:58	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-06 15:24:22	BuyIn	NIKE
Yosapoi Aramwattanarant	2018-08-06 14:35:40	BuyIn	PUMA
Yosapoi Aramwattanarant	2018-08-06 12:33:05	BuyIn	PUMA
Pui Wila	2018-08-06 12:23:39	BuyIn	NIKE
Pui Wila	2018-08-06 12:16:06	BuyIn	NIKE
Autjima Auljimatam	2018-08-03 16:24:31	BuyIn	NIKE

Showing 1 to 25 of 56 entries

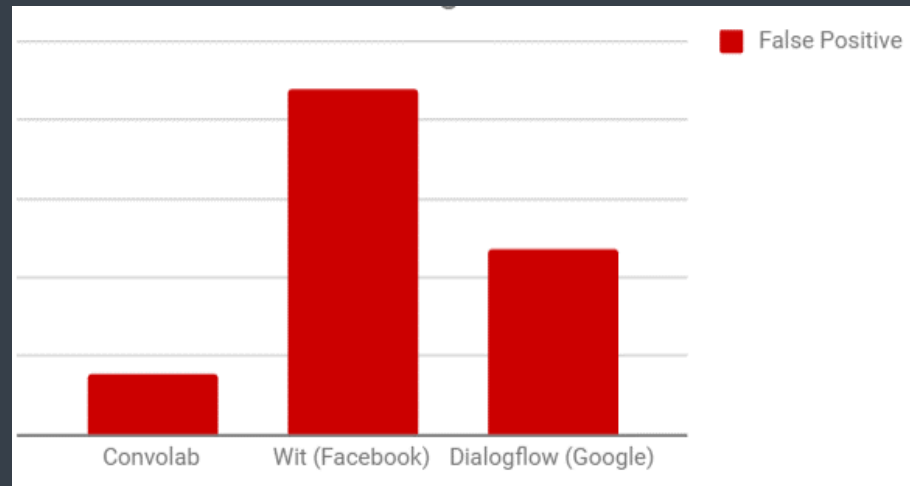
## Correct Classification



**+108% vs Dialogflow (Google)**

**+77% vs Wit.ai (Facebook)**

## False Positive Rate



**67% less vs Dialogflow (Google)**

**82% less vs Wit.ai (Facebook)**

# ConvoLab Platform

Chat Apps

Mobile App

Webchat SDK

Voice Socket

Custom Integration

Unified Channel Management

Message Format Transformation, Multilingual Engine

## Campaign

User Segmentation  
Campaign Management  
Conversion Tracking  
Lead Management  
Progressive Survey

## Chatbot

Chat Logic Flow  
Natural Language Classifier  
Entity Detection  
Action Selection  
Content & Persona Management

## Live Chat

User Chat Management  
Agent Management  
Skill-based Ticket Routing  
AI Training & Approval  
Internal Notes Management

Platform Services

Enterprise  
Integration

API

Chat Test  
Automation

Custom  
Report Engine

User  
Management

Security &  
Audit Trail

Enterprise SLA  
99.5% uptime & 24/7 support

Enterprise Architecture Support  
On-premise, Hybrid Cloud, 3-Tier Deployment



Contact Center

Marketer

Product Manager

Chatbot Developer

IT Developer

IT Infrastructure

# We connect with...everything

Chat channel: app & custom



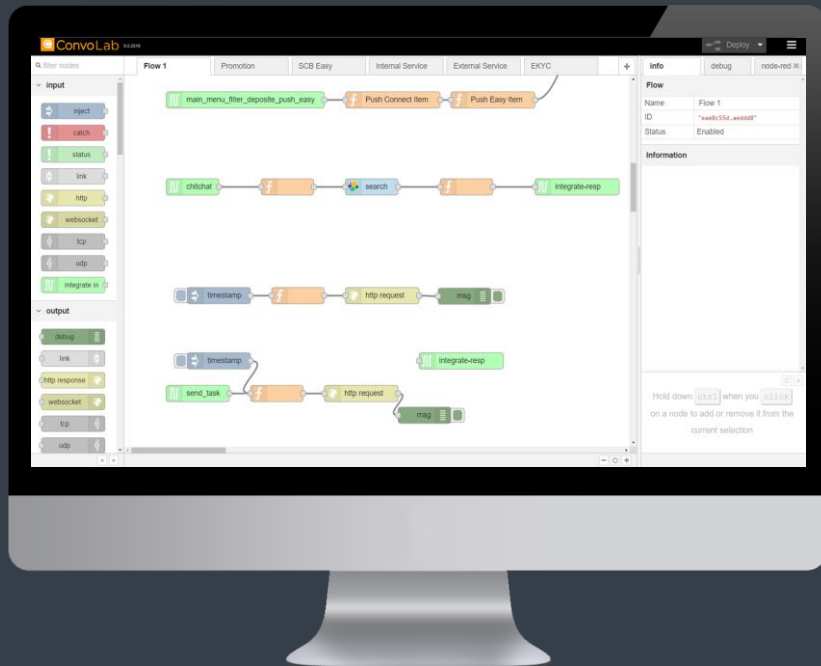
Pluggable AI Core



CRM, Inventory, Marketing, backend



Built-in Integration Tool





# Success case & Reference

- CONVOLAB -

