

Let people create!  
Our bot will handle the routine!

## Current situation at Post

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- Wide **variety of services** – demanding on employees
- High amount of **internal processes** to provide services
- Call centre deals with number of **requests** from retail customers – over 60% requests are **repetitive and easily descriptive**
- Majority of requests focused on **track and trace**
- Corporate customers are handled by sales department
- All the requests are handled personally by **phone or e-mail**
- Work **overload** on employees

Did you know that routine work done by your employees  
can be handled quickly and effectively by  
**bot intelligent software?**



Process automation

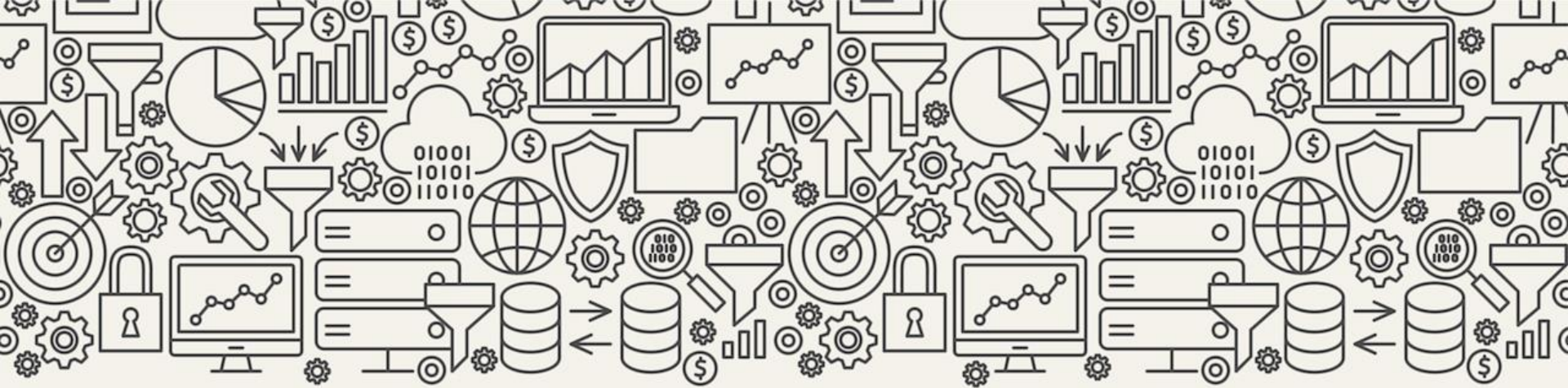


Chat bot



E-mail bot

Client database creation  
Product list updating  
Processing and sorting disputes and returns  
Handling FAQ  
Client identification  
and much more...



## Automate your processes

Reduce your costs and save a lot of time!

**bot** substitutes routine work of people. It is able to process PDF files, spreadsheets, documents and pictures into a digital form fitting your needs. Data is saved into databases ready to be used to create statistics and marketing plans. Automation runs continuously, uninterrupted.

A background network diagram consisting of numerous nodes (circles) of varying sizes and colors (teal, blue, black) connected by thin lines, creating a complex web of connections.

## Where can automation be used?

Frequently repeated and structured information

Tedious, elaborate jobs, prone to error

Tasks requiring access to multiple systems

Tasks based on easily defined and equivocal rules





## Communicate efficiently

Up to 70% of the questions your employees deal with are the same

Agents or IT professionals in contact centres and helpdesks answer mostly the same questions. Optimize your resources and assign these tasks to a smart software. Let people handle jobs that require human qualities such as empathy and the ability to solve difficult requests.

**bot** takes over the chat or e-mail and thoroughly answers your clients thanks to its ability to speak natural language. Non-stop, 24/7.



## Are people afraid to speak to bots?

**bot\*** communicates in natural language and is hardly recognizable at the first sight. However, it is standard to disclose a bot to people in communication. People often sense a higher level of anonymity speaking with a bot than in conversations with people.

## Why is a chat better than FAQ?

FAQ or Wiki requires clients to look for their answers by themselves, which is often slow. On the top of that, clients need to know the exact naming of products or services. A chat or e-mail provides answers to the particular questions written in natural language. **bot** finds the answer and offers it to the client in an instant, any time of the day.

## What if bot doesn't know the answer?

**bot** can know only what it has been taught. If the answer is not found in its database, **bot** redirects communication either to an operator, or creates a task for an agent.

## Is bot all-knowing?

Just like humans, **bot** doesn't know everything. It is improved by a controlled learning process, however, the content of learning is entirely under your control.

# MEANS TO IMPROVE THE CURRENT STATUS AT POST

- ◆ Customer communication
- ◆ Automated communication
- ◆ Automated processes





## Customer Communication

- Create a new communication channel for corporate and retail customers
- Faster handling of standardized and repetitive requests
- Evidence and analysis of customers requests
- Create a unified communication point website for corporate customers



## Automated Communication

- Identification and description of standardized and repetitive questions and answers within corporate customers communication
- Automated standardized Q&As including conversation trees and integration into internal systems
- System enabling simple administration of automated questions without any need of IT skills (any change is feasible by appointed representatives of the Post)
- Create automated communication for customers fully focused on comprehension
- Transfer automated communication to a Post agent in predefined cases



## Automated processes

- Identification and description of manually demanding processes which are standardized and repetitive within customers services
- Automation of processes in line with defined ROI criteria
- Processes change proposal leading to their simplification if allowed by internal systems
- Internal systems integration if needed

# Goals for Post clients

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- Improve Post customer communication process
- Automate Post communication process
- Decrease employees` work overload
- Assign employees to more complex tasks, sales, and clients relations improvement

## Chatbot will provide

- Automation of customer communication
- Automation of routine, simple, repetitive tasks
- Customer contact with information, products and services of the Post
- Pre-sales offer – sent when approved while maintaining conversation with a customer
- Conversation transfer to a competent agent if required



# How can bot help with Post customer`s requests 3 possible modes

Tasks are handled individually by a bot. Communication bot is able to assess customer`s needs based on the communication flow, suggest suitable products or services, draw a pre-offer, sent it when approved, all while keeping up a conversation with the customer. Bot can help with routine repetitive internal processes – being able to request missing data, answer questions and fill the data in related systems.

Bot handles the initially diagnostics of a task and redirects it to an Post operator/employee assigned to help with a predesigned manual.

Bot categorizes an overcomplex task helping a Post employee operator to react faster, prioritize and respond.



# Solution is based on chatbot using predefined conversation trees and AI features

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- In case of well defined and functioning internal processes the bot is easy to implement, thus making the solution surprisingly affordable
- The bot can be easily alternated or enhanced in future by appointed Post employees – no need of IT expertise
- The predefined conversation trees eliminate misunderstanding of a customer and thus any dissatisfaction
- As a new and modern communication channel it addresses new line of potential customers
- The use of chatbot is simple and fast as a user chooses an option from pre-defined scenarios

# Solution benefits

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- Faster sales process of the Post
- Improvement of existing customers` satisfaction and increase in amount of new customers
- Improvement of Post competitiveness
- Increased sales of Post products and services
- Decrease in work load of sales employees in terms of customer communication
- Time saving for Post employees - work load off routine tasks
- Providing a self-operating communication channel for Post customers
- Eliminating errors caused by manual inscription of data
- Increased automation of demand of payment notice delivery
- Faster call to attention of customers in debt
- Instant dealing with situation beyond office hours



## Benefits for Post customers

- No waiting for an operator, communication begins immediately
- Chat or e-mail **bot** responds to your clients non-stop 24/7
- Conversation can be paused and resumed anytime
- Multilanguage support possible
- GDPR compliant

# Benefits for Post company

Costs reduction thanks to automation

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Employee efficiency improvement

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Positive company reputation due to instant customer care availability

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Possibility to analyse unstructured and historical data of your company

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Effective tool for creation of company statistics and marketing



## Possible use for Post industry

- Friendly FaQ
- Assistance in products and services selection
- Friendly forms filling
- Track and trace
- Automated offers
- Data update
- Automated payment notice
- Online surveys



# Friendly FaQ

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Current status – ample FAQ section online, difficult to orient and comprehend

Suggested solution – communication chatbot will serve retail customers. It can be implemented on website or messaging applications as Messenger, Whatsapp, etc. Chatbot will be filled with answers to the most frequent or simple questions.

Benefits of the solution:

- Providing self-service communication channel functioning 24/7
- Reducing overload of repetitive and trivial questions for employees
- Providing both-ways communication by messaging applications
- Gaining customers database (based on data from communication flows) – to be used for personalised sales offers (currently not feasible to store all data from communications)

# Assistance in choice of products/services

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- Automated assistant to help choose the best suited product or service
- It can be implemented on website or messaging applications as Messenger, Whatsapp, etc.
- The chatbot guides a customer through the whole process of his/her needs – is able to choose a suitable additional service or explain service conditions

# Filling forms with chatbot

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- A chatbot can guide a customer through the whole process of filling a form without having to write in the form. The bot fills in the information based on customer`s choice of predefined answers in a communication flow.
- The customer is immediately informed on needed issues and can ask further questions if not comprehended.

# Track and Trace

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- The majority of customers` requests are about tracking a delivery.
- Automated tracking is enabled by integration with internal systems thus eliminating any contact with a client service centre.
- Bot can offer additional services connected with a delivery – e.g. change of a delivery address

# Automated offers

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- Automated filled in pre-sale offer details based on customer communication flow (transferred to a sales representative if needed)
- Automated generation of an offer from CRM
- Automated processing of clients` requests
- Automated identification of customer`s needs including automated transfer to an appropriate regional sales representative



# Customers` data update

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Automated verification of customer data based on automated conversation with a customer, verification with customer register followed by a possible change in customer information data.

# Automated payment notice

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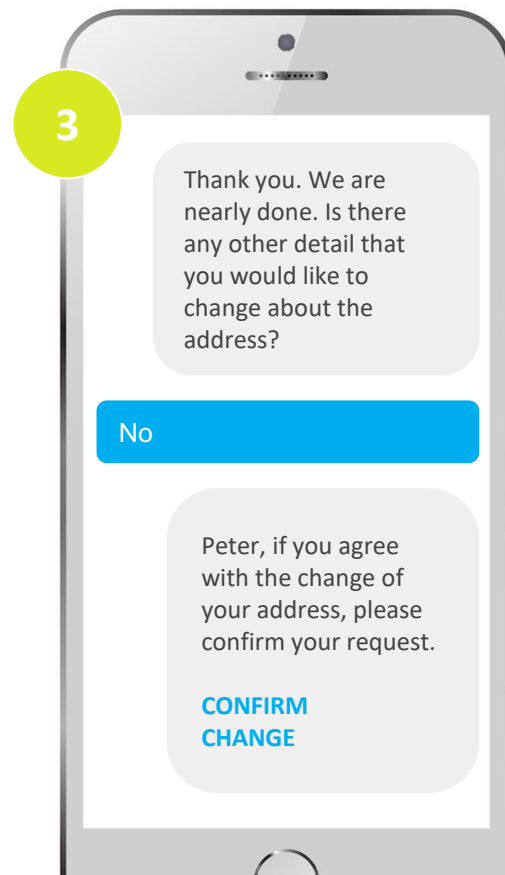
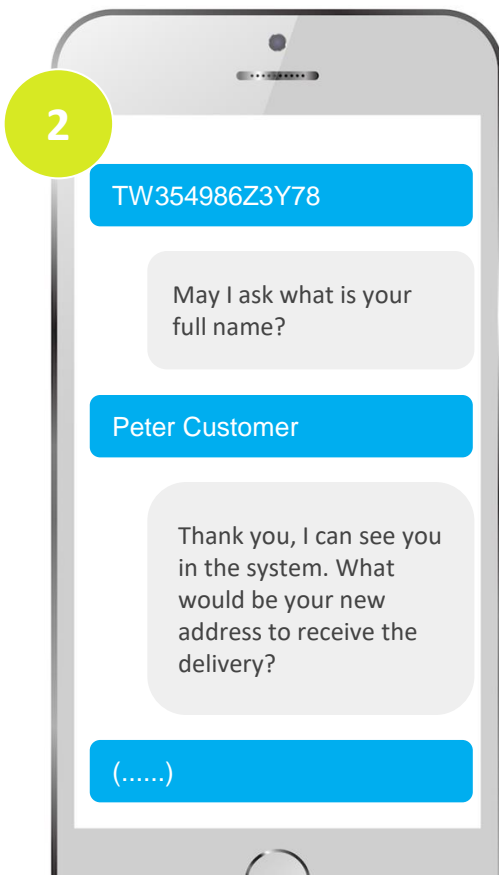
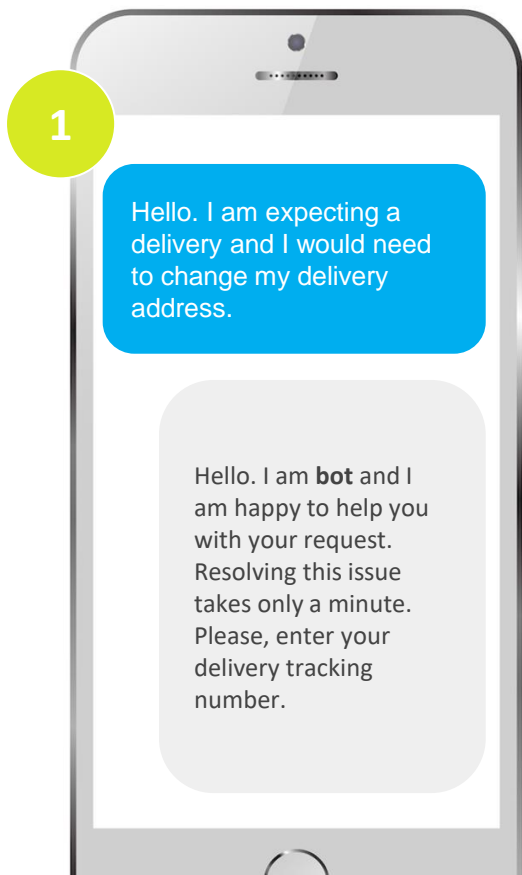
Automated issue and delivery of demand of payment notice delivery, possibility of verification by sales representative

# Online Surveys

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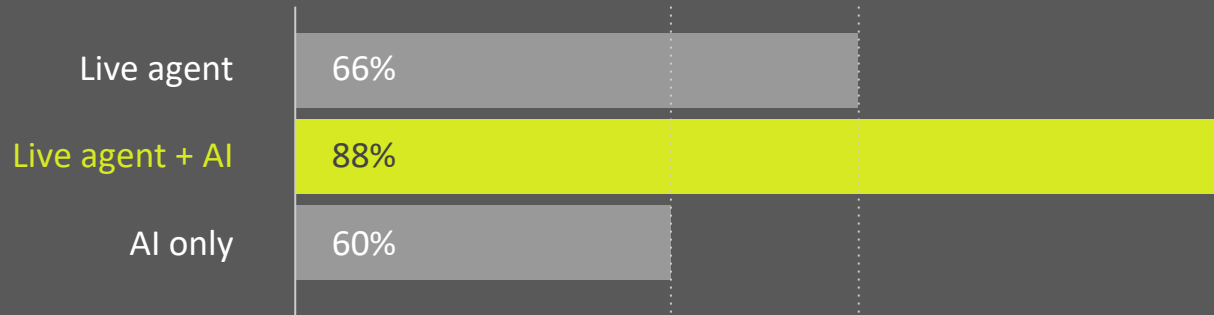
- Fast and flexible form of survey for customers or employees
- Survey can be placed in familiar environment – website
- Survey maintains anonymity
- Not limited amount of scenarios in a conversation flow
- Easy to collect and analyse survey data

# Chat bot example



# Digital assistant

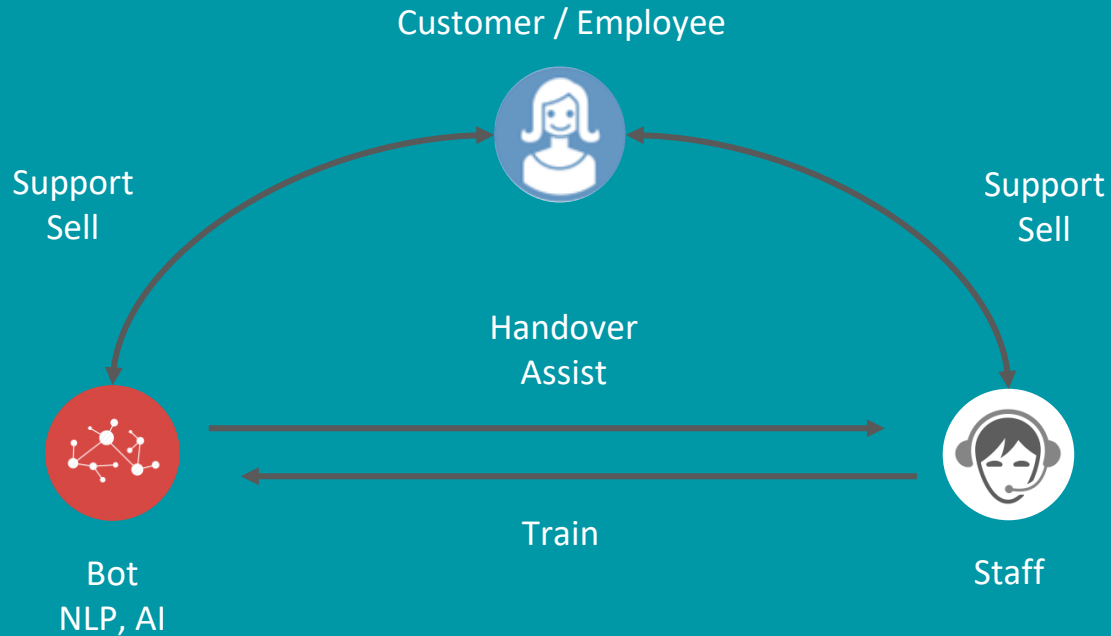
A live agent with a digital assistant support provides the best customer service.



Customers satisfaction score in percent.

Source: Accenture

# Blend automation with a human in your loop solution



# Implementation timeline

The overall implementation time depends on the solution complexity. Simple solutions, that do not require neither artificial intelligence, nor special connectors for internal systems, can be deployed to production within 6 weeks. More complex solutions can take even 3 months.



# We focus on the result rather than technology!

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- We design your bot personality (avatar, tone of voice, conversation manual)
- We analyse, design and create conversation flows
- We recommend solutions for non-standard issues (e.g. bot does not understand)
- We install framework, customize your modules, integrate it to your system framework if needed
- We design your initial onboarding campaign and evaluate success rate of bot`s outcomes
- We transfer our know-how, instruct you how to work with the new system and guide you through its features



## ... and we know our business!

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- Our team has been focused on chatbots and AI for three years
- We have developed our own platform suitable to design unique and intuitive environment for conversation flows
- We actively listen to your expectations and design steps to meet them
- We excel in integrations and we fully adapt to your operation
- We trust our solutions, thus we are not afraid to set our KPIs
- We have proved ourselves in over 15 major realizations in Slovakia and Czech Republic
- Our bots serve over 250.000 active users



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Thanks for your attention