

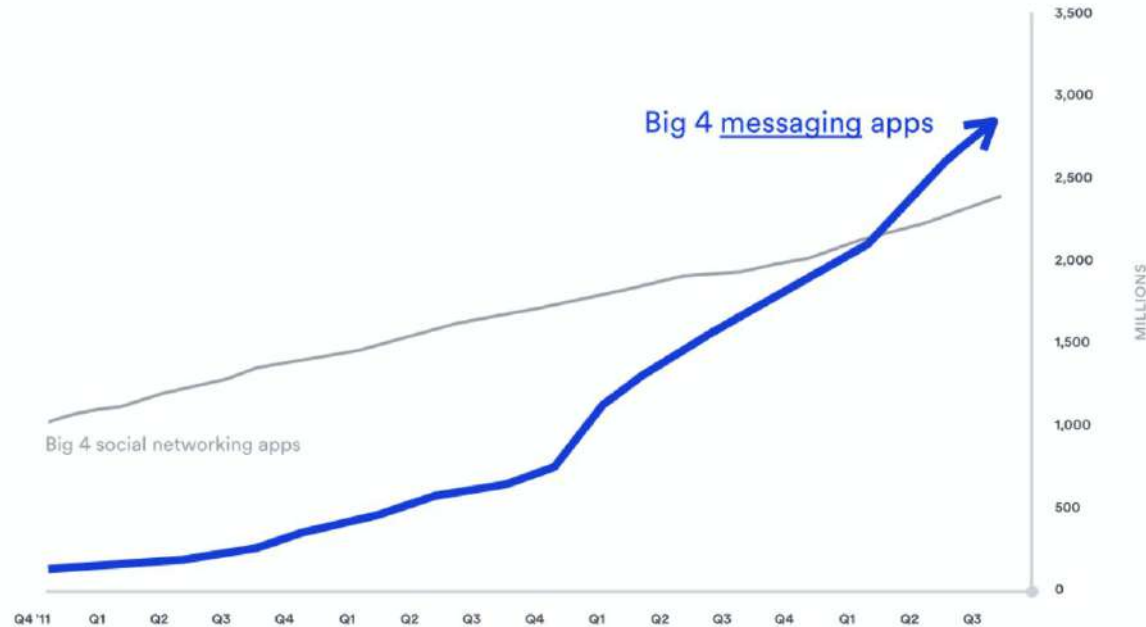


PRESENTATION

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



World of Conversation

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



Messenger will be the channel

World of Conversation



World of Conversation

From commands



Photo by Ian Dooley on Unsplash



Photo by Andy Kelly on Unsplash

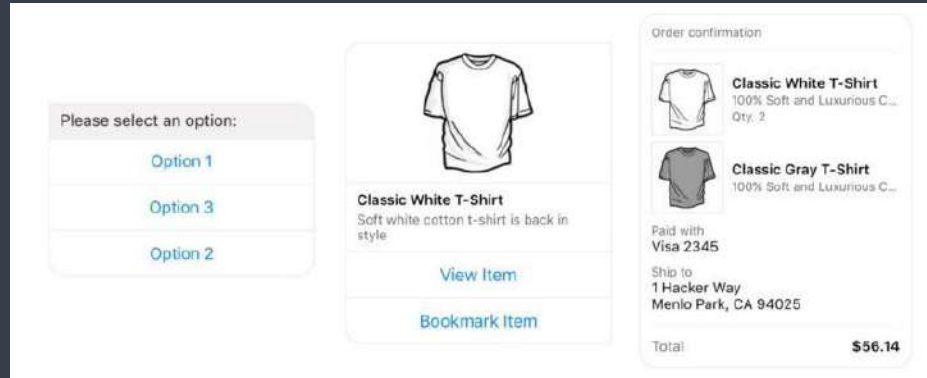
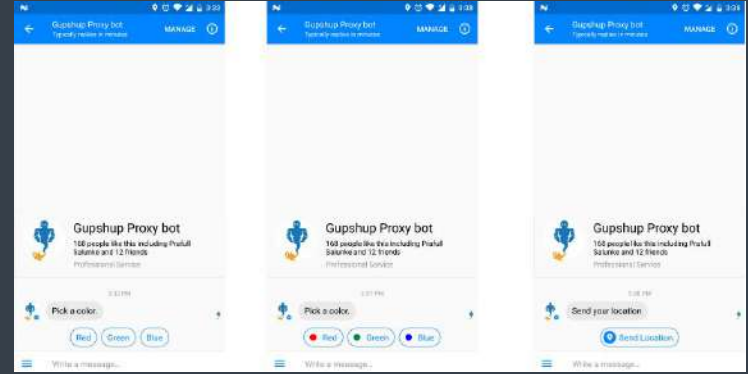
To conversations



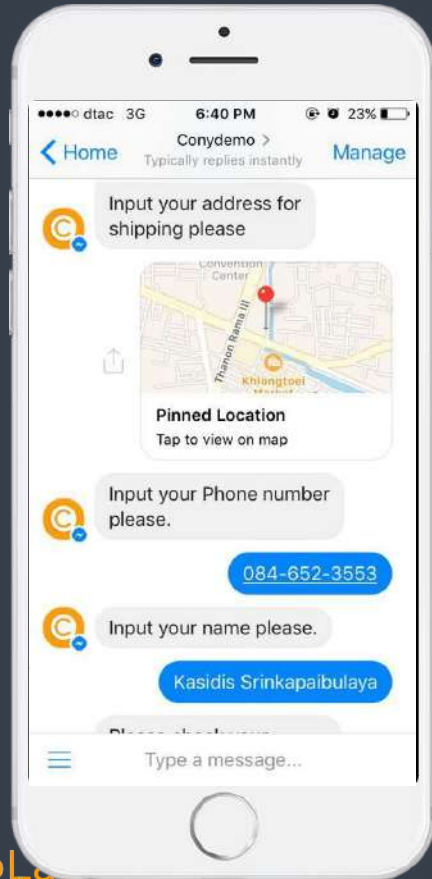
Introduction to Conversational UX

Conversational UX

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

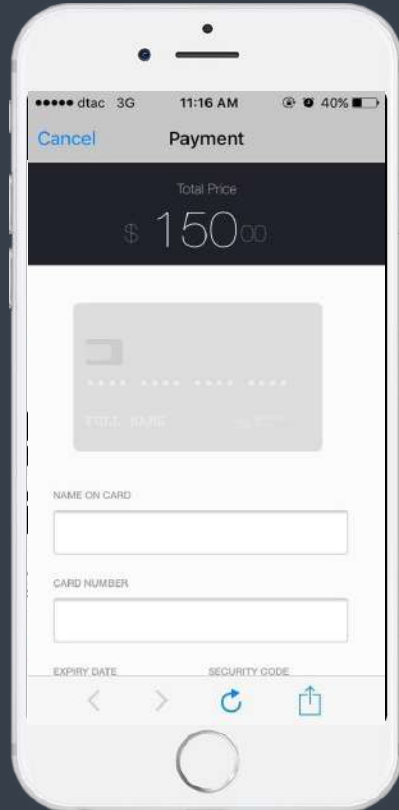


Conversational UX



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

Conversational UX

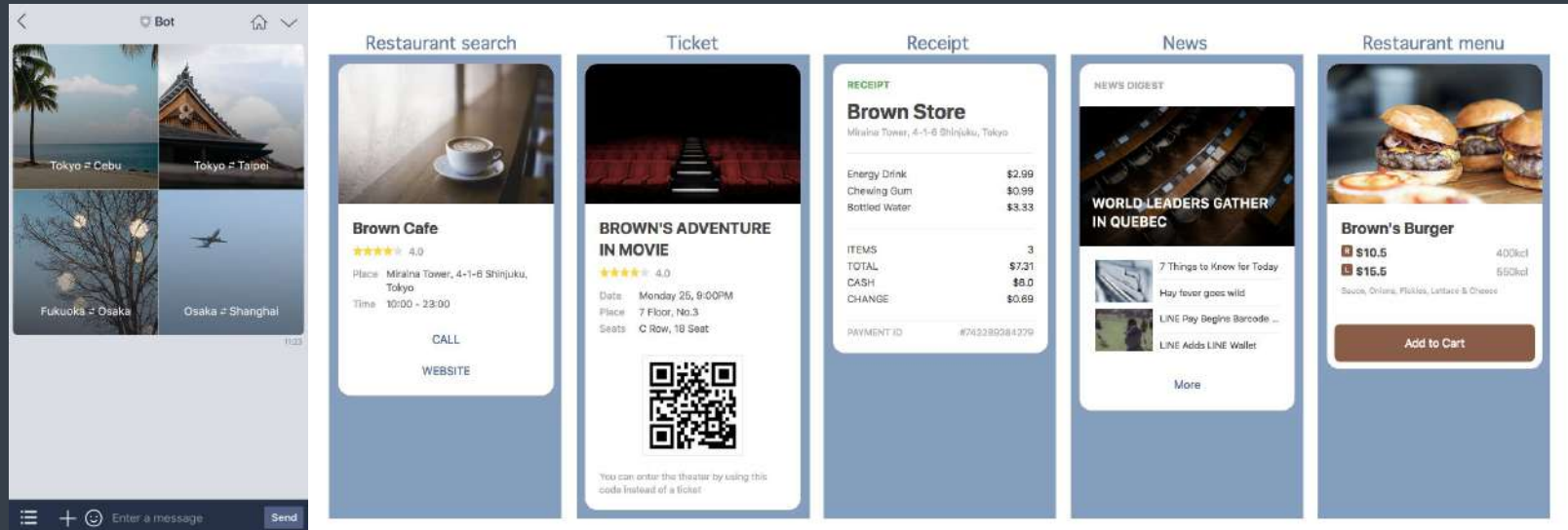


In-App Web-View

- ✓ 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.

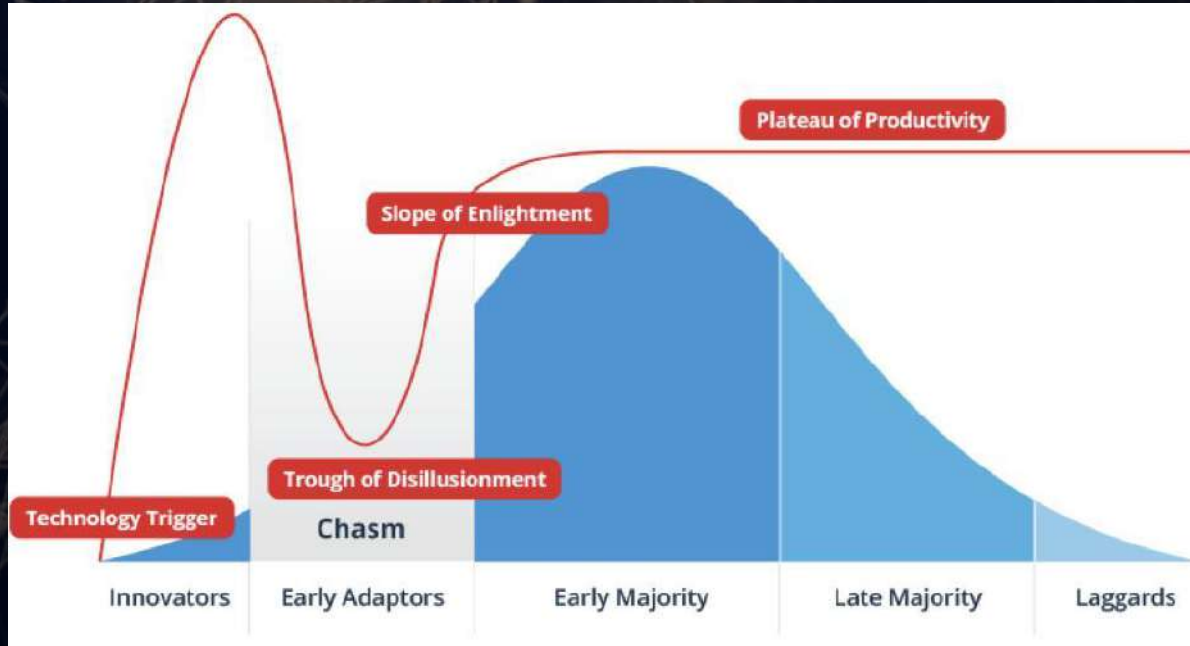
Jun 19 · 13 min read

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?

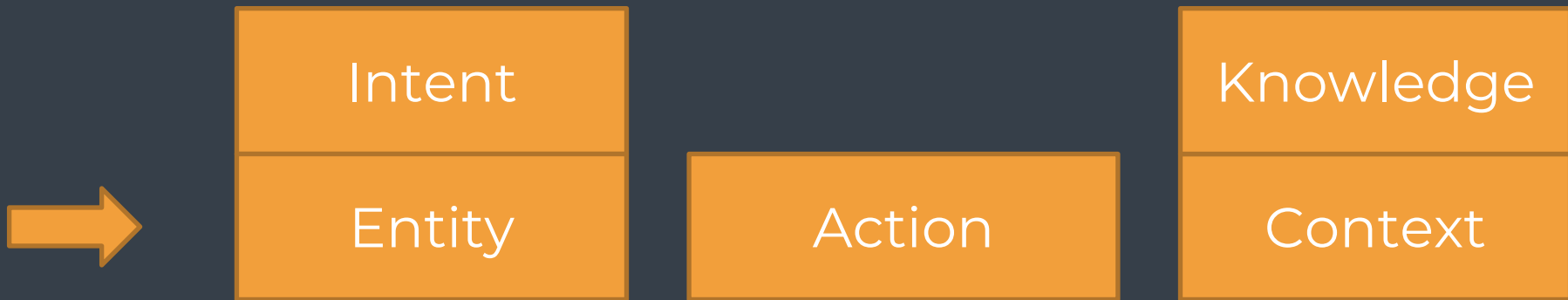
Chatbot



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

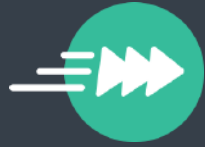
Loan info

User profile

Chatbot



Chatbot



Fast reply in milliseconds



Responsive 24/7 support



Digested information



Persona Development

Chatbot

Customer Support

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

Campaign & Marketing

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

Customer Support

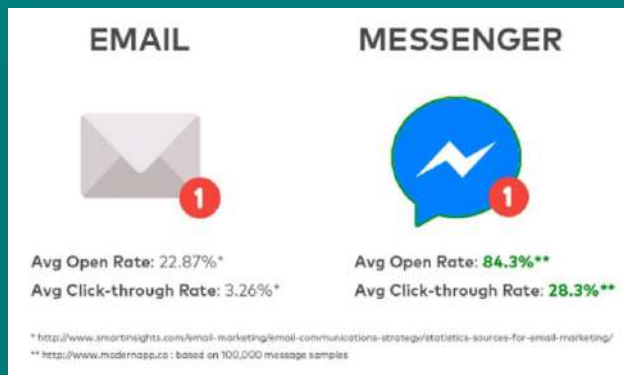
- ✓ Instant FAQ Response
- ✓ Provide better user browsing experience
- ✓ Gather feedback

Chatbot



Agent

Bots without a human escalation provide poor CX



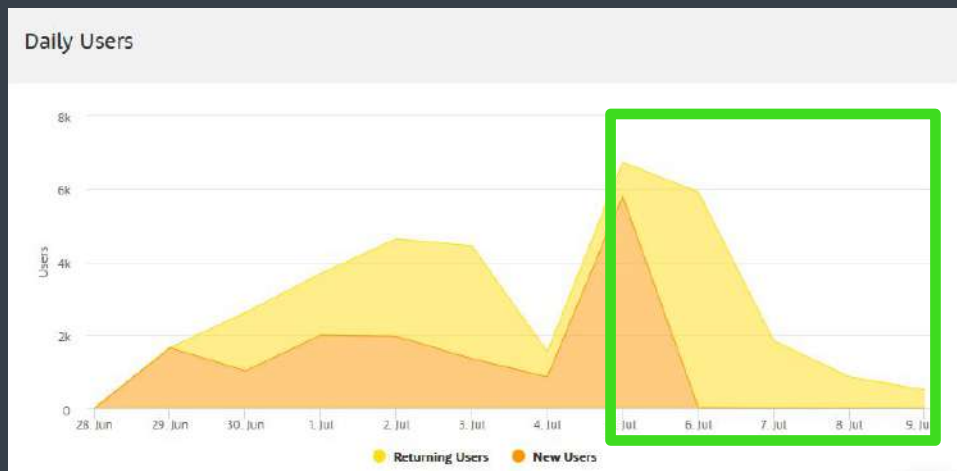
Campaign & Marketing

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



5-10x Higher Engagement than Email

Highest Engagement of ANY channel



Offer Sent Rate: 148%

Day 1 Return Rate: 31%

Day 2 Return Rate: 47%

Day 3 Return Rate: 59%

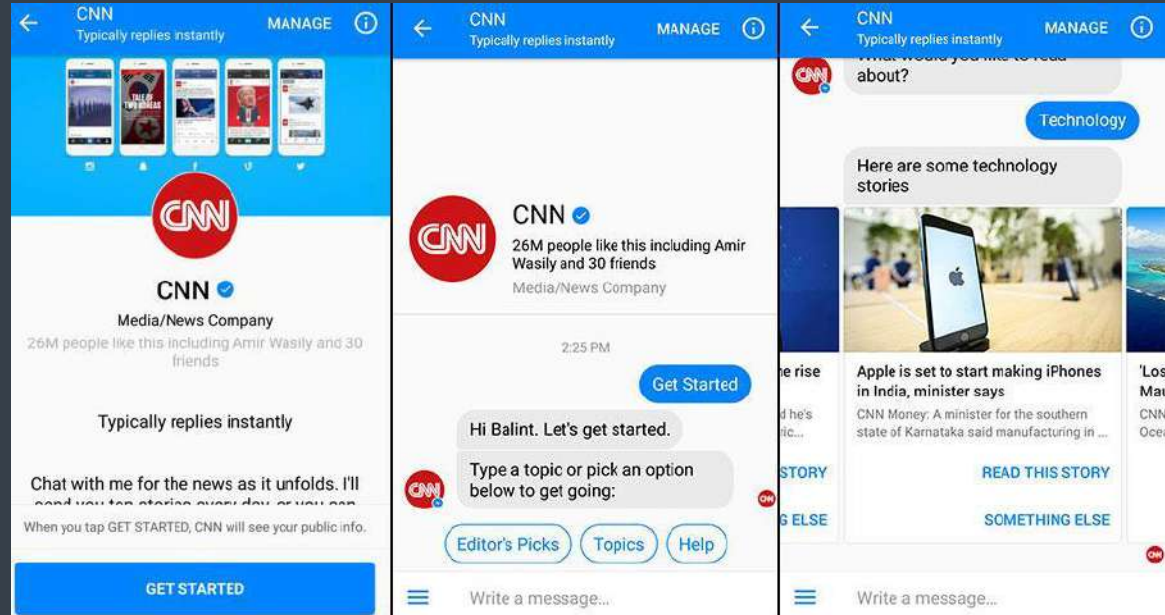
Use Cases

Use Cases

1. Grow your Subscribers

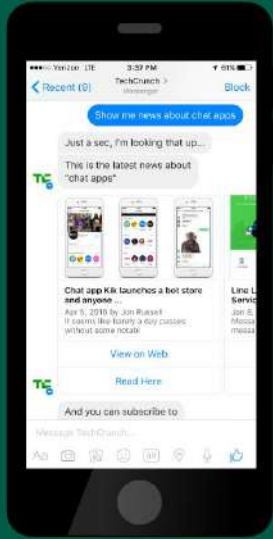
7% - 13%
Growth in subscribers MoM

26%
Subscription rate



Use Cases

1. Grow your Subscribers



FB MESSENGER BOT

TECHCRUNCH

Delivers timely,
automated news.



Job alerts



Daily specials



Weekly tips

Use Cases

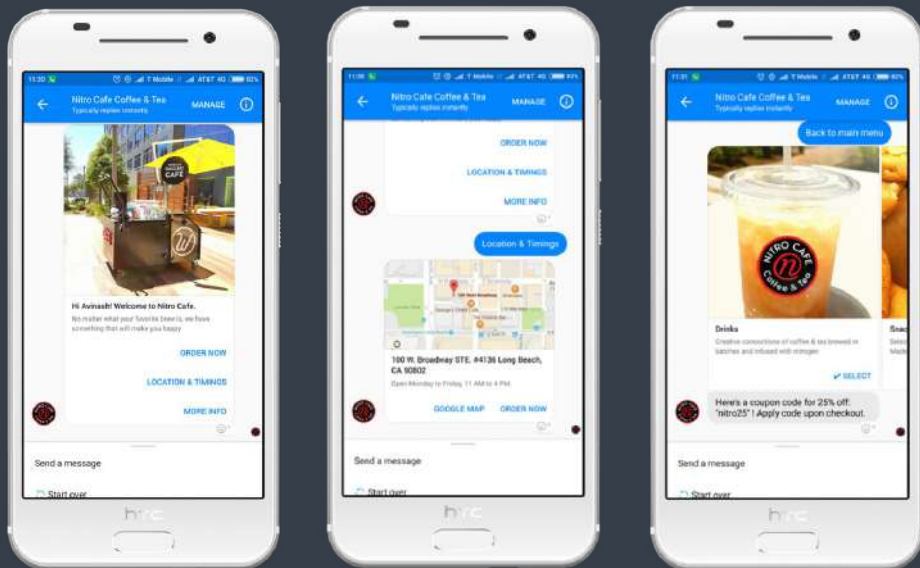
2. Lead Generation

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



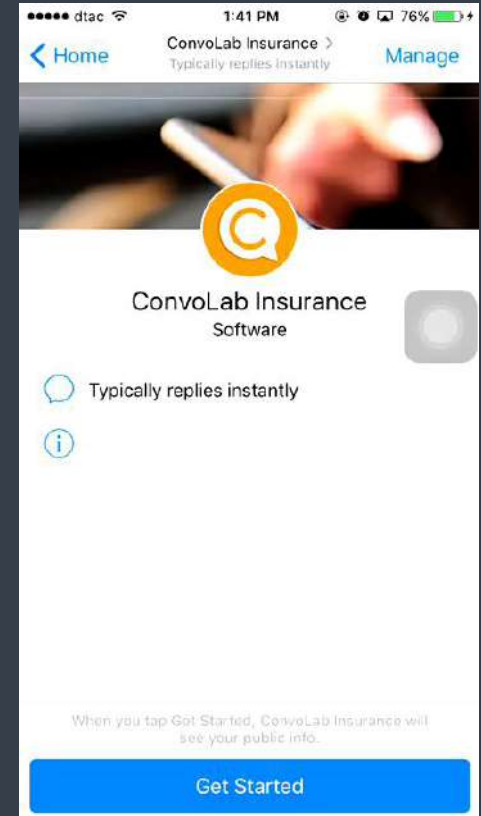
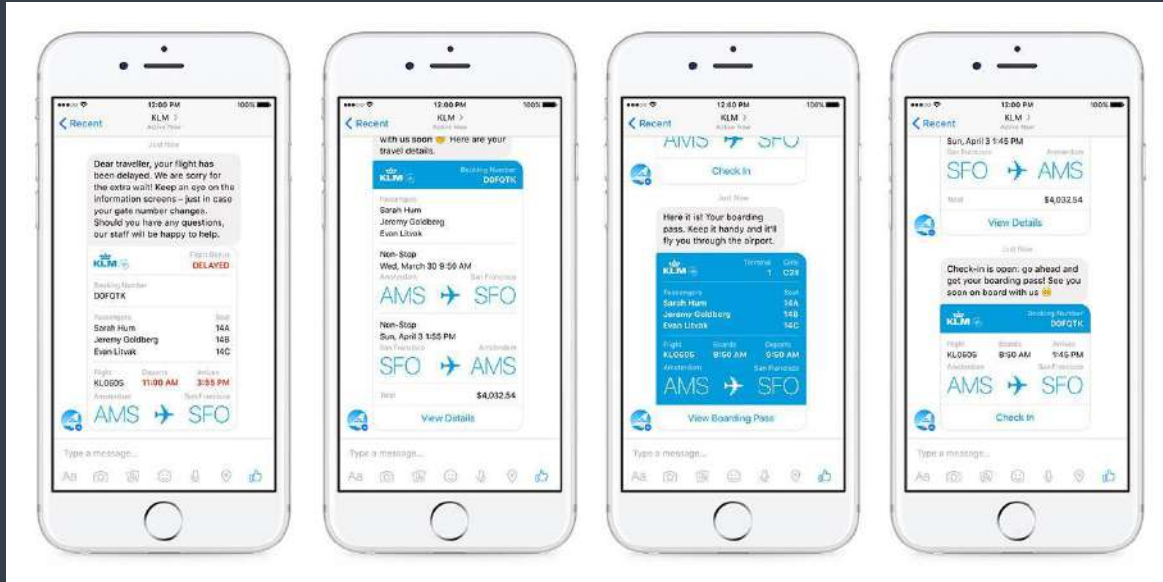
Use Cases

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

The background is a dark navy blue with a complex, abstract geometric pattern. It consists of a dense network of thin, light brown lines connecting small, glowing yellow dots. These dots and lines form various geometric shapes, including triangles and polygons, creating a sense of depth and connectivity. The overall effect is reminiscent of a molecular structure or a digital network.

**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

What is the Goal?

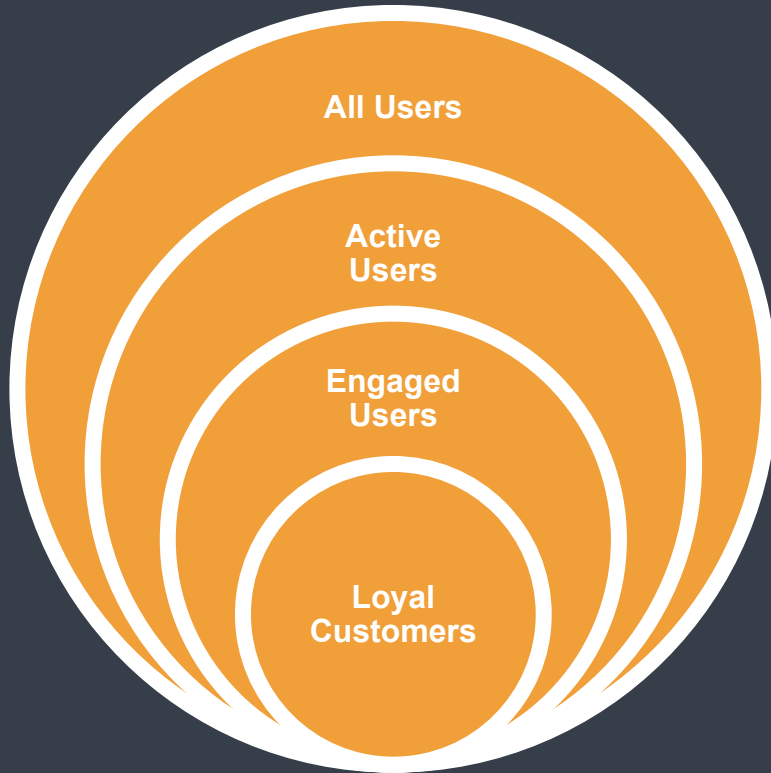
Generate Sales & Leads

- Increase AOV & Customer LTV
- Increase Conversion Rates, Revenue, ROAS
- Reduce Cart Abandonment
- Personalize the Buying Experience
 - Pair the right products or services to every person
- Streamline the Purchase Process
 - Alleviate common barriers such as sizing, product configuration, or lack of website info
 - Walk people through product options or configurations
- Capture Leads & Subscribers Simultaneously
- Drive Webinar & Event Attendance
- Pre-Qualify Leads

Acquire Subscribers

- Personalize your customer experience
- Build & monetize your messenger subscriber list
 - Much lower cost-per-subscriber compared to email
 - Avg. 80%+ Open Rates
 - Avg. 50%+ CTRs (4x-10x higher than email)
- Create & automate sequences to subscribers
 - Track performance at every step of the funnel
 - Segment your subscriber list just like email
- Sync subscribers to your email list
- Promotional blast to segmented groups or full list
- Capture consumer intentions, motivations, preferences
 - Stop relying on third-party data!

Sample Strategy



1. Increase Active Users by reducing block rate
2. Build Active Users Profile through Progressive Survey
3. Increase Engaged Users by providing personalized coupon
4. Convert Line followers into Loyal customers



Increase Active User

By Reducing Block Rate



Chitchat

Allow bot to handle generic chitchat to increase interactivity of the chat



Interactive Menu

Provide users with useful menu-based interaction (Promotions, FAQs)

Build Active Users Profile

Through Progressive Survey



Daily Questionnaire

Get the chatbot to send ask a daily question such as "Do you drink coffee?" to progressively learn more about each user everyday.



Gamified Campaign

Deploy campaign that ask users to answer a short list of questions to get a special coupon





Increase Engaged Users

By Providing Personalized Coupon



Targeted Coupon

Use active users profile to provide personalized targeting of daily coupon



Advanced Segmentation

Personalized coupon code can be used to track coupon usage for future product recommendation and enhanced coupon targeting.

Convert Followers to Loyal Customers

Through informative advert and on-chat enrollment



Personalized Offers

Broadcast personalized benefit to active users to encourage onboarding

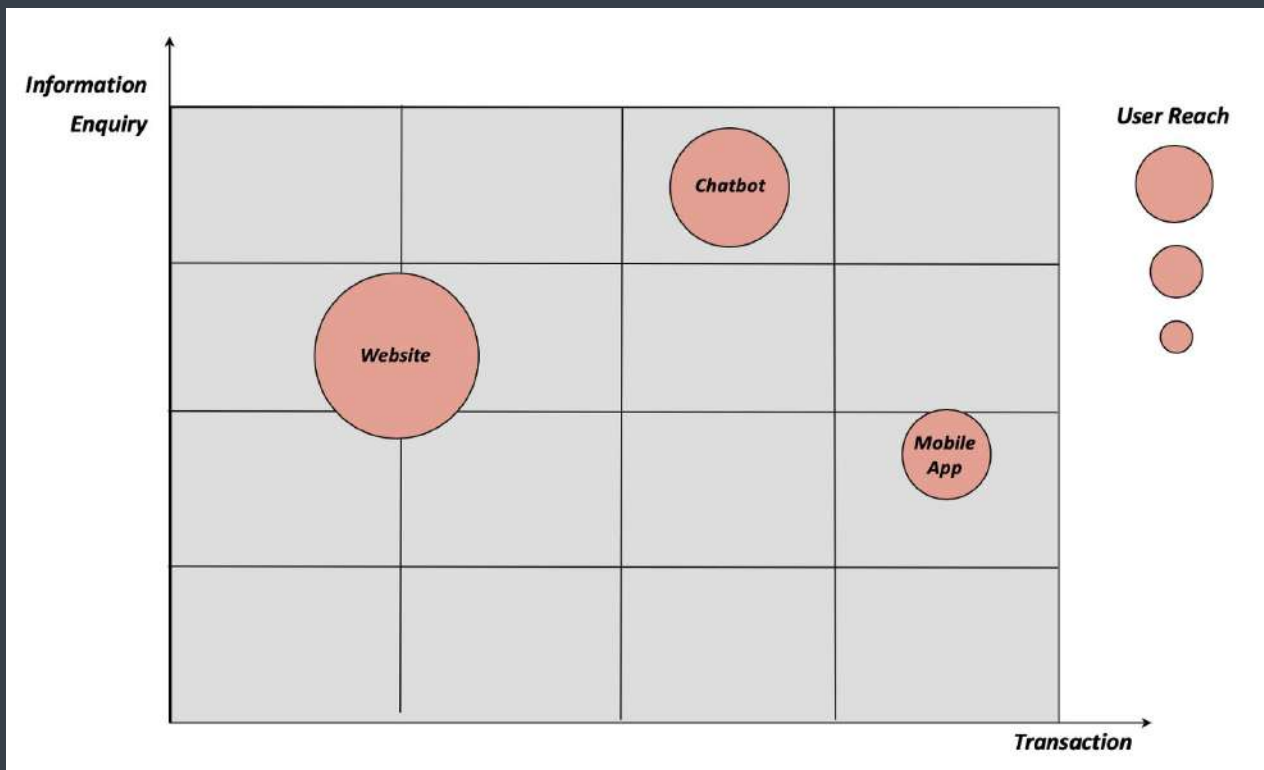


On-Chat Partial Onboarding

Part of onboarding process can be moved to interactive chat to improve onboarding rate



What is the Goal?



Featured Stories



5 ข้อผิดพลาด! ในการสร้าง Chatbot

เราได้มีการรวบรวมข้อผิดพลาดสำคัญที่พบบ่อยในองค์กรหลาย ๆ องค์กร เพื่อให้องค์กรที่กำลังวางแผนพัฒนา Chatbot สามารถหลีกเลี่ยง...



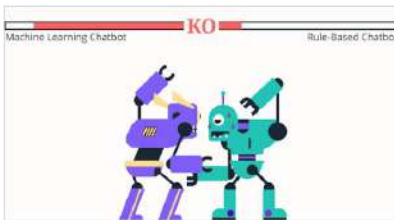
Art Kraisingkorn

Feb 21 · 3 min read

```
2+ "error": {
3+   "root_cause": [
4+     {
5+       "type": "mapper_parsing_exception",
6+       "reason": "failed to parse [foo]"
7+     },
8+   ],
9+   "type": "mapper_parsing_exception",
10+   "reason": "failed to parse [foo]",
11+   "caused_by": {
12+     "type": "json_parse_exception",
13+     "reason": "Current token (VALUE_TRUE) not numeric, can not use
numeric value accessors\n at [Source: org.elasticsearch.common.bytes
ByteReference$MarkSupportingStreamInput@b99e94215a3672; line: 3,
column: 14]"
14+   },
15+ },
16+ "status": 400
```

HOW-TO: เปลี่ยน Type Mapping อย่างไรใน Elasticsearch ให้ไม่กระทบ...

สวัสดีครับผู้อ่านทุกท่าน วันนี้ผมจะมาแชร์ปัญหาหนึ่งที่เคยเจอจากการใช้



Chatbot แบบ Conversational กับ Flow-based อะไรดีกว่ากัน?

ในปัจจุบัน การแชทหรือการส่งข้อความคุยกันผ่านทาง social media ต่างๆนั้นได้กลายมาเป็นหนึ่งในช่องทางหลักในการสื่อสารไปมา



3 วิธีง่าย ๆ รู้จักลูกค้าได้ด้วยแชทบอท

โลกการตลาดในปัจจุบัน Big Data ได้กลายมาเป็นมาตรฐานใหม่ที่ทุกๆบริษัทต้องนำมาใช้ให้ได้อย่างแท้จริงเพื่อที่จะ



**Enterprise Chat
Management**



Chatbot



Live Chat



Campaign



Analytics



Chatbot

ConvoLab LIVE CHAT (172) DASHBOARD CONTENT CHATBOT DEPLOY Origin

Chatbot / Intent

INTENTS ENTITIES

Search...

Intent Name	Samples
1. ask_menu	มีเมนูอะไรบ้าง, มีร้านอะไรบ้าง, สอบถามเมนูหน่อย, ขอดูเมนูหน่อย, ขออะไรบ้าง, มีอะไร, อะไร...
2. ask_branch	มีร้านกี่ที่, มีร้านอะไรบ้าง, ร้านอยู่ที่ไหน, ไปกินได้ที่ไหน, ร้านอยู่แถวไหน, มีสาขาที่ไหนบ้าง, สาขา...
3. ask_cuisine	มีอาหารญี่ปุ่นอะไรบ้าง, อาหารกึ่งและร้านอาหารในอาหารฝรั่ง...
4. test_image	test image
5. richmsg	richmsg
6. persistent_intent	persistentone, persistenttwo
7. testvar_intent	testvar
8. hello	สวัสดีคะ, สวัสดี, hello, สวัสดี
9. ask_price	ราคาเท่าไร, what's the price, ราคาเท่าไหร่, เท่าไหร่, ราคา, sashimi ราคาเท่า...
10. carousel	templatecarousel

Test My Chatbot

Grand Sashimi Set
Enjoy our best sashimi set!

ดูรายละเอียด

เลือก

นี่คือเมนูอาหาร Main Course ของทางร้านเราค่ะ

Today at 1:51 AM

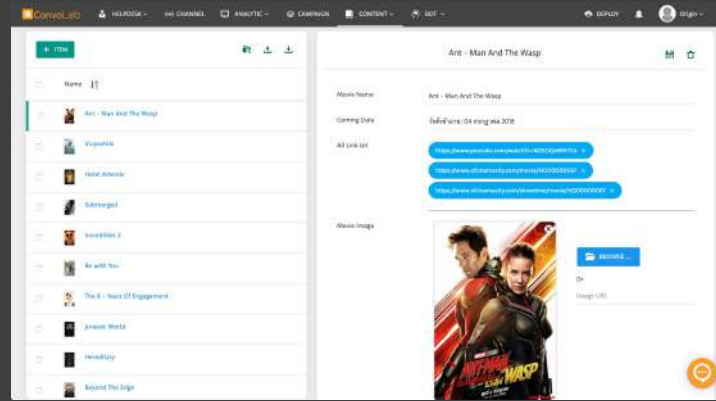
Type a message...

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

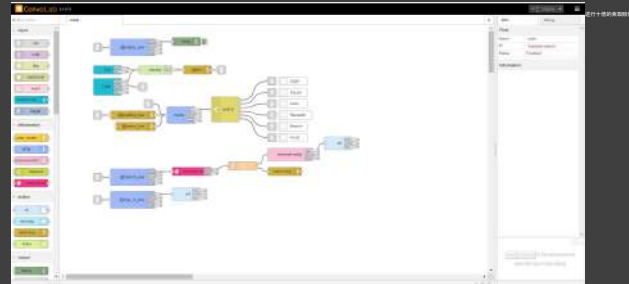


ConvoLab

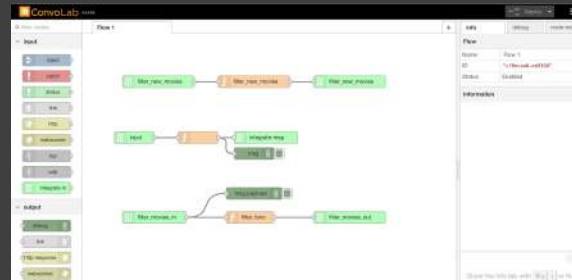
Content Layer



Chat Logic Layer



Integration Layer



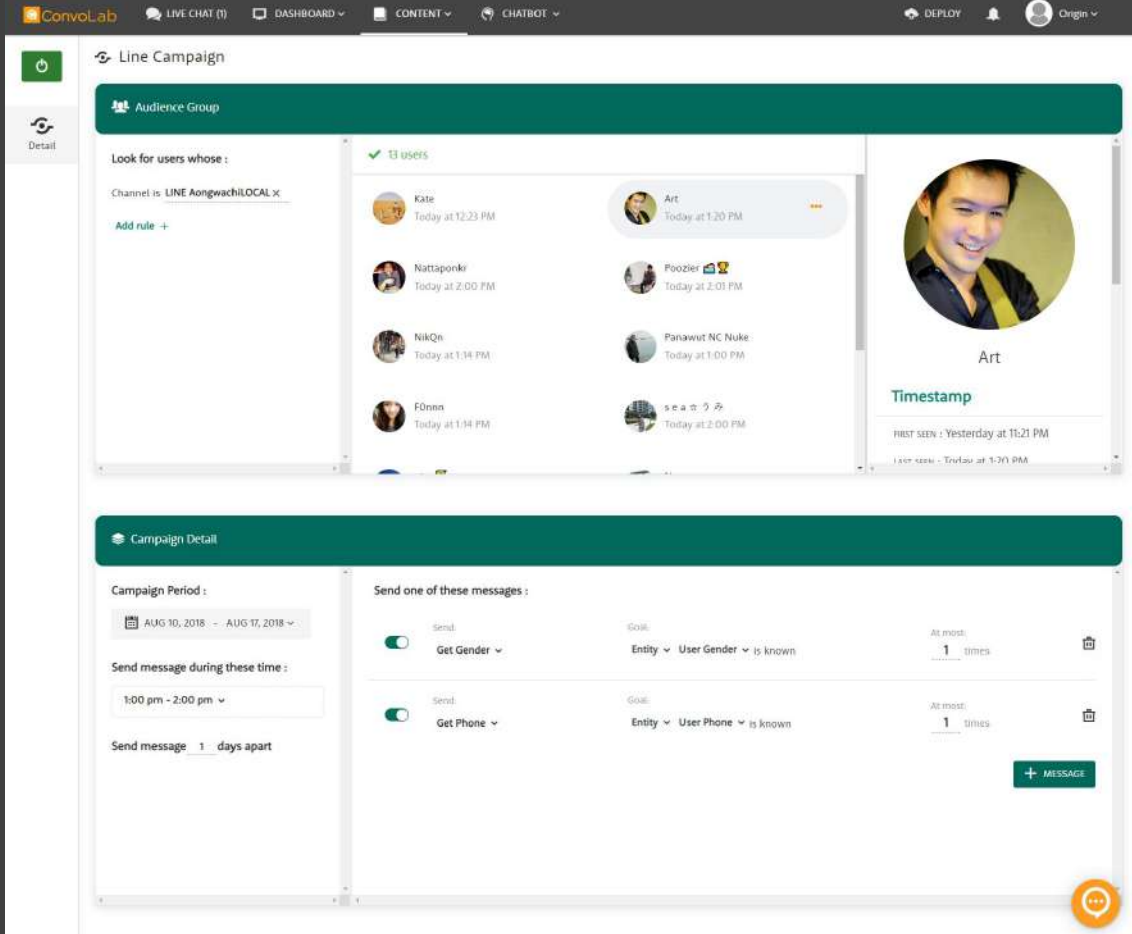
- ✓ Create chatbot
- ✓ Carousel message
- ✓ Imagemap Message
- ✓ Train chatbot on the go

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's a navigation bar with 'ConvoLab' logo, 'LIVE CHAT (1)', 'DASHBOARD', 'CONTENT', 'CHATBOT', 'DEPLOY', and a user profile 'Origin'. Below this, a search bar 'search for users/messages' is present. On the left, a list of users is shown with their avatars and names: Put Wilai, Lapapas Raitongg, Orange Ph, Yosapol Aramwattananont, Golfg Lersv, Natthawat Phongchit, Mo Kittl Rugpolmuang, Autjima Autjimatorn, Karmolwan Milk, and Boud Makh. The central chat window shows a conversation with 'Yosapol Aramwattananont'. The messages are in Thai, discussing a ticket system. The right sidebar shows the user's profile picture, name 'Yosapol Aramwattananont', 'Timestamp' (FIRST SEEN: Tue Jul 24 2018 10:04, LAST SEEN: Yesterday at 7:01 PM), 'User info', and 'Conversation info' (LANGUAGE: en, FAILED MENU: กลับเมนูหลัก, BACK TO MAIN MENU: กลับเมนูหลัก, BENEFITTING MENU: Main Menu, and a 'Main Menu' link at the bottom). At the bottom of the chat window, there's a 'Select quick reply below or type a message' prompt and a 'Send' button. Below the prompt, there are buttons for '+ Save Template', 'FAQ MEMBER TheCardNo', 'FAQ MEMBER Register New Card', 'GEN. CEN. ID', 'TX. CPT. FAH', and 'CH. SHOPPING CK. STAT. NAT'.

- ✓ Run Campaign
- ✓ Hyper Segment
- ✓ Lead Generation
- ✓ Progressive Survey
- ✓ Targeted Coupon



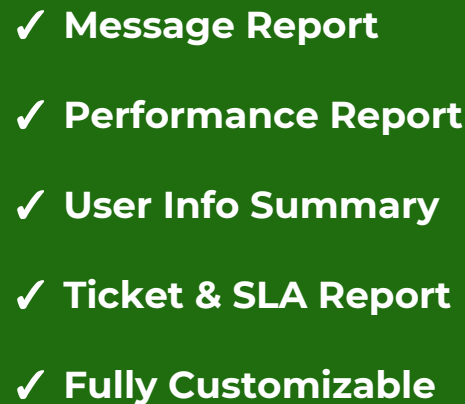
The screenshot displays the ConvoLab interface for managing a Line Campaign. The top navigation bar includes the ConvoLab logo, a LIVE CHAT (1) indicator, and links to DASHBOARD, CONTENT, and CHATBOT. The main interface is divided into two primary sections: "Audience Group" and "Campaign Detail".

Audience Group Section:

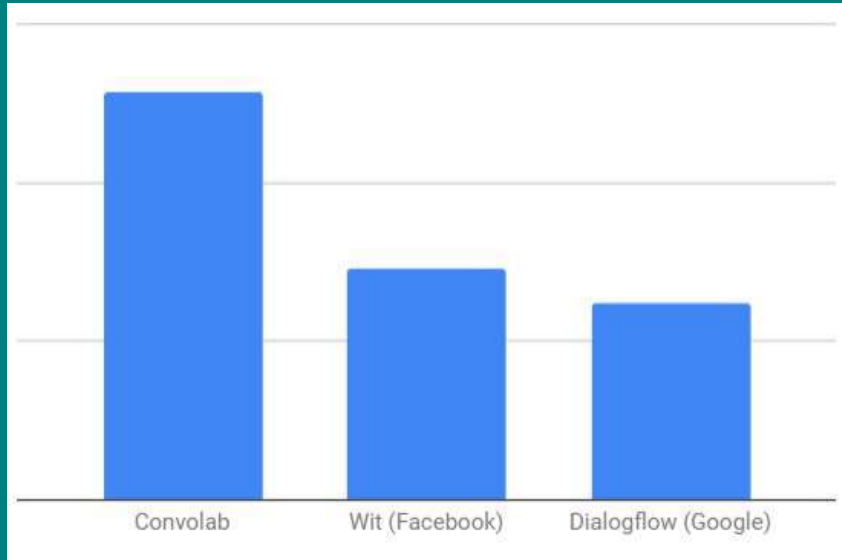
- Look for users whose:** Channel is LINE AongwachiLOCAL X. An "Add rule +" button is available.
- 13 users:** A list of users is displayed, including Kite, Nattaponk, NikQn, F0nn, Art, Poozler, Panawut NC Nuke, and sea. Each user entry shows their profile picture and the time they were last seen (e.g., "Today at 12:23 PM").
- User Profile Detail:** A detailed view of a user named "Art" is shown on the right, including a large profile picture, the name "Art", a "Timestamp" section indicating "FIRST SEEN : Yesterday at 11:21 PM", and a "Last seen" timestamp of "Yesterday at 1:20 PM".

Campaign Detail Section:

- 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:**
 - Message 1:** "Get Gender". Goal: "Entity -> User Gender -> is known". At most: 1 times.
 - Message 2:** "Get Phone". Goal: "Entity -> User Phone -> is known". At most: 1 times.
- + MESSAGE:** A button to add a new message to the campaign.



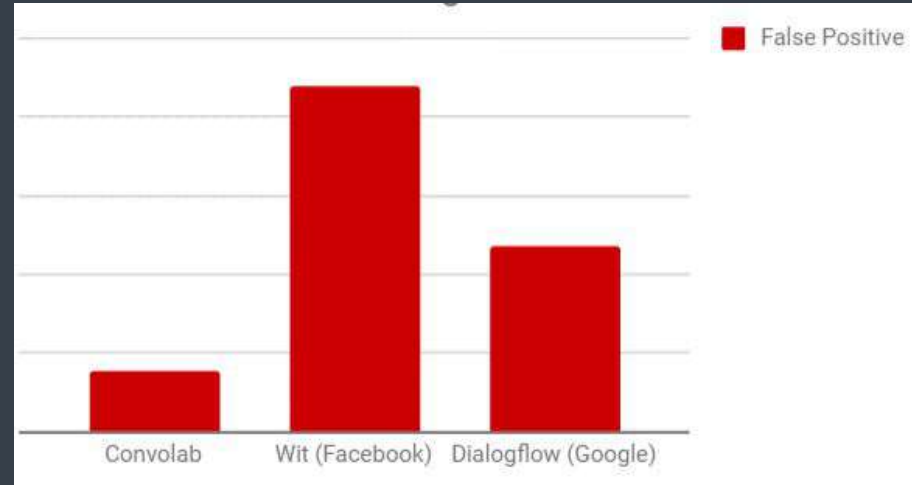
Correct Classification



+108% vs Dialogflow (Google)

+77% vs Wit.ai (Facebook)

False Positive Rate



67% less vs Dialogflow (Google)

82% less vs Wit.ai (Facebook)

Financial & Insurance Corpus

Pre-trained Intents

ask product,ask saving product,ask health product,ask kid product,ask life product,ask accident product,ask senior product,check policy,renew policy info,cancel policy,check application status,check claim status,check cancellation status,check payment status,claim,change address,contact agent,ask contact info,do not disturb,unable to claim,tax deductible,how to apply,document needed to apply,after apply process,ask promotion,where is branch,how to pay,agent check status,agent check commission

Prebuilt Template

- **Lead Generation**
- **Product Browsing**
- **Promotion Browsing**
- **Payment Notification**

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



ConvoLab



Dialogflow



wit.ai

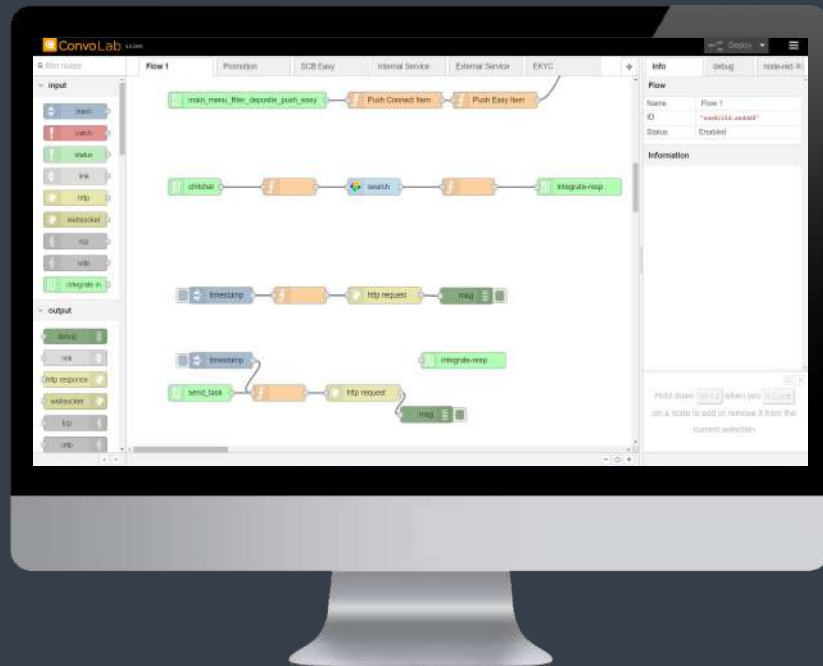
...or your own!



CRM, Inventory, Marketing, backend



Built-in Integration Tool



Customer portfolio

