



Conversational AI Bot Solutions

by Master of Code Global



for eCommerce



15+ MILLION

USERS ENGAGED BY OUR CHATBOTS

4.9/5

CLUTCH CO RATING

5 USA: SEATTLE
CANADA: WINNIPEG, TORONTO
EU: KYIV, CHERKASY

OFFICES WORLDWIDE

350+

PROJECTS DELIVERED

300+

MASTERS

94%

OF OUR CUSTOMERS RECOMMEND US

16

YEARS IN BUSINESS





eCommerce:

Primary customer challenges in the industry

Challenges

- Overestimated demand and unsold goods. Underestimated demand and no stock.
- Supply chain visibility.
- Mobile shopping continue to rise. Mobile app dominate over website.
- Only some businesses are leveraging BigData information for loyalty programs and business messaging.

Ideal Solution

- Predictive analysis and demand visibility.
- Inventory and order management systems.
- Sales process automation within communication channels (Facebook, SMS etc.).
- Engage consumers in personalized conversations and support.

Desired Outcomes

- Keep sustainable and profitable growth.
- Improved integration with supply chain partners.
- Outperform conversion rates on applications over mobile web browsers.
- Innovate and find new ways to engage with millions of customers. on a one-to-one basis autonomously.



Conversational AI Bot Solutions

by Master of Code Global

Conversational AI offers the next wave of customer and employee experiences through business preferable digital channels. You can offer personalized real-time digital experiences, interactions, messaging across multiple channels to your website and mobile chat, mobile app, SMS, Messenger, WhatsApp, Microsoft Teams..

Engaging

Provides timely, accurate, and tailored experiences on customer's terms.

Asynchronous

Available 24/7. Reduces need for tickets, call backs, and queues.

Value of Microsoft integration: Unlocks existing investments

Consolidate existing knowledge bases and drive usage of existing products, driving higher ROI from those investments.





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Cross-channel

Provides self-service across popular channels, end points, and IVRs.

Data-driven

Provides new sources of data on customer behavior, language, and engagement.

Value of Microsoft integration: Simplifies user process

Provides new sources of data on customer behavior, language, and engagement.





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Cost-effective

Requires minimal upfront investment, deploys rapidly, and quickly reduces support costs.

Prompt

Delivers responses in seconds and eliminates wait times. Faster case resolution.

Value of Microsoft integration: Provides more efficient support

Consolidate existing knowledge bases and drive usage of existing products, driving higher ROI from those investments.





Conversational AI Product and Services Map

Business Process Automation

- Knowledge Base Integration
- AI-Powered Sales CRM
- Workflow Management
- Travel Management
- HR Virtual Assistant
- Scheduling
- Service Desk Assistant

1

Conversation Design

Intelligent Analytics

Virtual Assistant:
Chat/Voice

2

Customer Experience & Support

- Claims & Escalations
- Appointment Booking
- Search/Find Information
- Live Agents Handoff
- Feedback
- FAQ

3

Conversational Commerce

- Upsell/Direct Response Marketing
- Appointment Booking
- Product Catalogue
- Virtual Marketplace
- Lead Generation
- Brand Promotion
- Scheduling
- Advertising



Service Deliverables

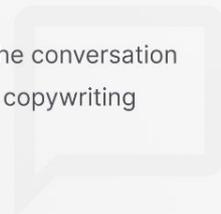
Project Analysis

- Understand project objectives
- Understand the brand and organization
- Understand which roles need to be engaged
- Define the language understanding of the bot
- Identify use cases for the initial release of the bot



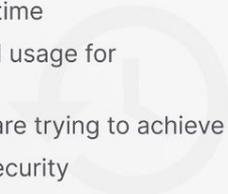
Conversation Design

- Define the bot persona
- Create the standard and fallback flows for the conversation
- Dialog creation, including pivot and fallback copywriting
- Intent and utterance definition
- Use case validation



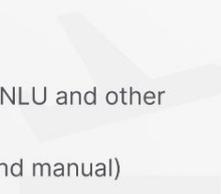
Support

- Metrics reporting on bot operations and uptime
- Reporting on conversational utterances and usage for additional training
- Identification of new use cases customers are trying to achieve
- Library updates to maintain development security
- Support services are optional but recommended



Delivery

- Build out the core feature of the bot
- Integrate with any services required
- Implement the conversational flow with the NLU and other cognitive services
- Quality testing of the solution (automated and manual)
- Production deployment of the solution





We Ensure Success Every Step of the Way

Strategy & Conversational Design

- Define success and engagement goals
- Analyze user input conversational data
- Develop brand voice and tone persona
- Sketch and design tested & proven bot flows

Development

- Build complex integrations
- Add bot intelligence using NLP
- Cross-channel capable implementations
- Custom CMS implementation

**Partnership
Through the
Bot Lifecycle**

Drive Further Engagement

- Extend complex inquiry capabilities
- Advanced audience segmentation
- Data-driven ROI measurement
- Voice experience capabilities

Launch & Improve

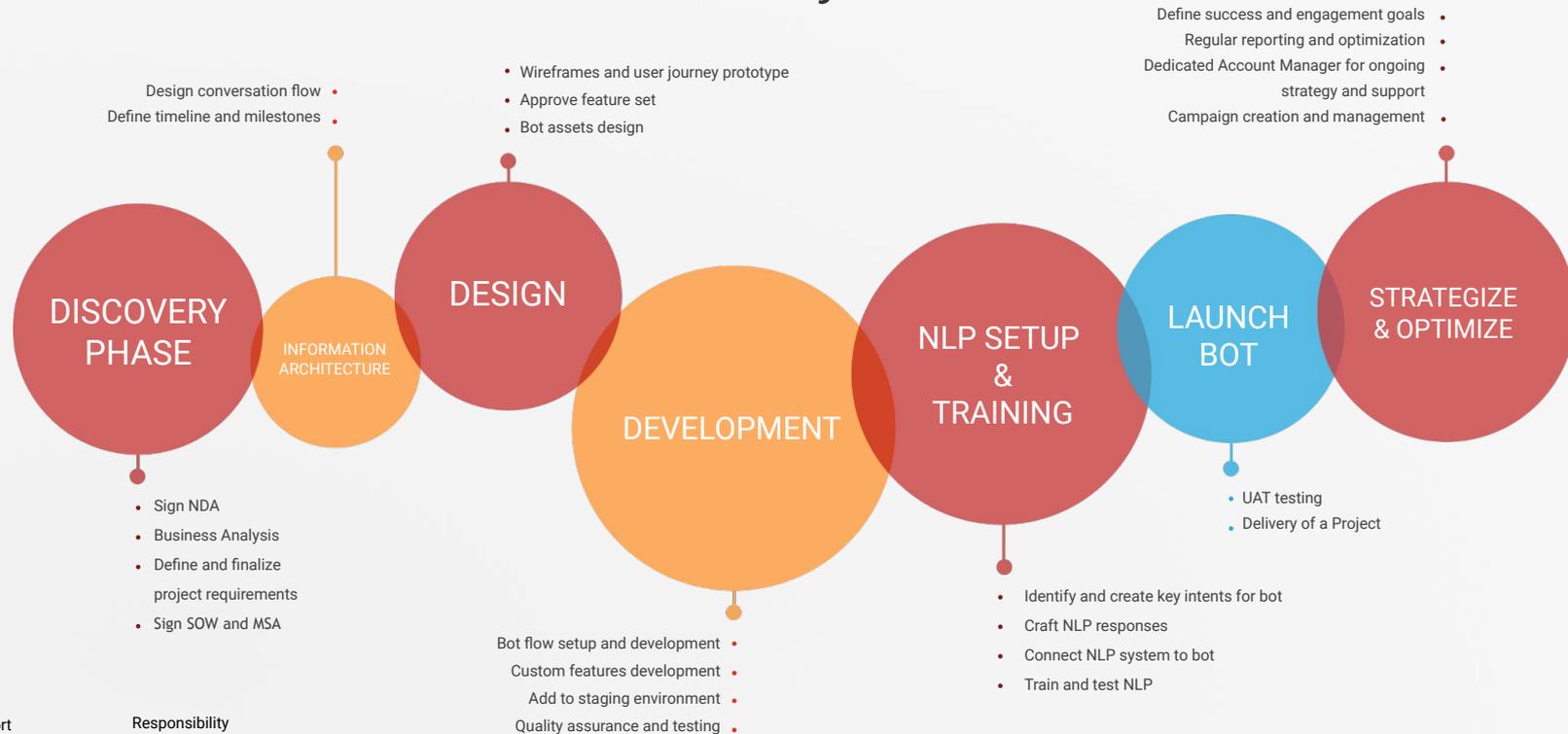
- Robust analytics capabilities
- Bot A/B testing
- Dedicated Support team
- AM team drives new bot features



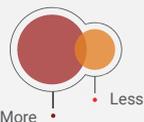
Our Bot Factory Process

Joint

Master of Code Global



Time / Effort



Responsibility





Typical Conversational AI Project Roles



Overall Delivery Lead /
Automation Manager



Solution Architect



Conversation Designer



QA



Project Manager



Developer /
Back End Engineer



NLP Tuner /
Manager



DevOps / Infra /
Data Engineer



Data Scientist /
Data Analyst

NOTE: Team Size & Composition varies by Project / Roadmap.



Conversational AI

Project Types & Roles

MVP

- 1 / 2 Use Cases
- Basic NLP Support
- Deflection / Handoff to Contact Center Agents



Solution Architect
CD Designer
Integration Engineer

With Advanced NLP Support

- Intent Analysis and SetUp
- Training and Testing
- Ongoing Tuning and Updates



NLP Trainer / Tuner
Data Scientist / Data Analyst

With Rich Conversation Enabled Experiences

Structured and Unstructured Content To / From:

- CRM Systems
- WorkForce Mgmt Systems
- Ticketing Systems
- Order Management / Commerce Systems



DevOps / Infra Engineer
Data Engineer

Automation Delivery Manager is responsible for alignment of Delivery Roadmap and Timelines with Business Goals and Strategy.

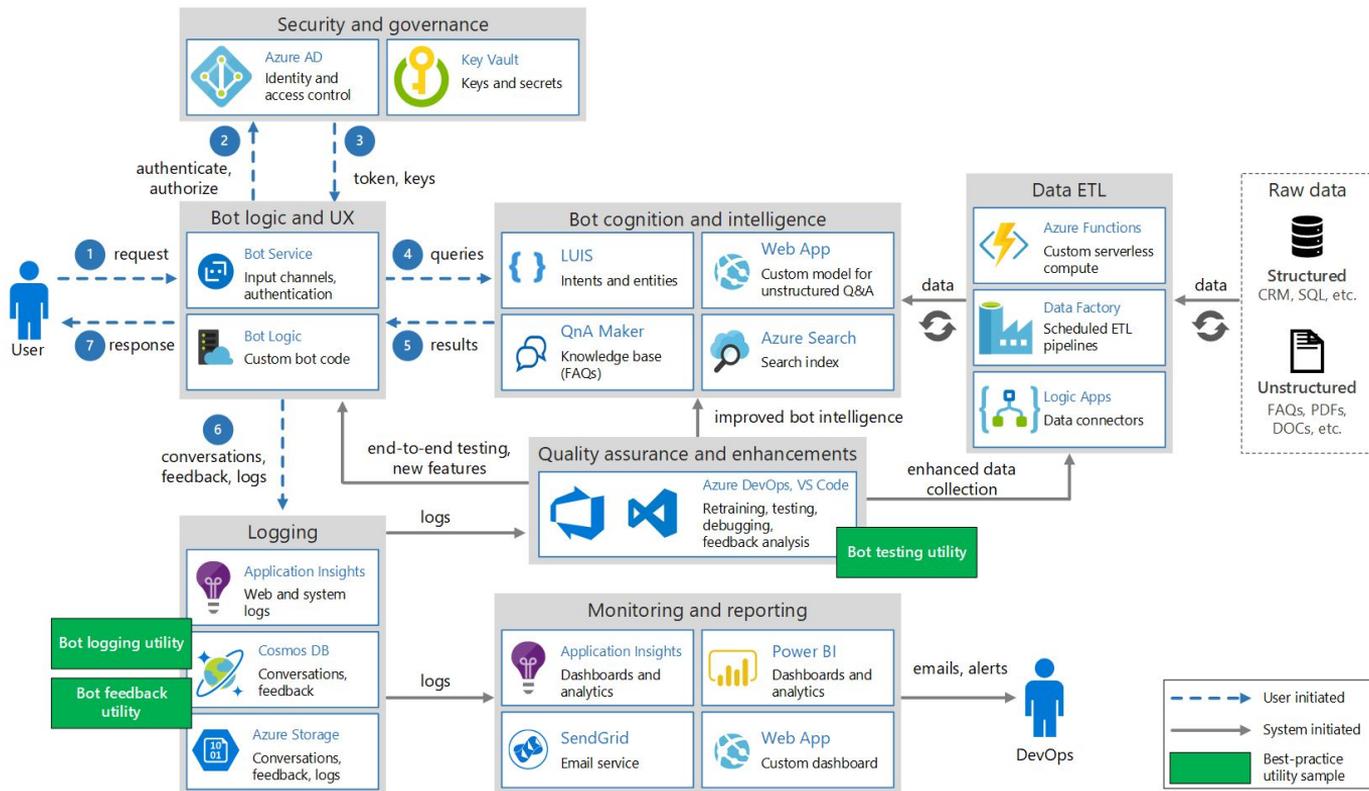
All projects are supported by a Project Manager, and an as needed QA Engineer.



Technical Reference Architecture

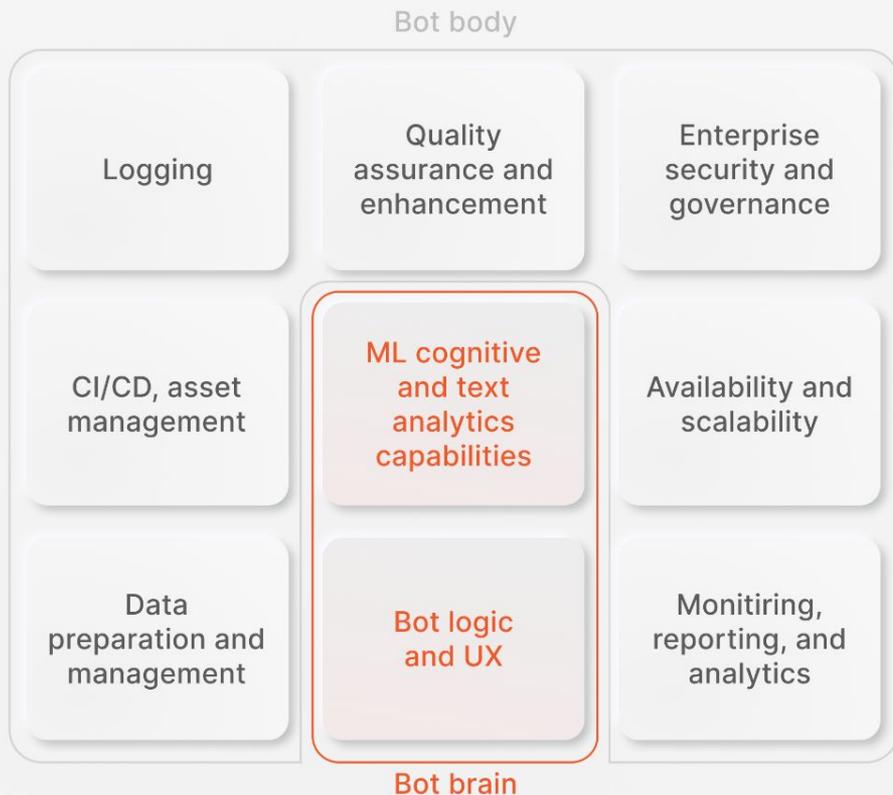


MS Enterprise Reference Architecture





Technical Design Considerations



Chatbot Functionality (Bot brain)

- **UX and Bot Logic** (Routing Logic, Disambiguation Logic)
Technical Aspects: Framework Concepts, Channel Integration, Conversational State, Middleware.
- **Machine Learning and natural language understanding capabilities** (text analytics)
Technical Aspects: Understanding User Inputs (Rules-Based vs Natural Language)

Chatbot Environment and NFRs (Bot body)

- **Logging**
- **QA and Enhancements**
- **DevOps**
- **NFRs - Availability, Scalability, Security**
- **Data Pipeline**



Customer cases



AVEDA™

Aveda

Appointment Booking Chatbot

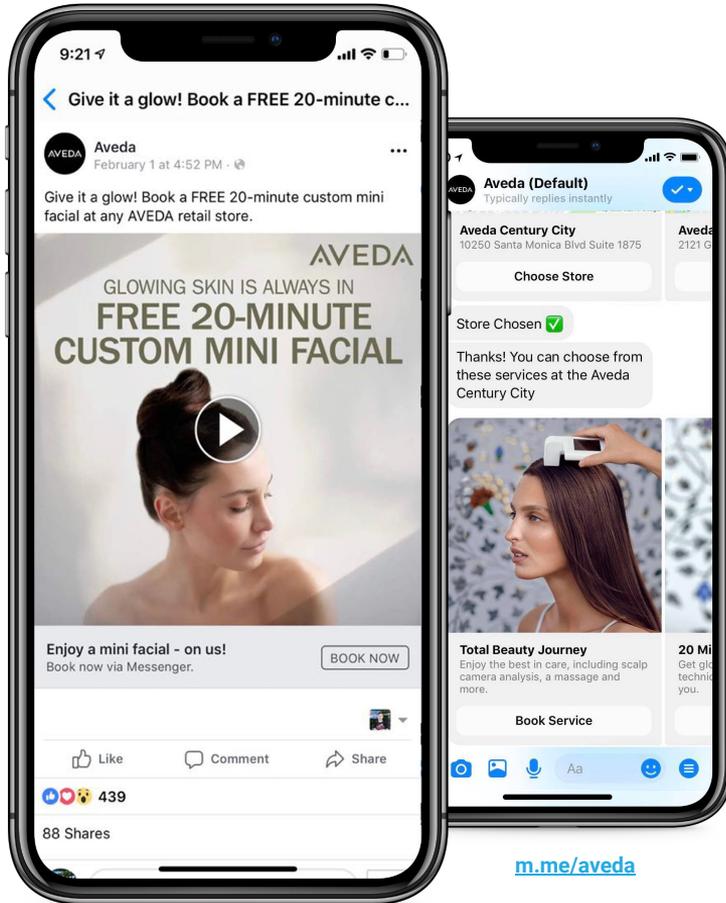
40.5%

Booking conversion rate
(May 2019)

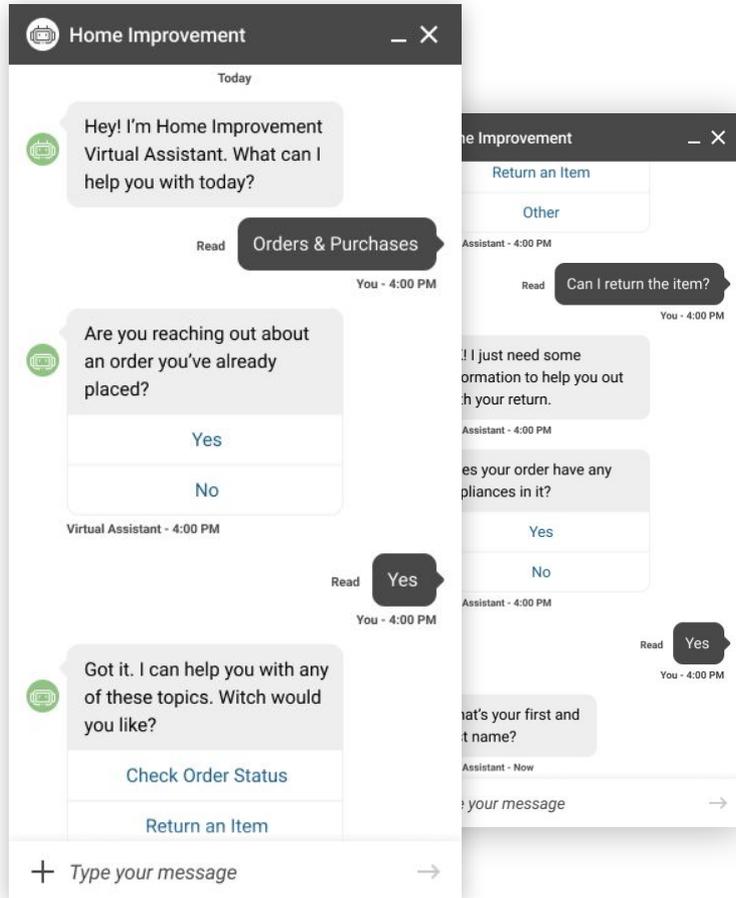
7.67x

Increase in avg. weekly bookings
comparing metrics before
chatbot was launched

The Aveda Messenger chatbot is a guided conversational experience that allows users to seamlessly select an Aveda store location nearest them, choose their complimentary beauty service, their preferred date and time, and confirm their appointment all within the bot experience.



m.me/aveda



Home Improvement

Retailer Chatbot

+24%

Increased satisfaction rate

\$0.50 - \$0.70

Cost savings range per customer interaction

3x

Speed up in customer response time

A home improvement retailer in the United States, supplying tools, construction products, and services. Through eCommerce serving 1 616 000 000 transactions per year.

Best-known for their range of home improvement products as this is the area in which they specialize. Typical products that customers see on the shelves are tools, equipment, and supplies for decorating, small building jobs, plumbing and gardening.



Ready to start your
Conversational AI project?

We'll be happy to help you
get off the ground.



Call for more information:

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Ask a question via email:

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Learn more:

www.masterofcode.com