

Conversational AI for Digital Marketing

campaign

AUSTRALIAN/NEW ZEALAND DIGITAL AGENCY OF THE YEAR

FINANCIAL REVIEW

TOP 50 AFR BOSS MOST INNOVATIVE COMPANIES

Great Place To Work[®]

NO 7 GREAT PLACES TO WORK (1-100)

FAST COMPANY

TOP 50 BEST WORKPLACES FOR INNOVATORS

Conversational AI is an entirely new way for brands to build valuable relationships with consumers & for them to interact with brands.

Market Trends

"83% of consumers contact a business over messaging to learn about a product or service, 76% to get support and 75% to make a purchase"

Forbes 2019

"This shift in behavior and advances in NLP technology have created the perfect environment for conversational commerce to gain momentum"

Business Insider, Jan 2020

"Retailers aren't failing at fulfillment. They're failing at engagement."

Forrester, 2020

WELCOME TO VERSA

Conversation centric

At VERSA, we are Conversation specialists helping brands to have conversations with their customers right where they are.

Conversation moves us forward, drives our relationships and helps to establish meaningful interactions.

Being able to have a conversation with customers on whatever medium they spend their time is the future of digital customer interactions.

At VERSA, we help our clients with an omni-channel, digital communications strategy and platform, enabling their customers to engage on in the language and channel most natural to them because conversations don't just happen on websites.

All your customers should need to do is ask.



Half-Day Workshop Overview

Discovery

- Project overview, goals and conversational strategy for Digital Marketing

Ideate

- Identify intended audiences
- Creative Exercises i.e HMW's/Crazy 8's

Define

- Business Needs and challenges/opportunities
- Use-case definition - Alignment with overall business value
- Technology discovery

Delivery Feedback & Inform

- Top-level technical discussion
- Top-Strategy rollout plan (completed post workshop)

Optional

- Prototype Delivery
- Technical design



Engagement



Workshop

Define customer goals and desired outcomes

Identify intended audiences

Understand user needs and challenges

Align with business needs and opportunities

Creative exercises (HMWs)



Document

Review existing documentation, data, and research

Record and refine the outcomes of the stakeholder workshops

Detail actionable insights that can be further developed into an implementation roadmap

Human Centered Design roadmap

Customer journey mapping / storyboarding