

A warm, golden-hour photograph of two people shaking hands over a wooden desk. In the background, a laptop is open, and a hand is visible holding a pen over some papers. A watch is also visible on the desk. The scene is framed by a thin blue border.

take
one step beyond

take



18
Years
of Experience

in communication via
message and in complex
systems' integration.



350
MILLION
users

have used Take's platform in
the last 12 months in Brazil.



+1,7
BILLION
messages

and transactions pass through
our platform everyday.

THE BEST COUNT ON US

PARTNERS



The biggest Brazilian mobile operators



CUSTOMERS



A SCENARIO OF EXCELLENCE



CUBO: HIGH TECHNOLOGY COMPANIES' COWORKING SPACE



BH.TEC – MG



2016
2015
2014
2013
2017



Cool Vendors in Brazil, 2017

Published: 20 June 2017 ID: G00328383

Analyst(s): Claudio Neiva, Anshul Gupta, Henrique Cecci, Felix Gaehtgens

Enterprise architecture and technology solutions that local technology providers are developing to address specific Brazilian market needs for technology gaps, while delivering on the

solution that can provide significant advantages for increased effectiveness in combining PAM with configuration and change management.

Take

Brazil, Minas Gerais (<http://take.net>)

Analysis by Claudio Neiva

Why Cool: Take's in-house-developed BLiP product creates and manages chatbot business engagements with customers across multiple messaging platforms: Facebook Messenger, Telegram, Skype, SMS, and chat services on apps or websites. With the BLiP web, it creates new possibilities for managing multiple channels to interact with customers to sell products, perform surveys and provide customer support. Integrated internal and external APIs, such as CRM and AI, enable businesses to build ecosystems in which chatbot skills can be developed by various departments, keeping them orchestrated.

Part of the Brazilian population has simple mobile phones, but all are capable of communication via SMS. SMS can be considered the most democratic way to communicate with customers, and BLiP enables companies to access a wide range of customers through messaging adapted to clients' capabilities.

Take adds new way for a business to use chatbots for customer interactions to gain a perception of customer satisfaction with enterprise services. It enables purchase and payment using chatbots or SMS. Take's platform enables partnerships with telecommunication providers

Key Findings

- The unique IT vendors in this research offer a services and technology — sometimes with a national resources and local expertise.
- Cloud computing continues to expand in Brazil responding to the demand for lean and flexible
- High fraud chargeback rates in Brazil require prevent or reduce losses.
- The Brazilian market for privileged access management adoption rate for these solutions is significant in regions.



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Google

chatbots

analytics

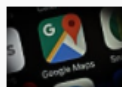
bots

Cloud

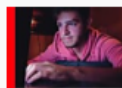
Popular Posts



Tesla Semi has the technical capability to convoy today



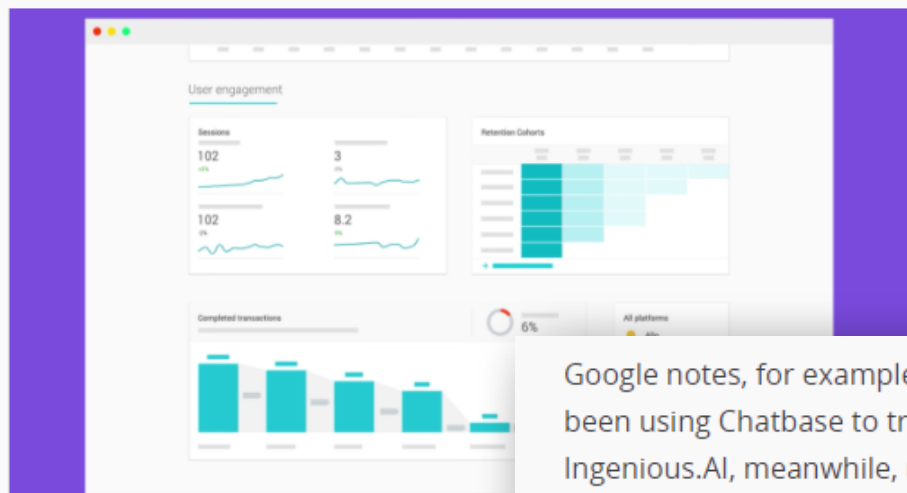
Google Maps got a redesign



Facebook teen-in-residence defects to Google and launches Lies

Google's chatbot analytics platform Chatbase launches to public

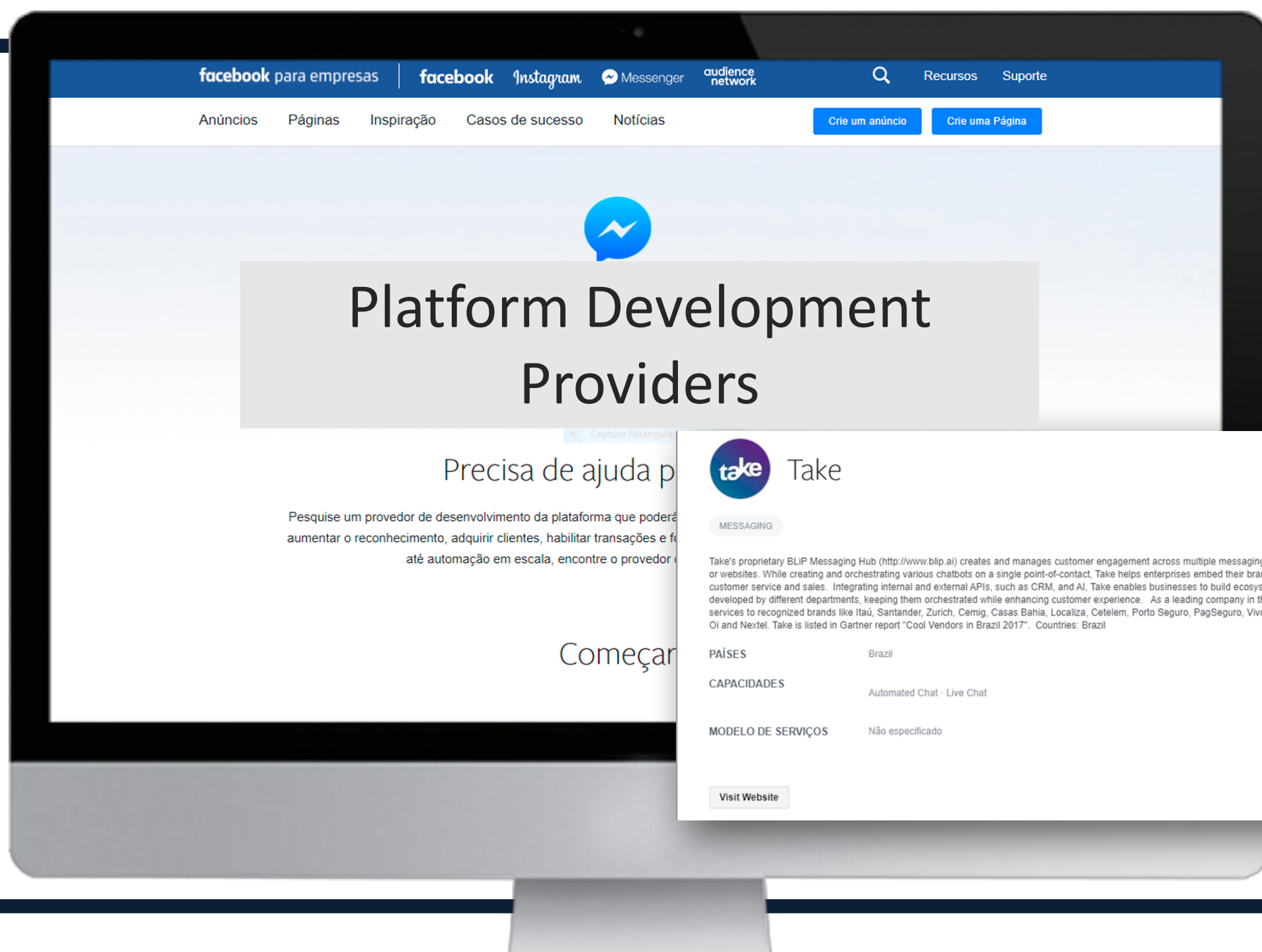
Posted Nov 16, 2017 by [Sarah Perez \(@sarahintampa\)](#)



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Get the top tech stories of the day delivered to your inbox
- ☐ **TC Weekly Roundup**
Get a weekly recap of the biggest tech stories

Google notes, for example, that an early customer, [BLiP](#) – a bot platform for brands – has been using Chatbase to track over 2 million messages to date across over 50 bots. Ingenious.AI, meanwhile, uses Chatbase with a bot built for a large, Australian healthy insurer to help customers of its eyeglass stores. And Keller Williams uses Chatbase with a bot that lets its 170K associates ask questions, manage appointments, connect with other associates, and track their goals.



Platform Development Providers

Precisa de ajuda p...

Pesquise um provedor de desenvolvimento da plataforma que poderá aumentar o reconhecimento, adquirir clientes, habilitar transações e f... até automação em escala, encontre o provedor...

Começar



Take

MESSAGING

Take's proprietary BLIP Messaging Hub (<http://www.blip.ai>) creates and manages customer engagement across multiple messaging platforms and/or chat services on apps or websites. While creating and orchestrating various chatbots on a single point-of-contact, Take helps enterprises embed their brands in messaging applications for customer service and sales. Integrating internal and external APIs, such as CRM, and AI, Take enables businesses to build ecosystems in which chatbot skills can be developed by different departments, keeping them orchestrated while enhancing customer experience. As a leading company in the chatbots ecosystem, Take provides services to recognized brands like Itaú, Santander, Zurich, Cemig, Casas Bahia, Localiza, Cetelem, Porto Seguro, PagSeguro, Vivo (Telefonica), Claro (America Móvil), TIM, Oi and Nextel. Take is listed in Gartner report "Cool Vendors in Brazil 2017". Countries: Brazil

PAÍSES

Brazil

CAPACIDADES

Automated Chat · Live Chat

MODELO DE SERVIÇOS

Não especificado

Visit Website

REVOLUTION IN COMMUNICATION:

Messages above all

COMMUNICATION
in constant
(R)EVOLUTION

Next steps: AI,
voice,
transactions

Communication
Digitalization:
CHATBOTS

Digital
Transformation

We exchange
more messages
than we talk on
the phone or we
use social
networks

We've
changed the
way of
interacting

COMMERCIAL

- Virtual assistant that engages and delivers offers and directs to the site

MARKETING

- Chatbot for events
- Chatbot for qualification and lead nurturing

CUSTOMER SERVICE

- FAQ Bot

INFORMATION TECHNOLOGY

- Chatbot for technical support demands registration

FINANCE

- Bot for refunds and informations on payment

HUMAN RESOURCES

Virtual assistant that provides information about changes in the company

LOGISTICS

- Bot to optimize schedules, deadlines, deliveries' status

**DIFFERENT AREAS
WITHIN YOUR
COMPANY HAVE
ALREADY GOT THE
POINT**

CHALLENGES:



Security



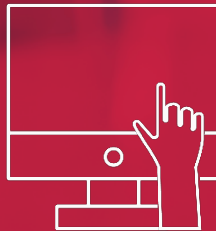
Shadow IT



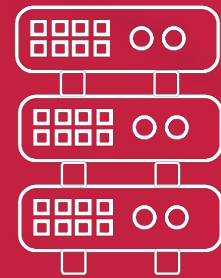
Technology
Governance



Scalability



Availability



Infrastructure

SOLUTIONS?

BOTS FACTORY

On demand ✓
Expert Technical Support ✗

AI PROVIDERS

Watson, Luis, API.ai, WIT... ✓
Application needed to perform integrations ✗

BOT BUILDER

User friendly ✓
Limited resources ✗

INTERNAL RESOURCES

Proximity ✓
Need alignment ✗



SOLUÇÕES?

**What is
really
necessary:**

- **Providing a vendor-agnostic and flexible platform**
- **Safe & Easy Integration**
- **United teamwork**
- **Agility**
- **Compliance**
- **Outcomes**



The logo features a white speech bubble icon on a teal background. The background image shows a person's hand pointing at a tablet displaying CSS code, with another monitor in the background also showing code.

BLiP

APPLIED METHODOLOGIES:

EVOLUTION

Engagement and attraction campaigns, strategic, management and operational reports

EXPERIENCE

Conversation design, graphic elements, structured navigation, NLP, derivation to customer support

MANAGEMENT

Single contact, several areas, different roles, independent roadmaps with agility.

INTEGRATION

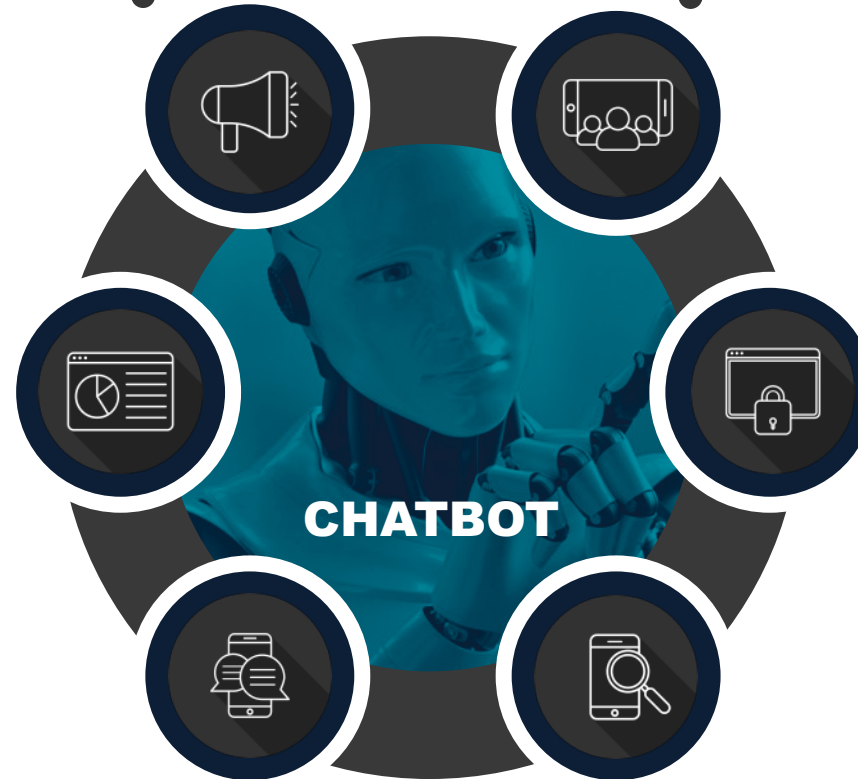
Public apps, private channels, APIs, CRMs, ERPs and BIs Hubs

TRANSACTION

Authentication, Authorization, transactional APIs' consumption

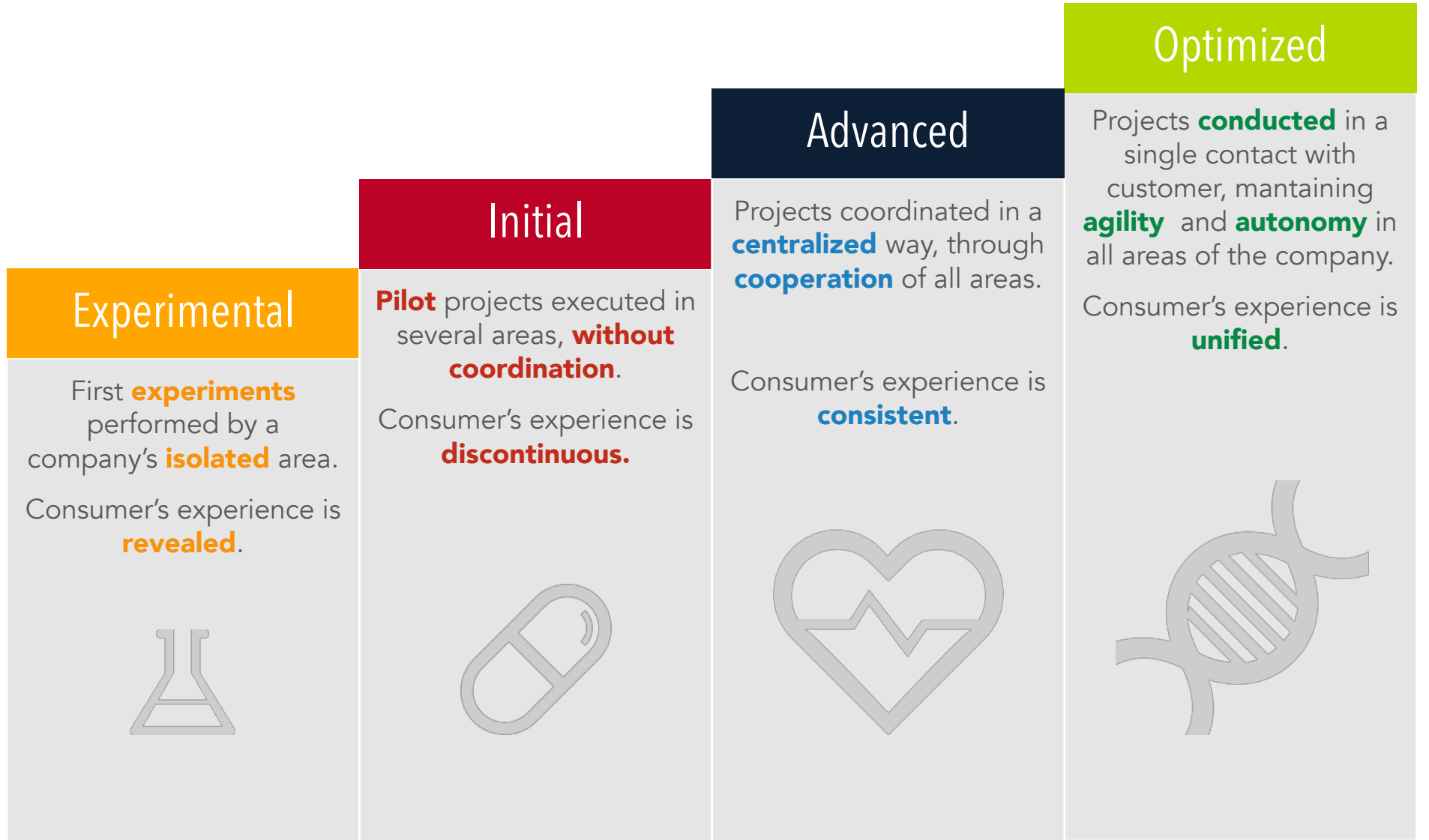
INFORMATION

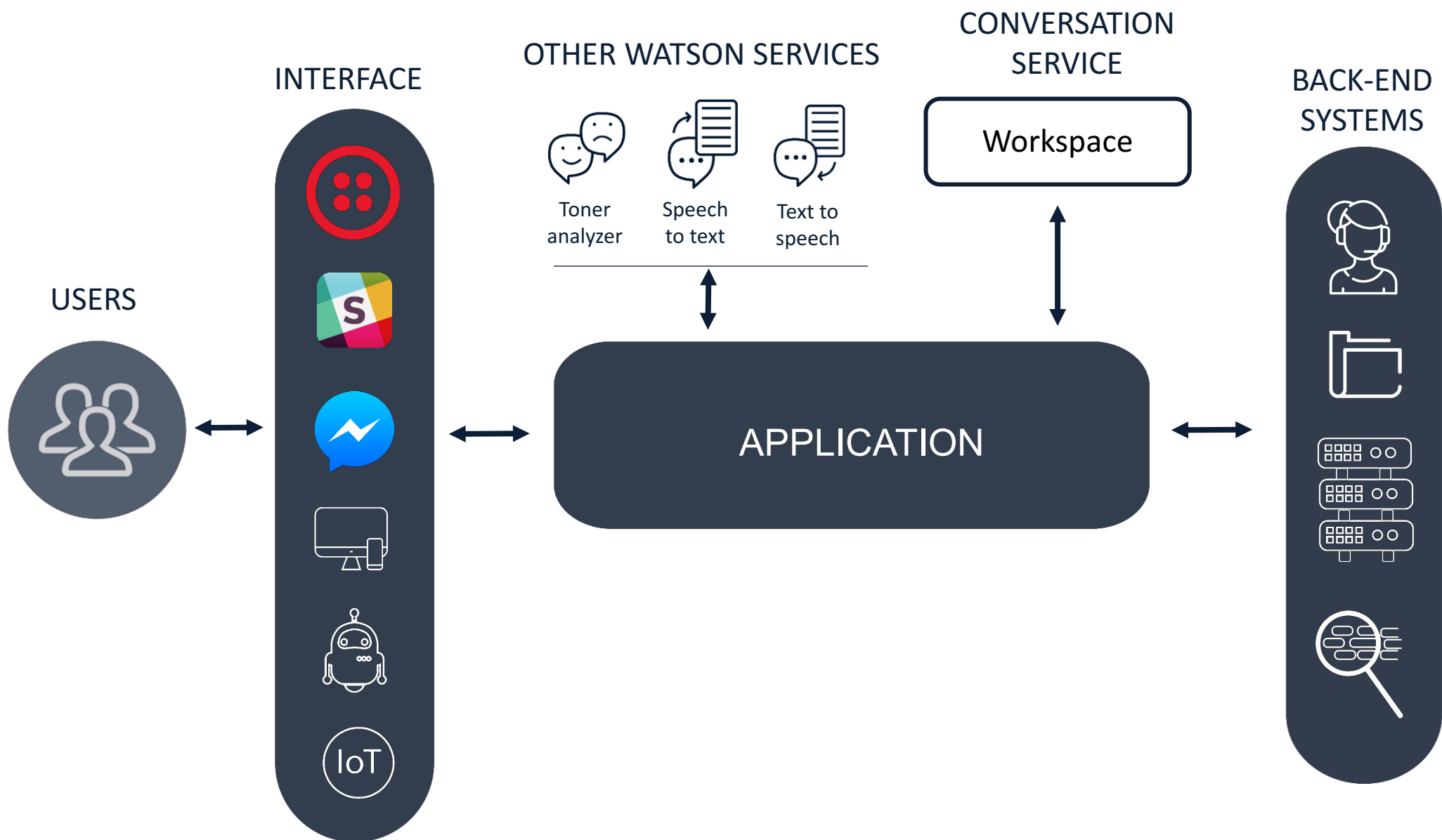
Knowledge base, artificial intelligent model, improvement.

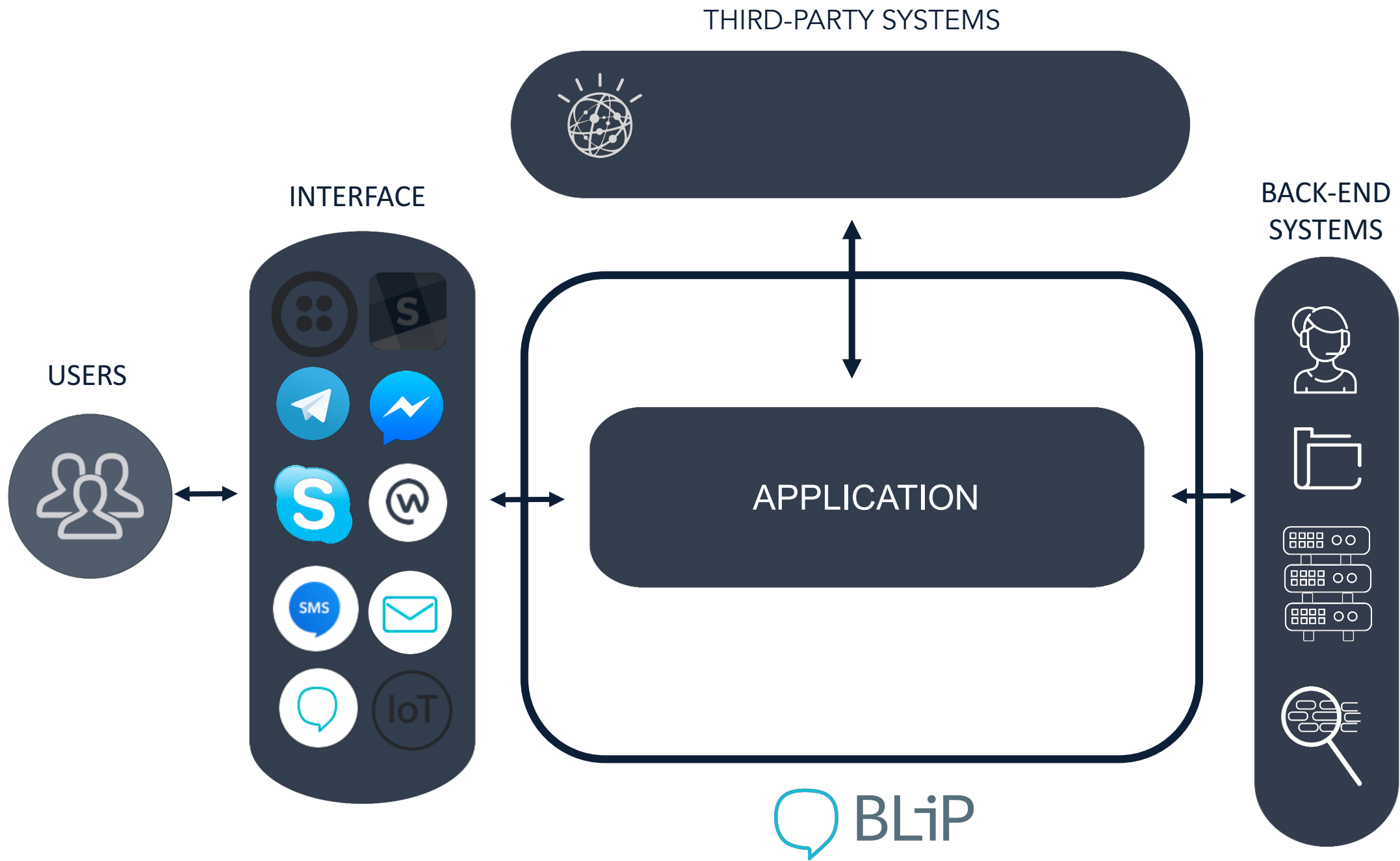


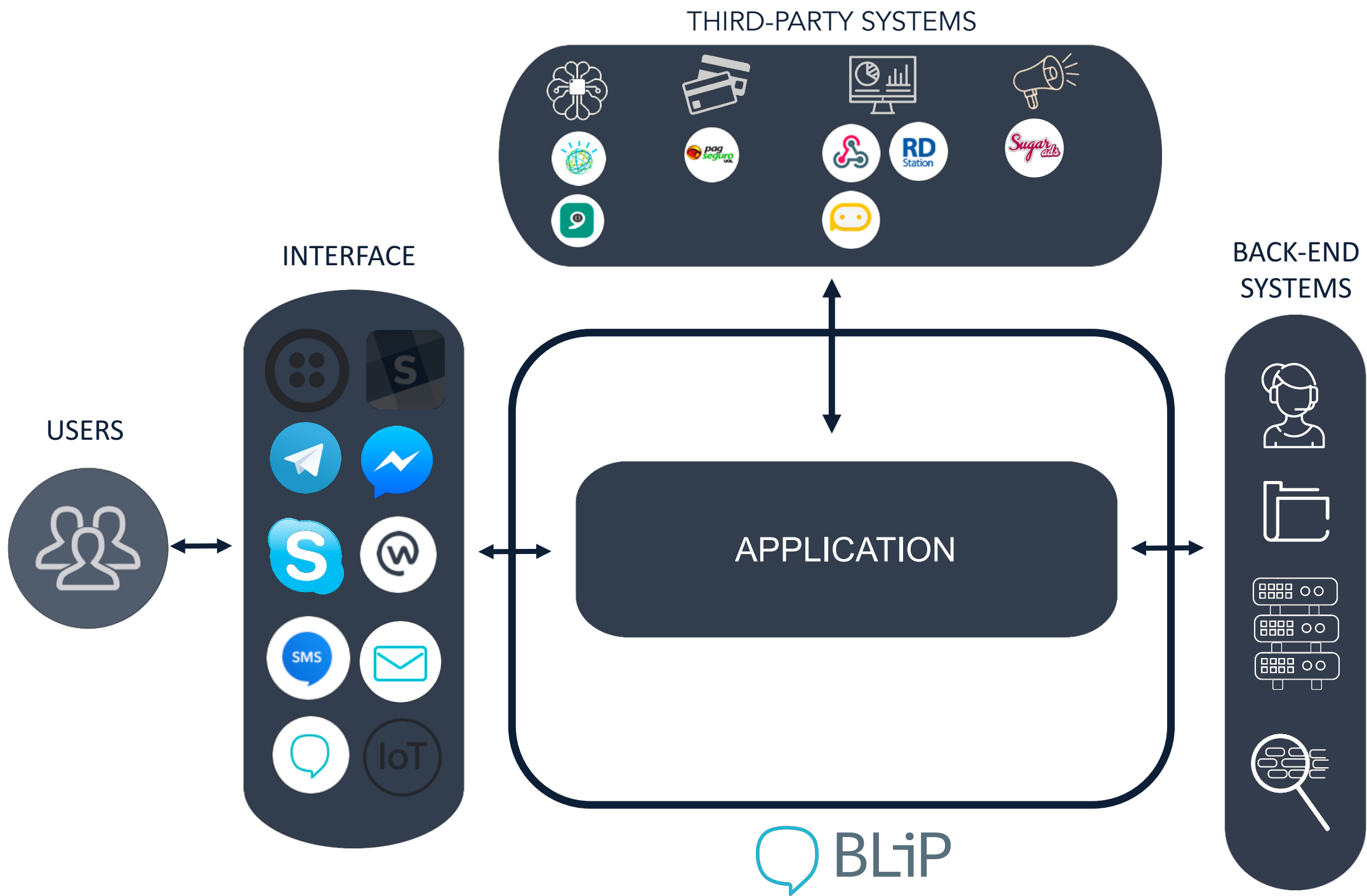
CHATBOT

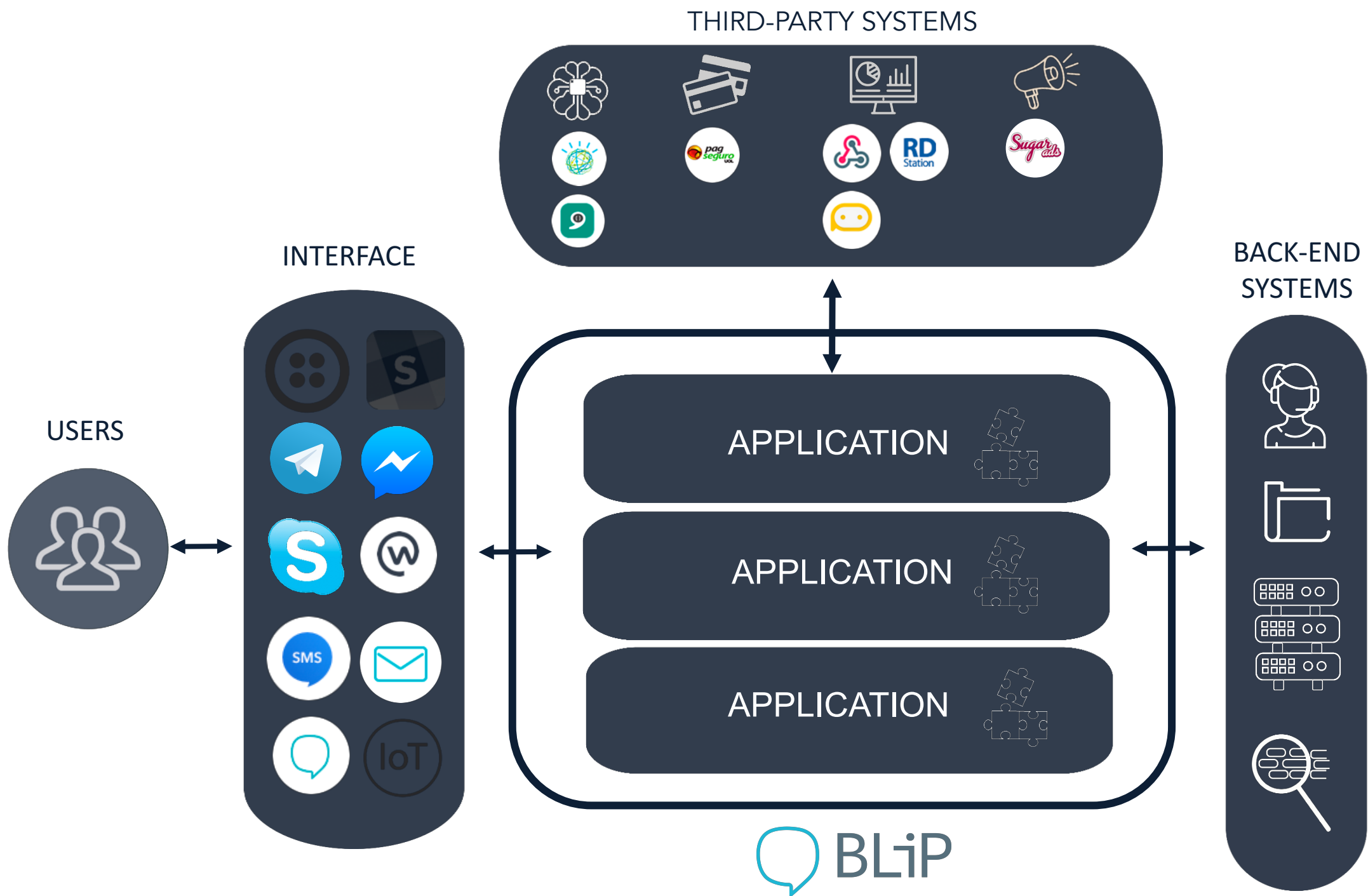
Dimensions:
STRATEGY
EXPERIENCE
TECHNOLOGY

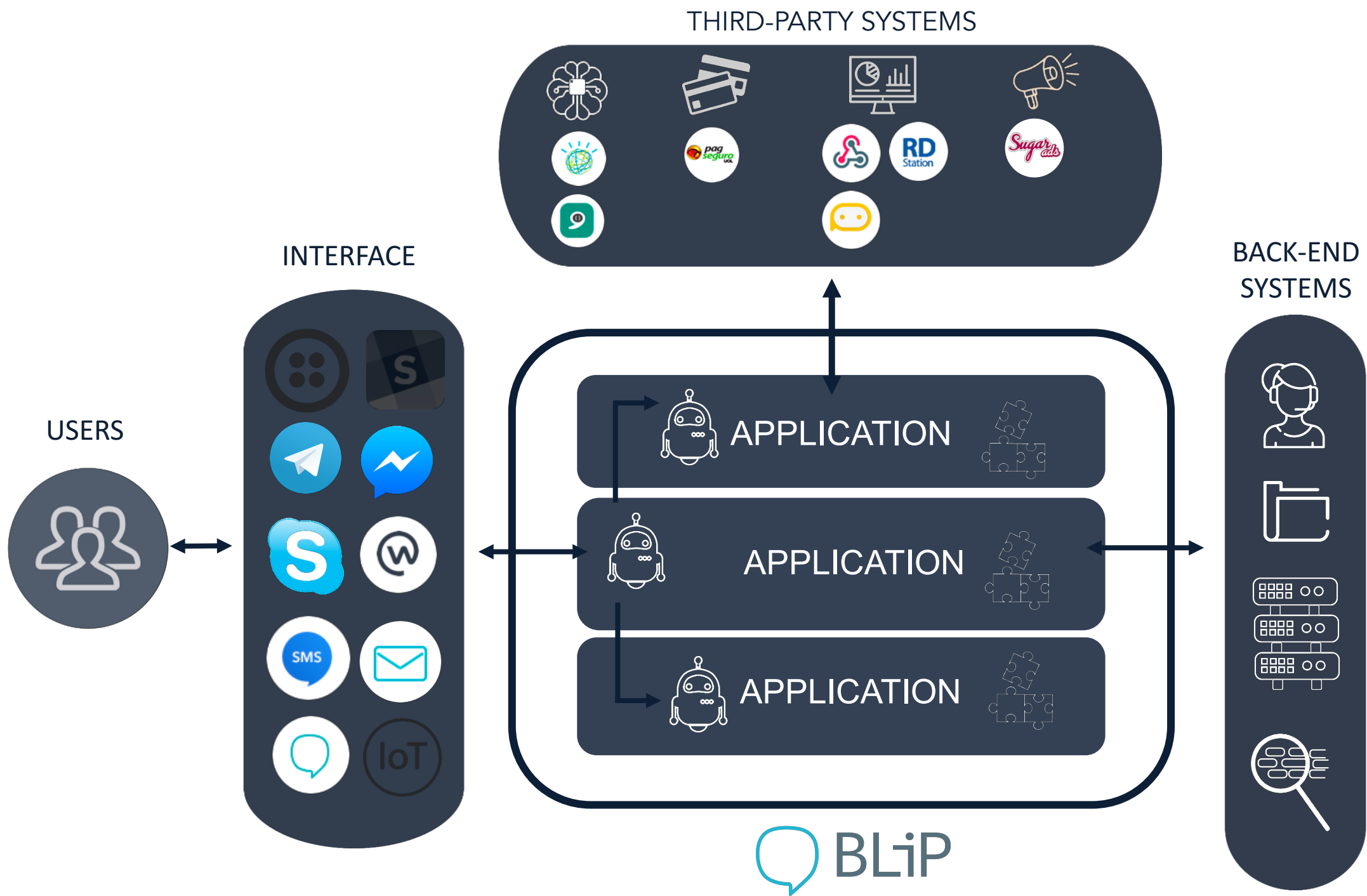


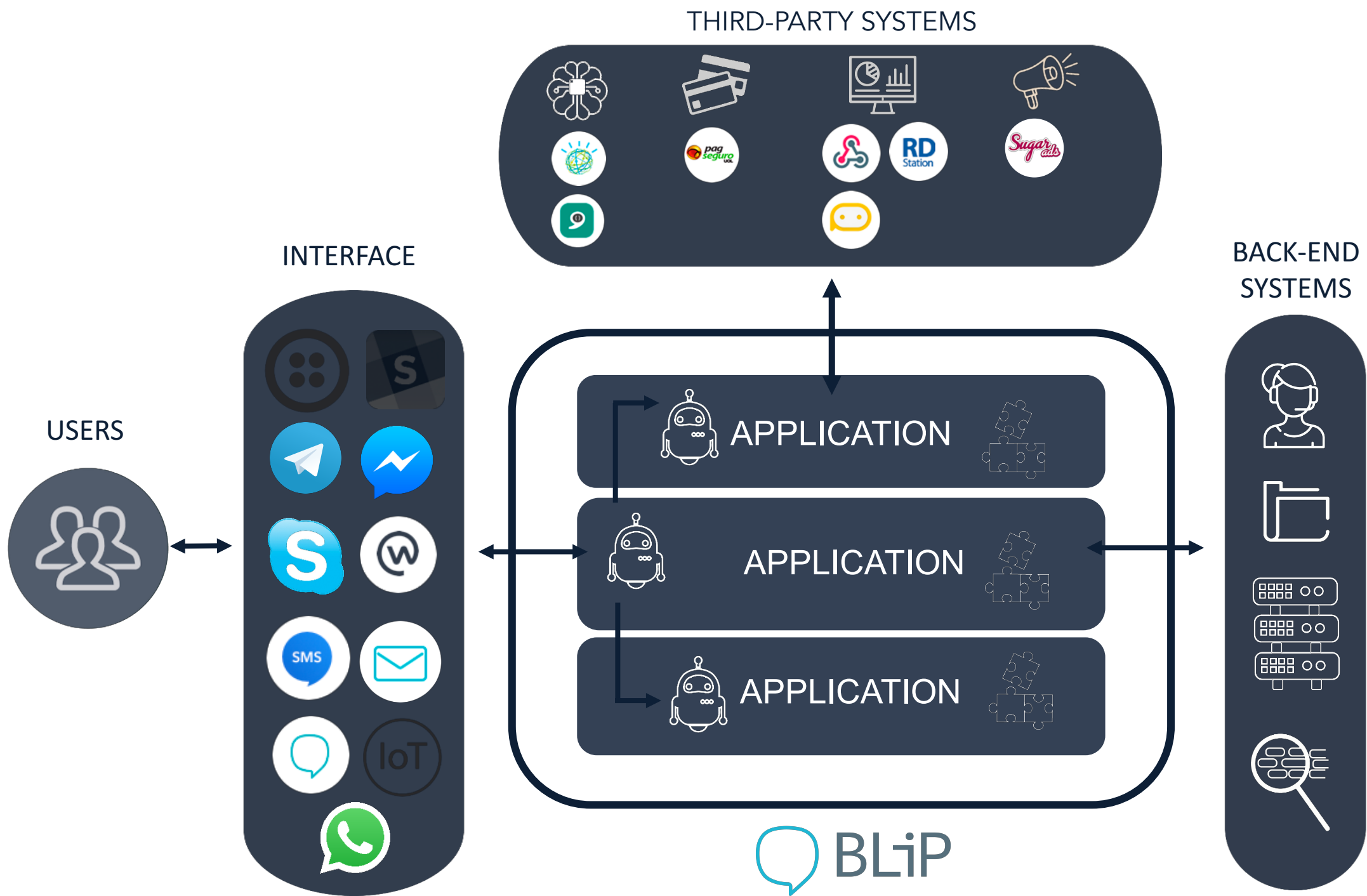


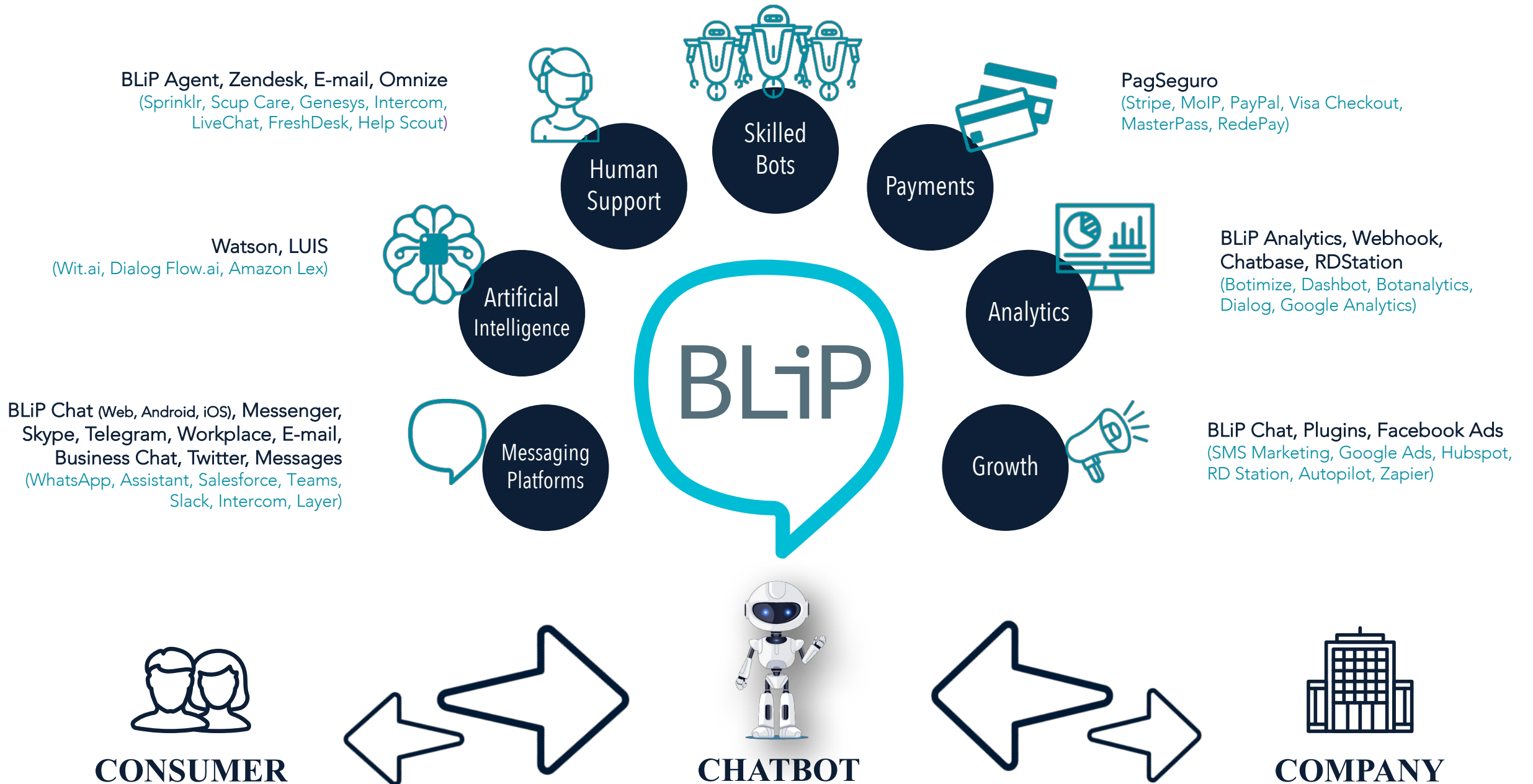






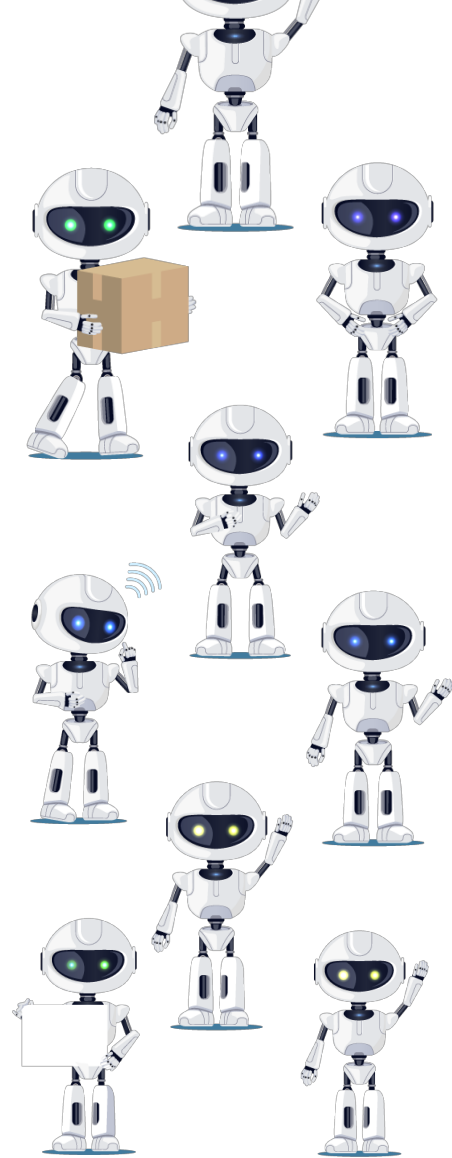








ROBUSTNESS



**+3,5 mil bots
created**

**15 million
exchanged messages/month**



**1,2 million unique
users/month**

SECURITY: Encrypted communication, support to classified content

SCALABILITY: BLiP works in any cloud service

COMPLIANCE: Access hierarchy, conversation threads

99,5%
SLA

24x7
Support

Dedicated
Account

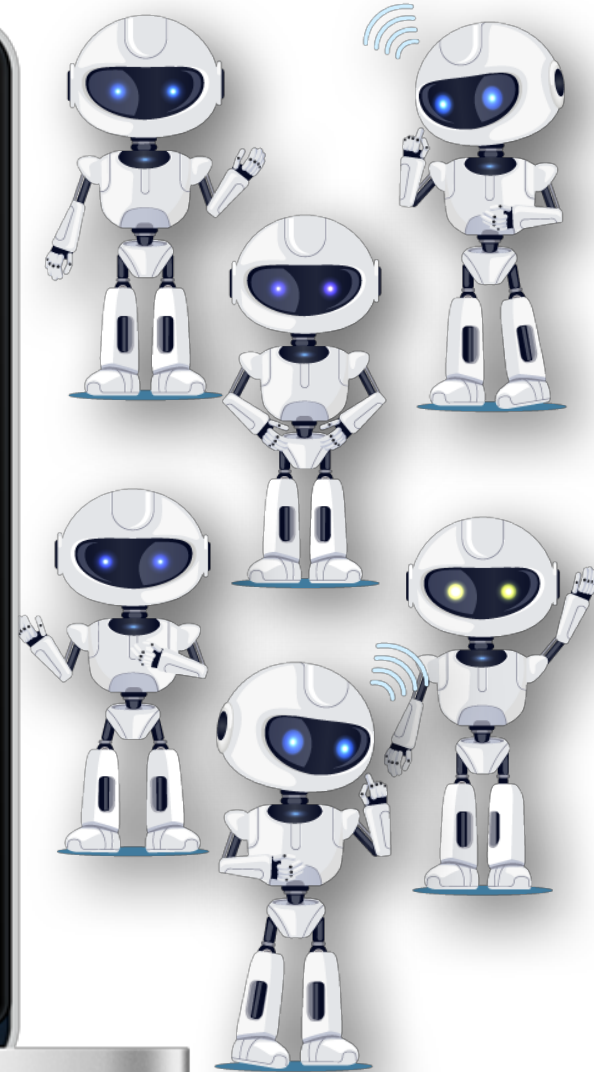
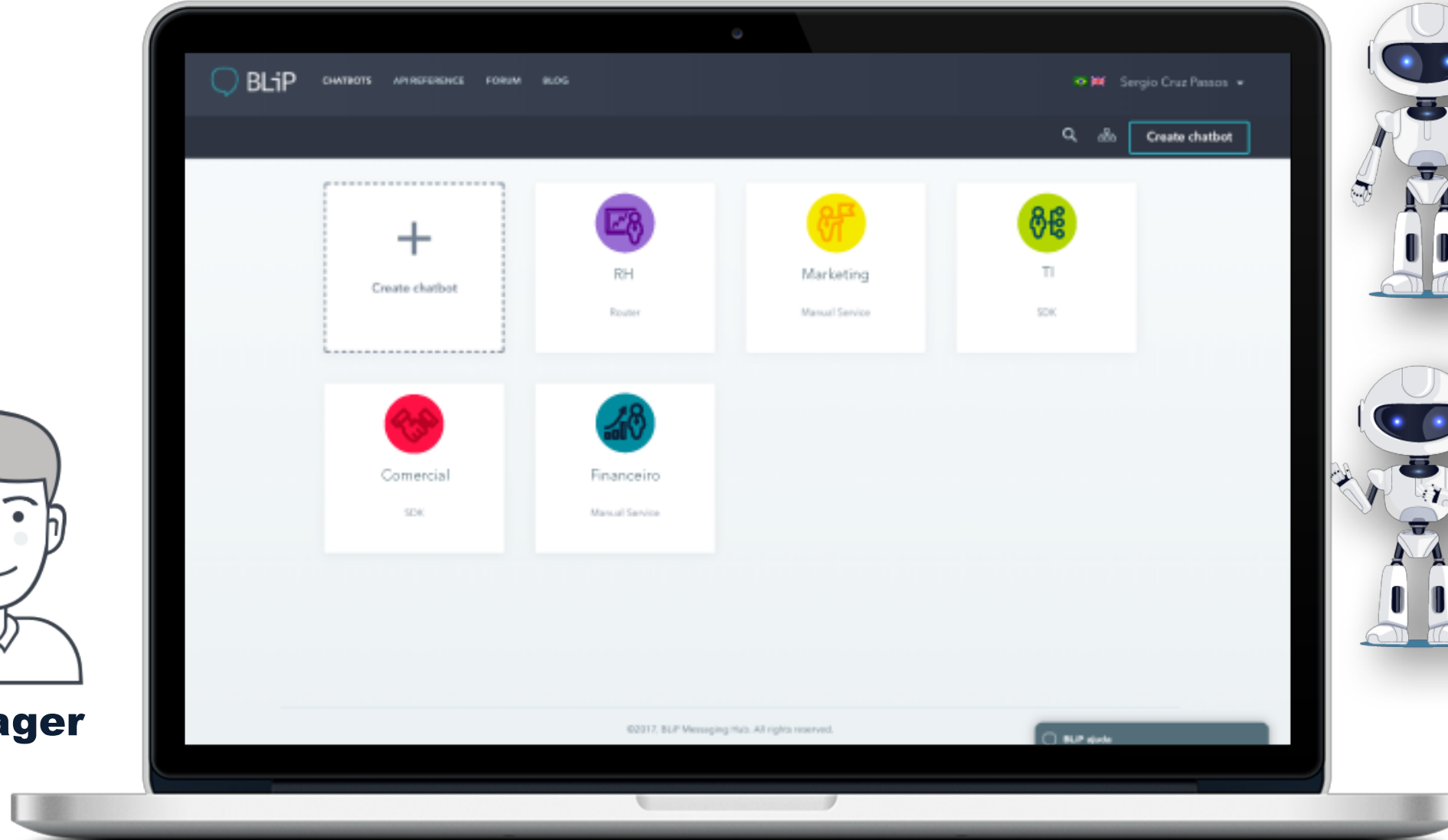
Consulting
Professional Services



TEAMWORK UNIFICATION:



Manager



Managing multiple chatbots

Working with teams



Manager

Team ⓘ [+ Add Member](#)

Add people to your team and give permissions for them to change the Chatbot.

Add member

user-ai@company.com

	No permissions	Read	Read and write
Bot editing	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Configurations	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Channels	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Payments	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Messages	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Team	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Artificial intelligence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

BLiP ajuda



Agent



**Chatbot
Trainer**



AI Expert



Marketing



UX Designer

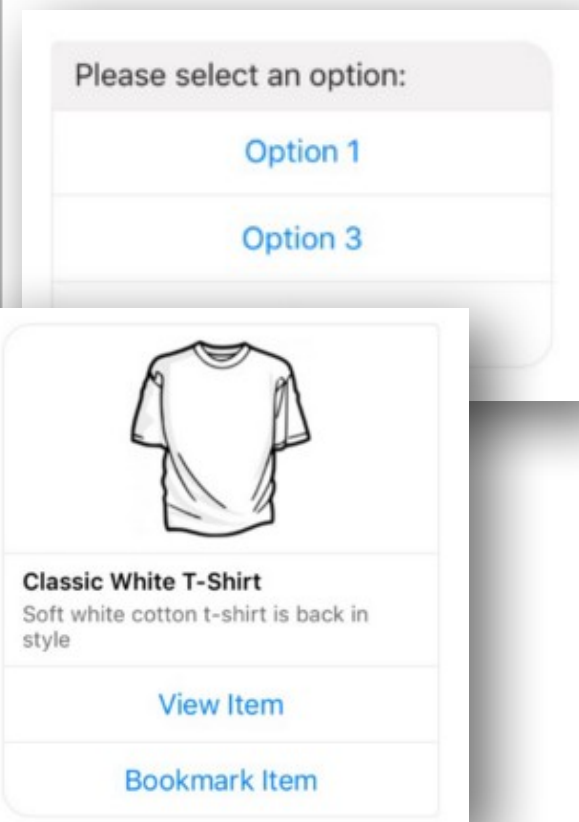
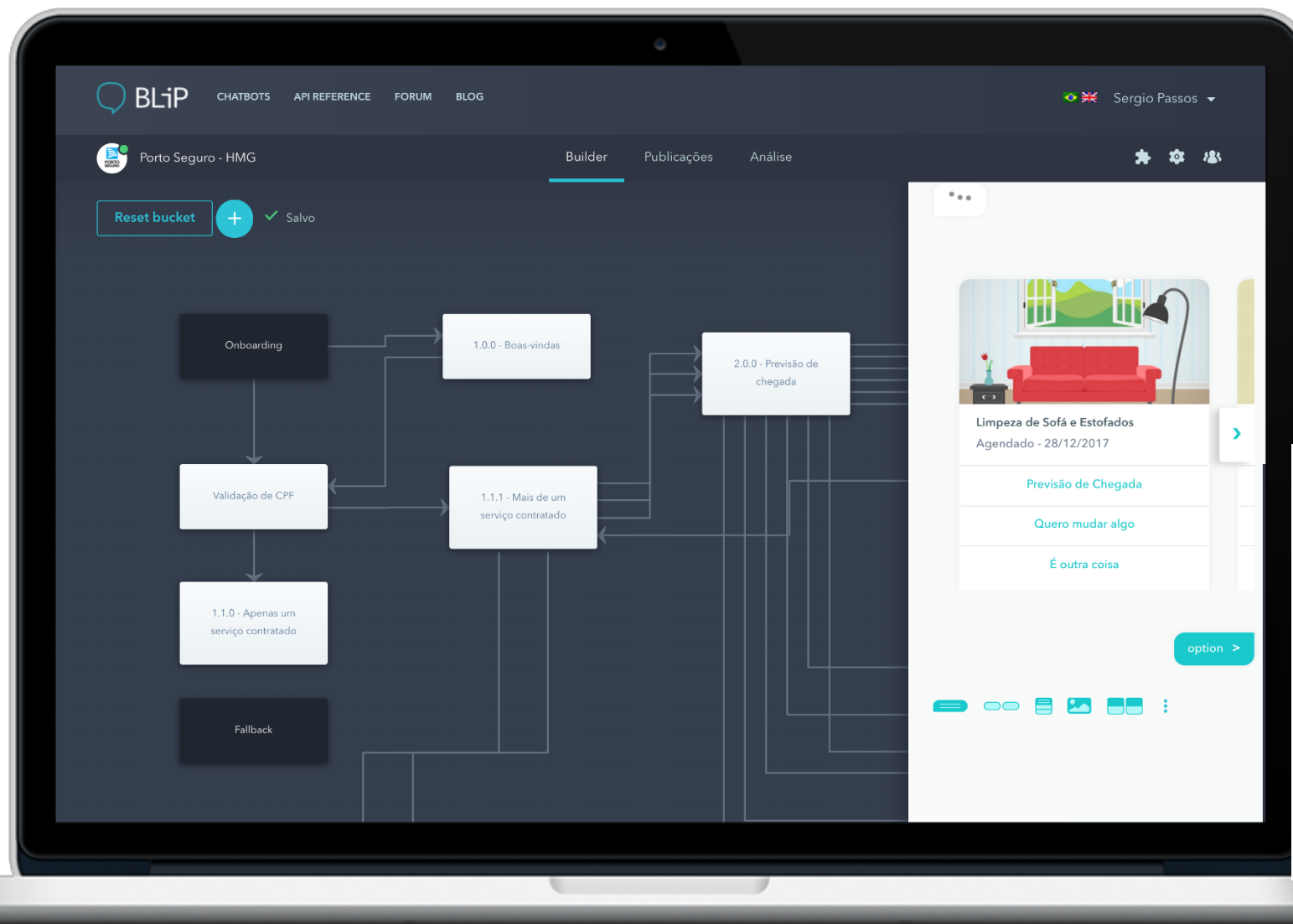


Developer

Conversation Builder



UX Designer



API Doc & Forum



Developer

BLiP BETA

Search

Introduction

Concepts

SDK

Webhook

Authentication

Content Types

Plain Text

Media link

Chat state

Location

Multimedia menu

Collection

List

Select

Payment receipt

Web link

Payment Invoice

Native Content

Sensitive Information

User input

Resource

Redirect

Content Types Samples

Extensions

Plain Text

MIME type

text/plain

Allows sending and receiving simple text messages.

For more details, check the especification of [LIME protocol](#).

Note: Some channels may have limit of characters

Channel mapping

Channel	Type
BLiP Chat	Text
Messenger	Text message
SMS	Text
Skype	Activity
Telegram	Message

Media link

C#

JavaScript

HTTP

```
using System;
using System.Collections.Generic;
using System.Threading;
using System.Threading.Tasks;
using Lime.Messaging.Contents;
using Lime.Protocol;
using Take.Blip.Client;

//Replying a received message
public class PlainTextMessageHandler : IMessageHandler
{
    private readonly ISender _sender;
    private readonly Settings _settings;

    public PlainTextMessageHandler(ISender sender, Settings settings)
    {
        _sender = sender;
        _settings = settings;
    }

    public async Task ReceiveAsync(MessageToken token)
    {
        var document = new PlainTextMessageContent(
            help you?"");
        await _sender.SendMessage(token, document);
    }
}
```

Sending a message to a Messenger recipient:

BLiP BETA

Entrar

Search

Menu

todas as categorias

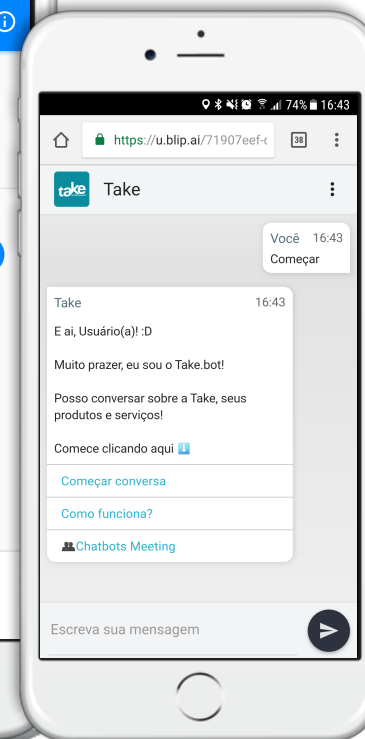
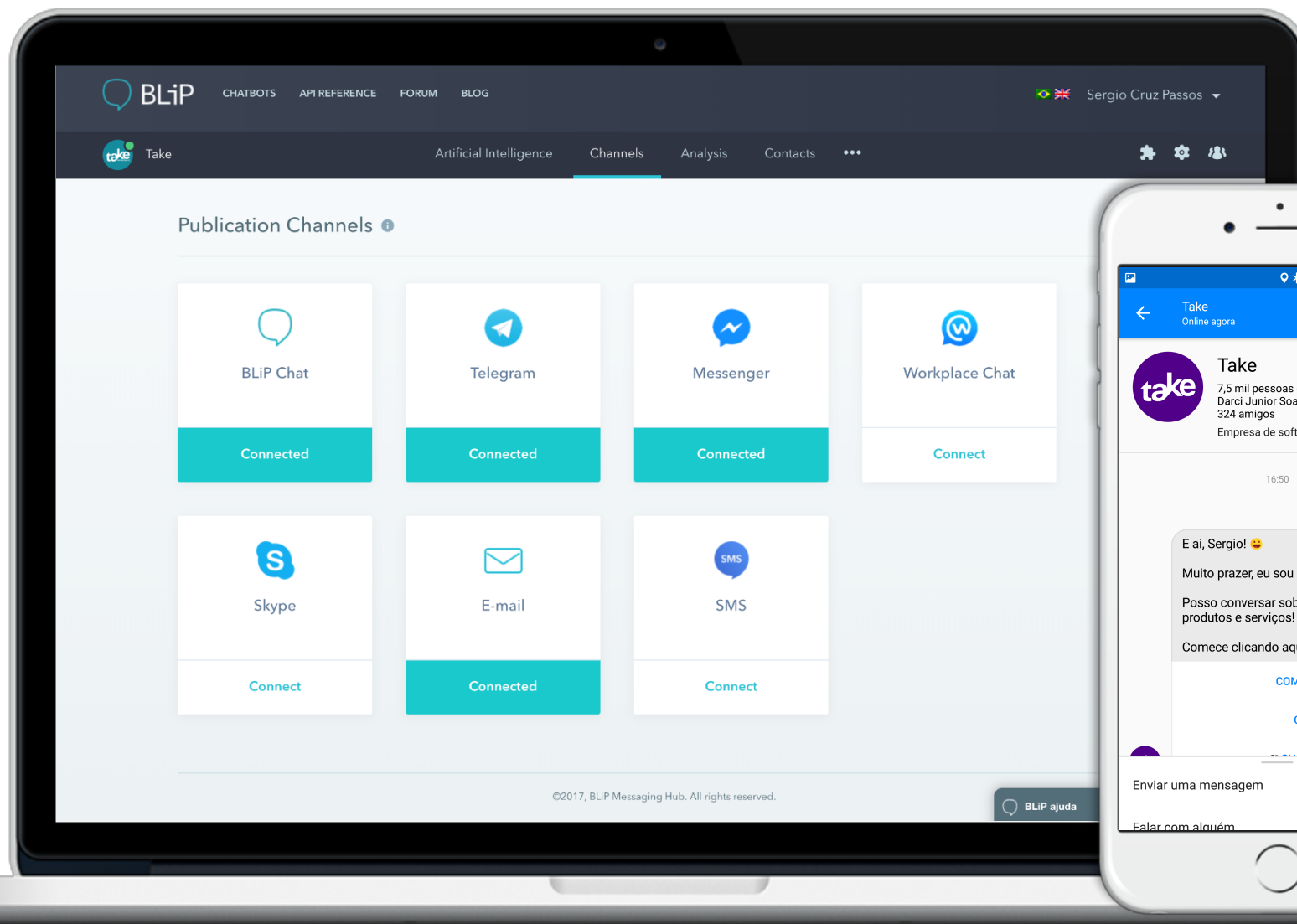
Recente

Melhores

Categorias

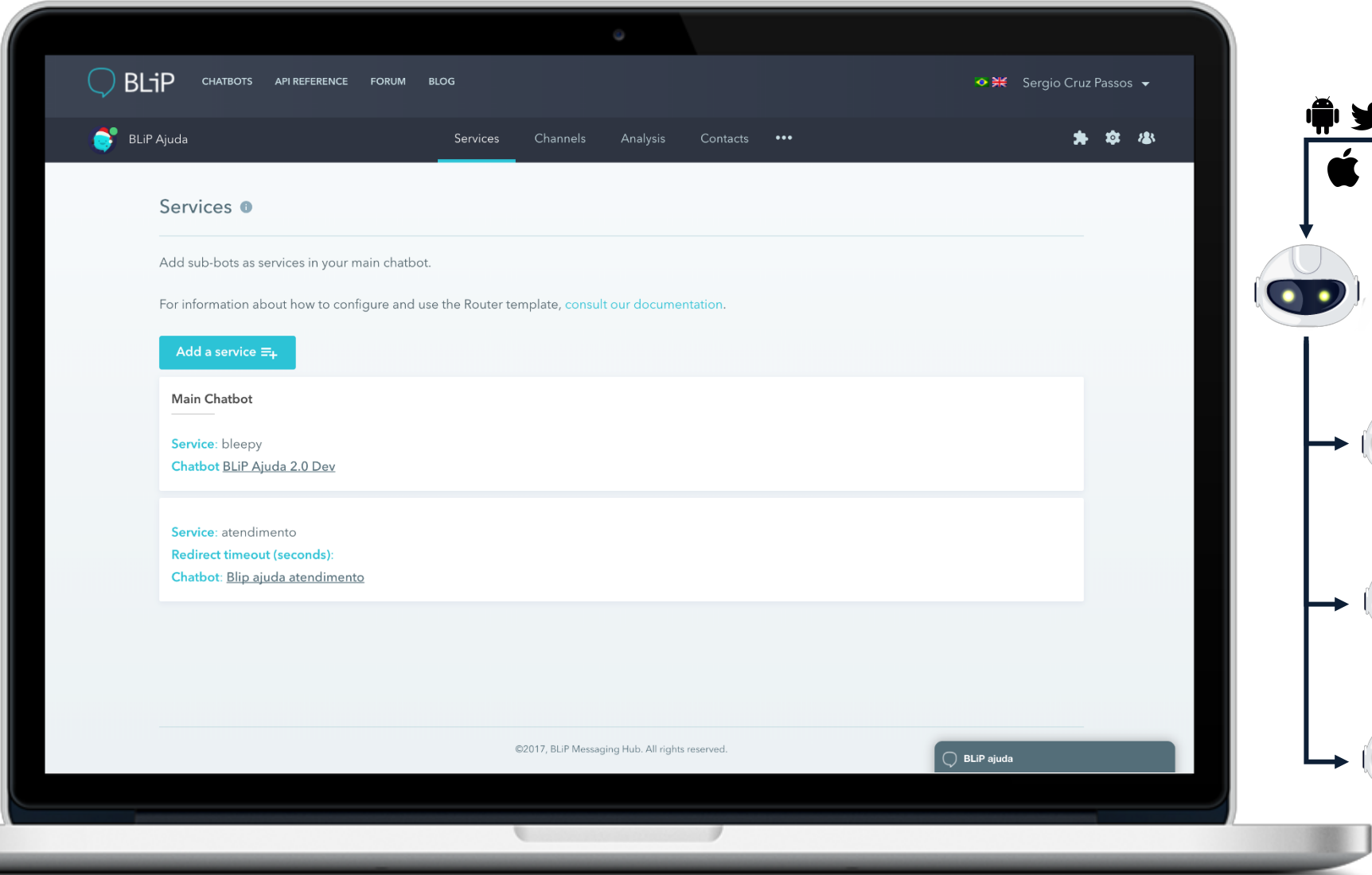
Tópico	Categoria	Usuários	Respostas	Visualizações	Atividade
Bem vindo ao BLiP Forum					
Olá e seja bem-vindo(a) ao BLiP! Estamos a disposição para ajudá-lo com dúvidas técnicas relacionadas ao uso do plataforma e dos SDKs. Também fique a vontade para submeter sugestões de funcionalidades que possam ser úteis... leia mais					
Quick reply desaparece se antecedido por Media link - Facebook	Issues	1	2	5	20h
Menu com mais de três opções	Questions	1	2	18	20h
[Resolvido] Resgatando dados dos usuários através do IDirectoryExtension	Questions	2	2	10	1d
[Resolvido] Erro setando status	Issues	2	2	14	1d
Chatbot Facebook Locations	Questions	1	1	24	1d
Atendimento manual com pré-direcionamento	Questions	1	1	20	1d
Erro intermitente de consulta ao Bucket	Issues	8	8	53	7d
[Resolvido] Utilizar canal SMS take.io	Questions	4	4	48	10d
[Resolvido] Fluxo de Chatbot Homologação e Produção	Questions	1	1	30	14d
Blip Chat com mensagens no console	Questions	1	1	29	15d
[Resolvido] Salvar o nome do usuário em uma conversa do BlipChat - NodeJS	Questions	5	5	53	21d
[Resolvido] O retorno de uma consulta das Threads está vindo vazio	Issues	1	1	37	21d

Messaging Platforms

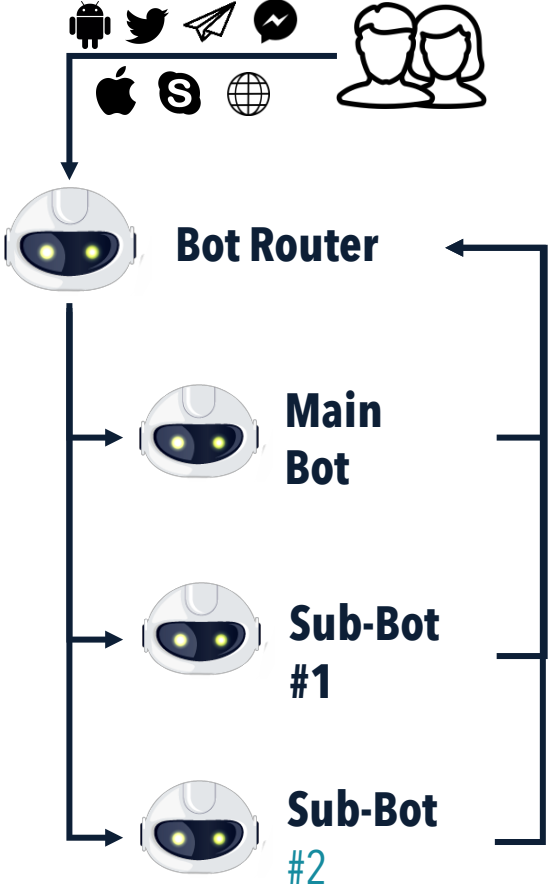


Developer

Skilled Bots



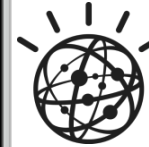
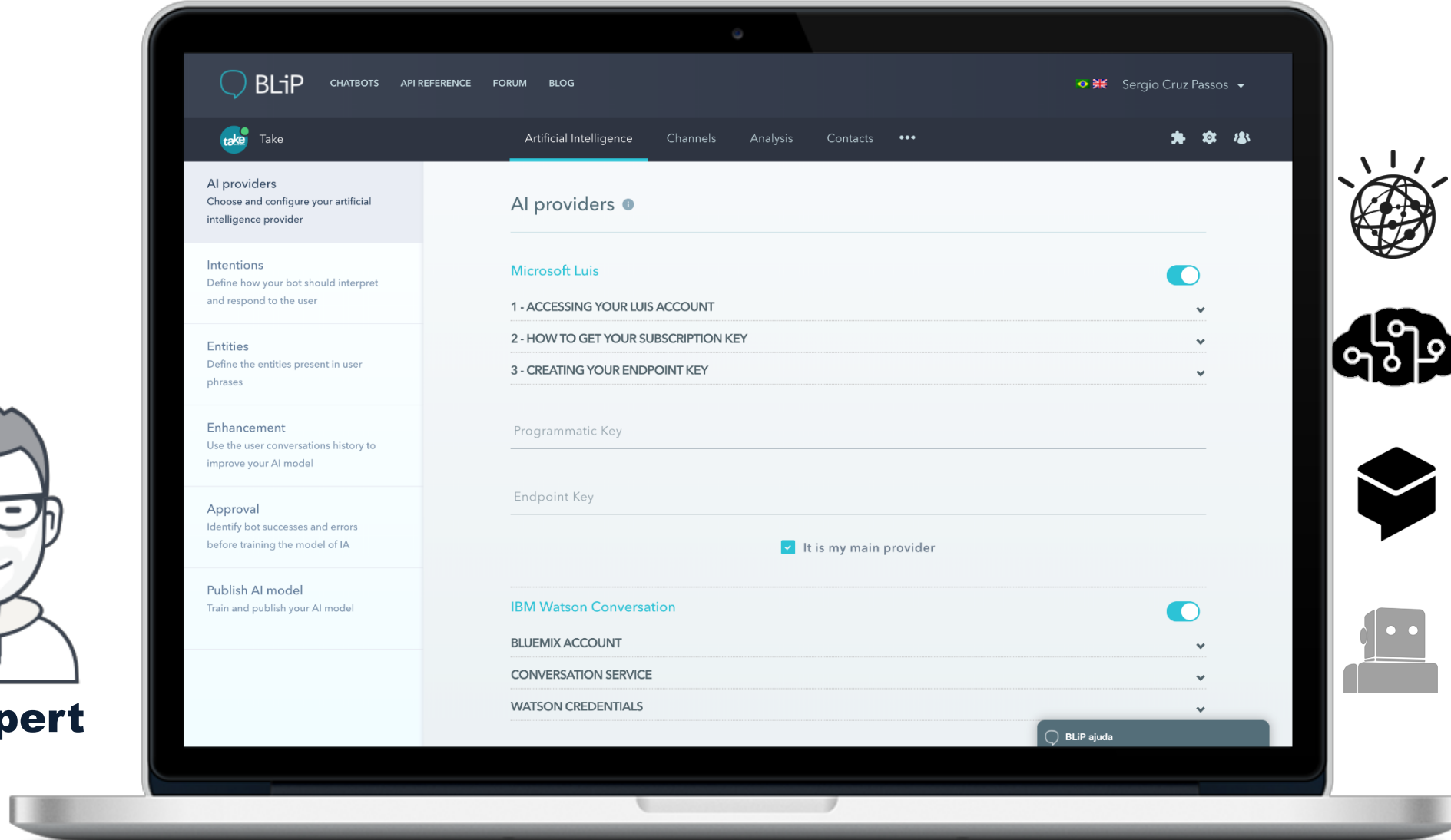
Developer



Artificial Intelligence: Providers



AI Expert



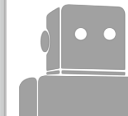
IBM Watson



Microsoft LUIS



*Google API.ai



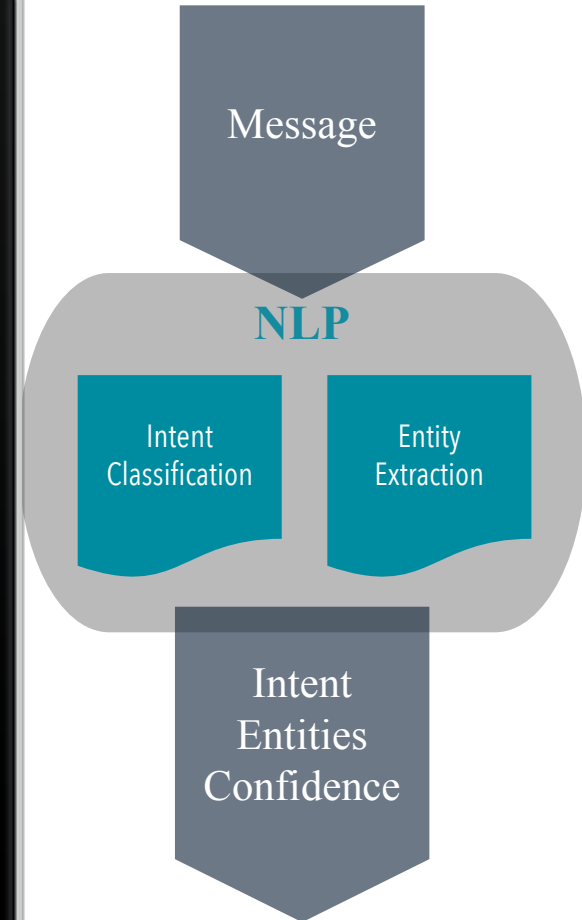
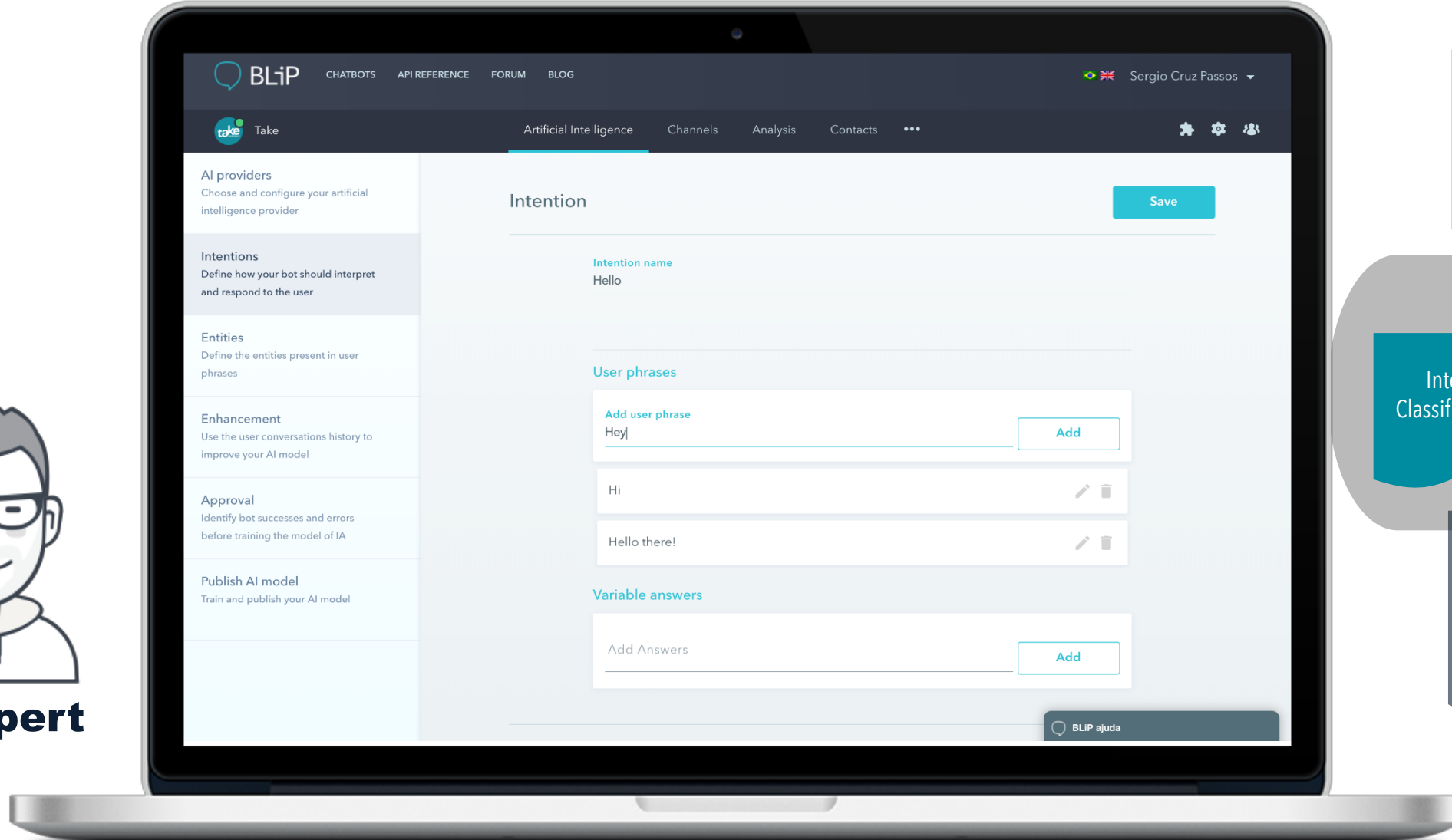
*Facebook WIT.ai

* UNDER DEVELOPMENT

Artificial Intelligence: Modeling



AI Expert



Artificial Intelligence: Enhancement



**Chatbot
Trainer**

BLiP CHATBOTS API REFERENCE FORUM BLOG Sergio Cruz Passos

Chatbot4devs Artificial Intelligence Channels Analysis Contacts

AI providers
Choose and configure your artificial intelligence provider

Intentions
Define how your bot should interpret and respond to the user

Entities
Define the entities present in user phrases

Enhancement
Use the user conversations history to improve your AI model

Approval
Identify bot successes and errors before training the model of IA

Publish AI model
Train and publish your AI model

Enhancement ⓘ

See suggestions given by artificial intelligence provider to user phrases

Filter by: Intention ▾ Reliability ▾ 19/11/2017 13:22 - 20/12/2017 13:22

Default fallback intent x

EXPORT UPDATE 5 RESULTS FOUND

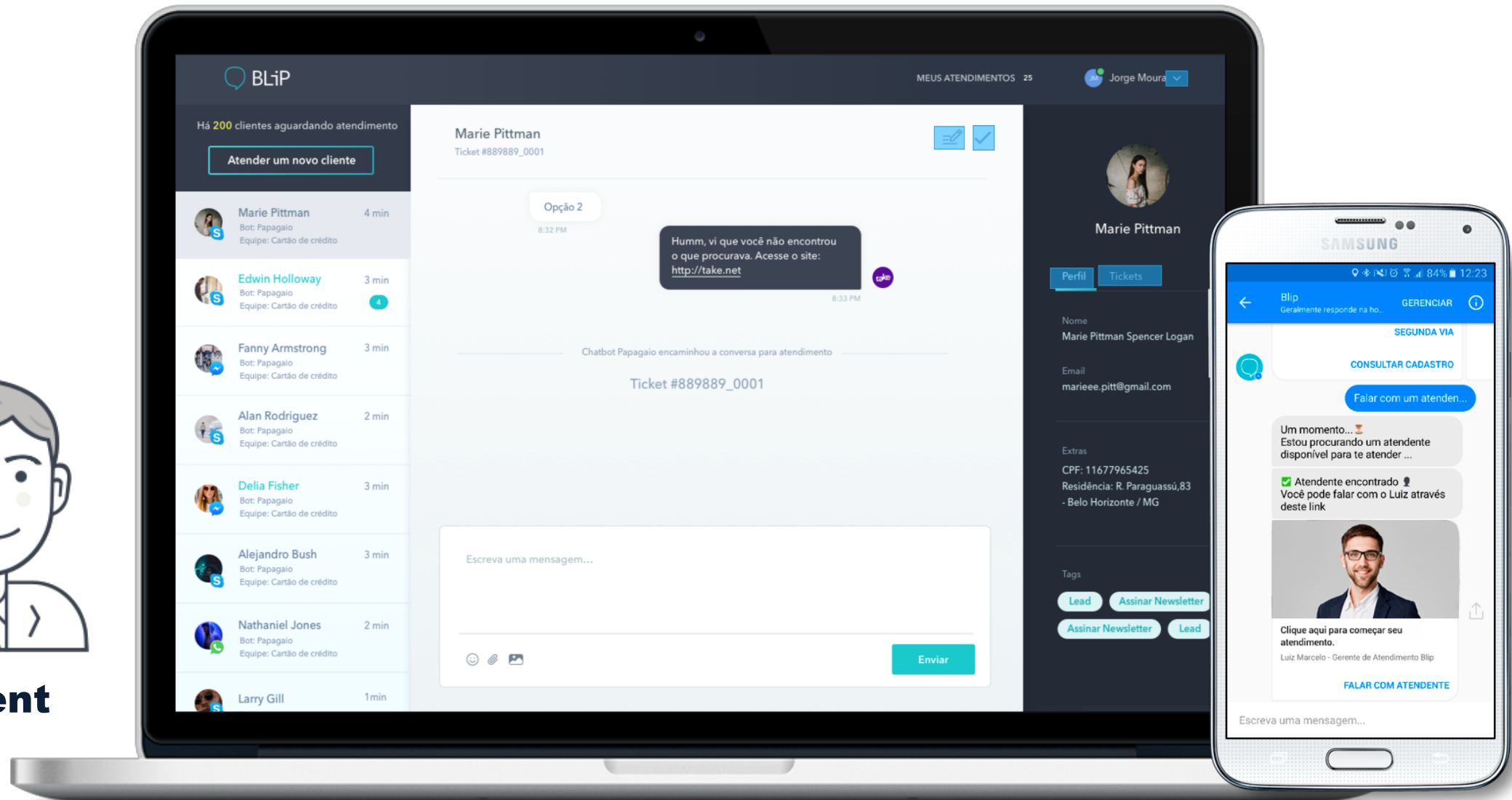
User phrases ae	Intention Default fallback intent	Reliability 7.08%	👍👎⋮
User phrases ae	Intention Default fallback intent	Reliability 7.08%	👍👎⋮
User phrases ae	Intention Default fallback intent	Reliability 7.08%	👍👎⋮
User phrases qual o site?	Intention Default fallback intent	Reliability 36.46%	👍👎⋮
User phrases	Intention	Reliability	

BLiP ajuda

Human support



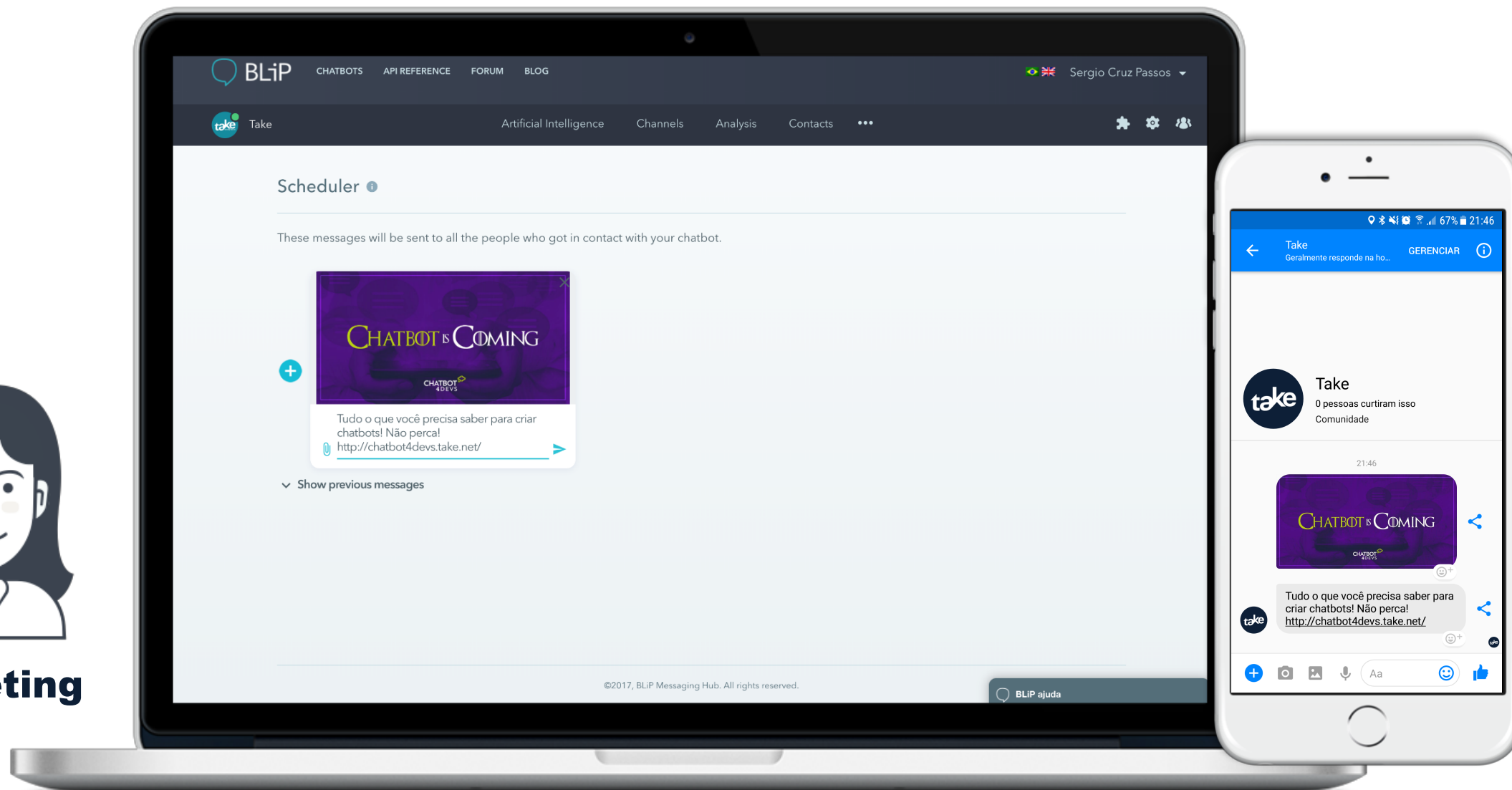
Agent



Growth Automation



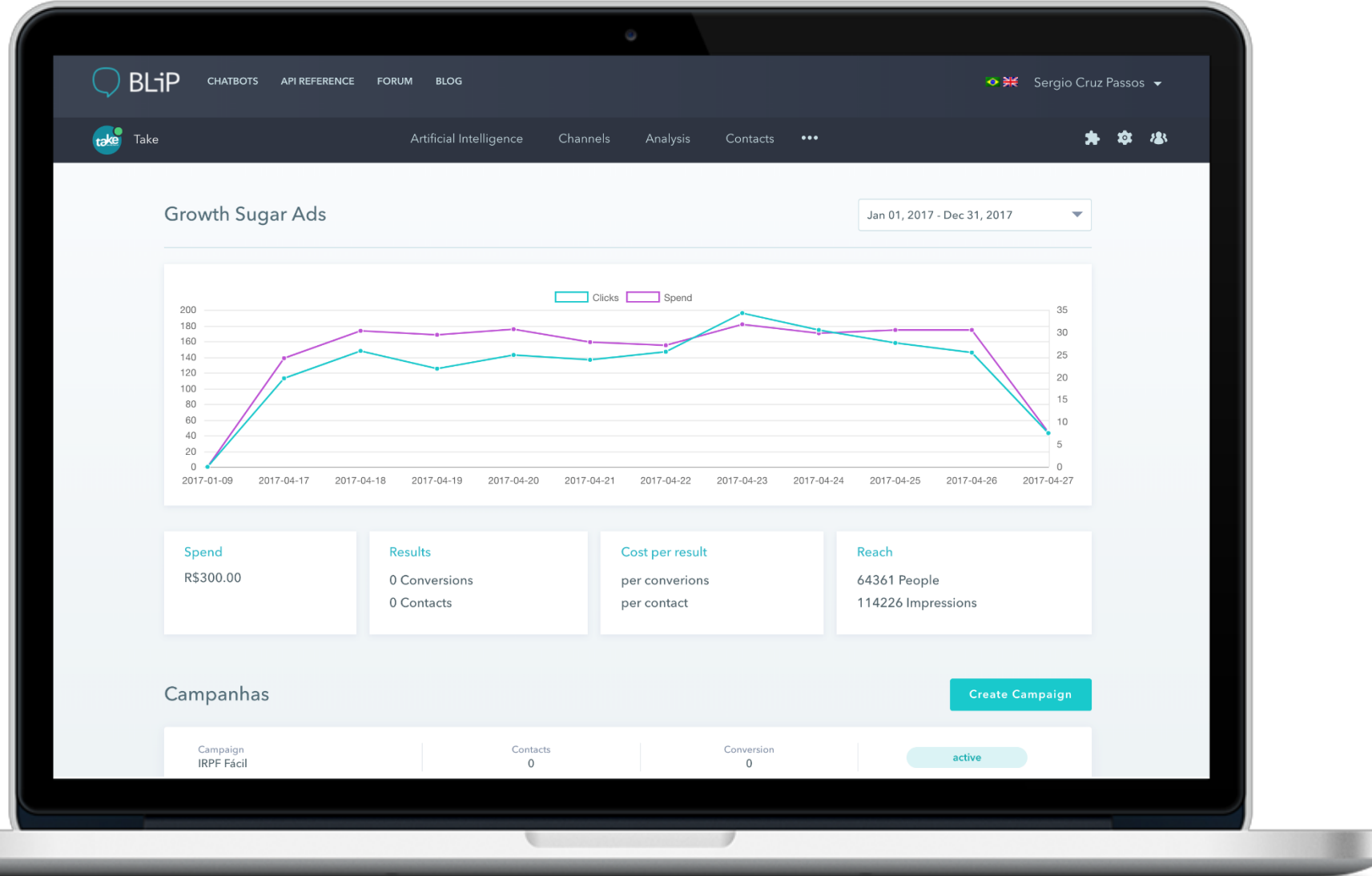
Marketing



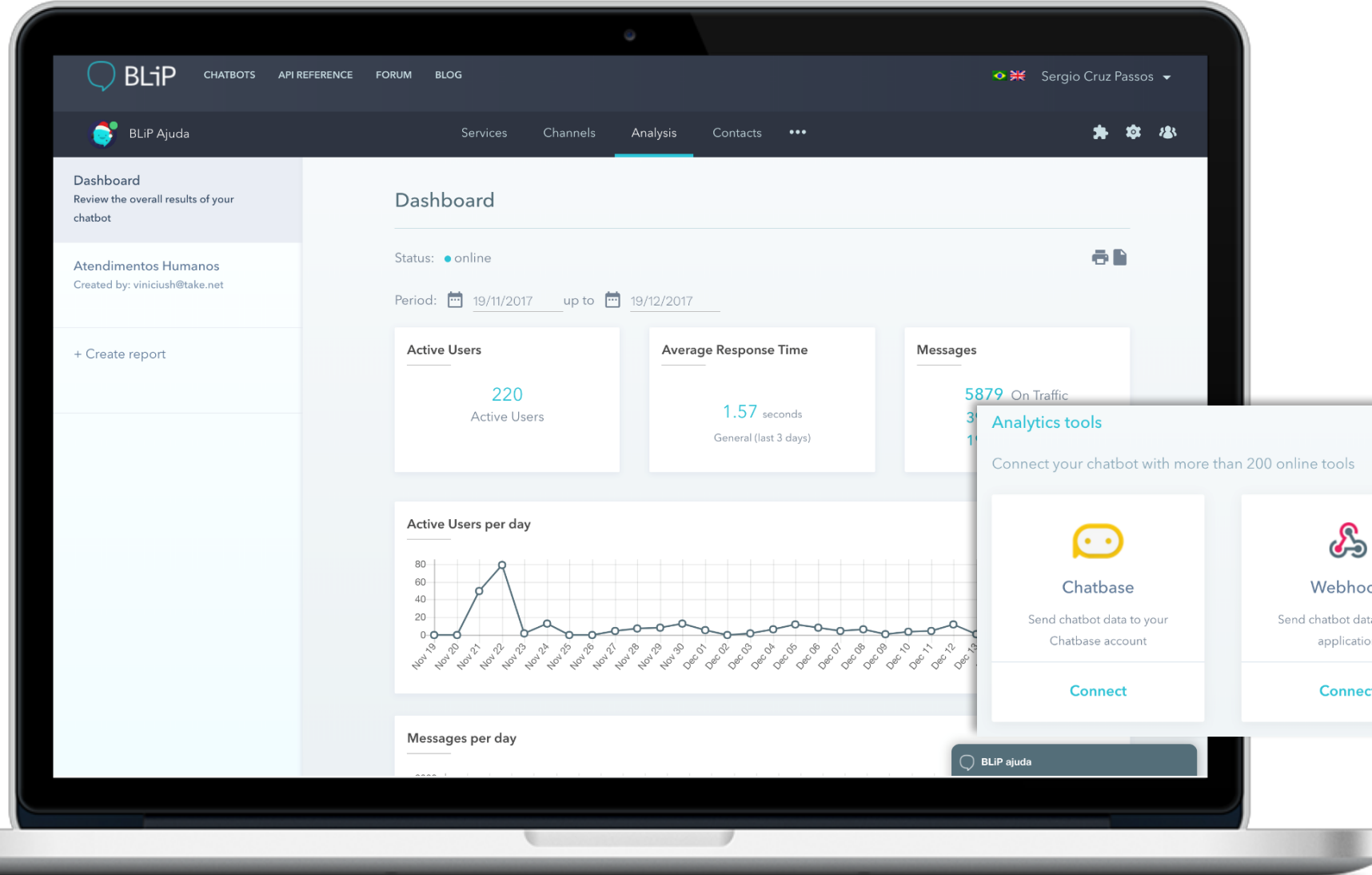
Growth Campaigns



Marketing



Analytics



Marketing



**WHO DOES ALREADY
COUNT ON IT?**



Car rental Bot
Integration to Localiza's Hub
through BLiP

Outcomes within 30 days



420k exchanged messages



13k active users



90% satisfaction with interface
(survey via bot)



Transactional Bot , pioneer in electrical sector. Cemig's Hub built by Take

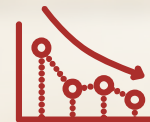
Outcomes within 1 year



15% of all services



1,5 M services



costs 95% lower than
the telephonic's



Engagement Bot for a popular event Building and Running via BLiP

in loco Team:

- Access to exclusive information
- Broadcasts

Results during the event



3M messages



77k active users



Clicks' rate **3x** higher
than the app's

Best 10 Marketing actions in 2017 - [MM](#)



MENU

VEJA UMA DEMONSTRAÇÃO

ACESSO PREMIUM



LOGIN



BUSCAR



REPORTS

MARCA

The best 10 Marketing actions in 2017

Companhias investiram em campanhas que apostaram em diversidade, tecnologia e embalagens criativas. Critérios foram criatividade, relevância para o mercado e audiência

Por Redação | 07/12/2017
pauta@mundodomarketing.com.br



COMENTAR



IMPRIMIR



COMPARTILHE

Curtir 181



The festival also has launched a chatbot on Facebook Messenger to answer users in real time. The goal of Roque - the name of the bot – was to get event's participants closer through a simulated real conversation, in a natural and familiar language to those who wished to know more on the event. The Project was conceived by *Outra Coisa* and developed by Take, on BLiP's platform.



Engagement, Leads generation and
Sales Bot,
Under squad negotiation phase

Outcomes during Black Friday



+2M messages



77k active users



SUCCESS CASE:

David Marcus

Head of Messenger at
Facebook

Facebook Global Partners
Live 2017 San Francisco, CA



New demands

One solution

START NOW: blip.ai

Juliano Braz
juliano@take.net
+55(31) 3349-6201