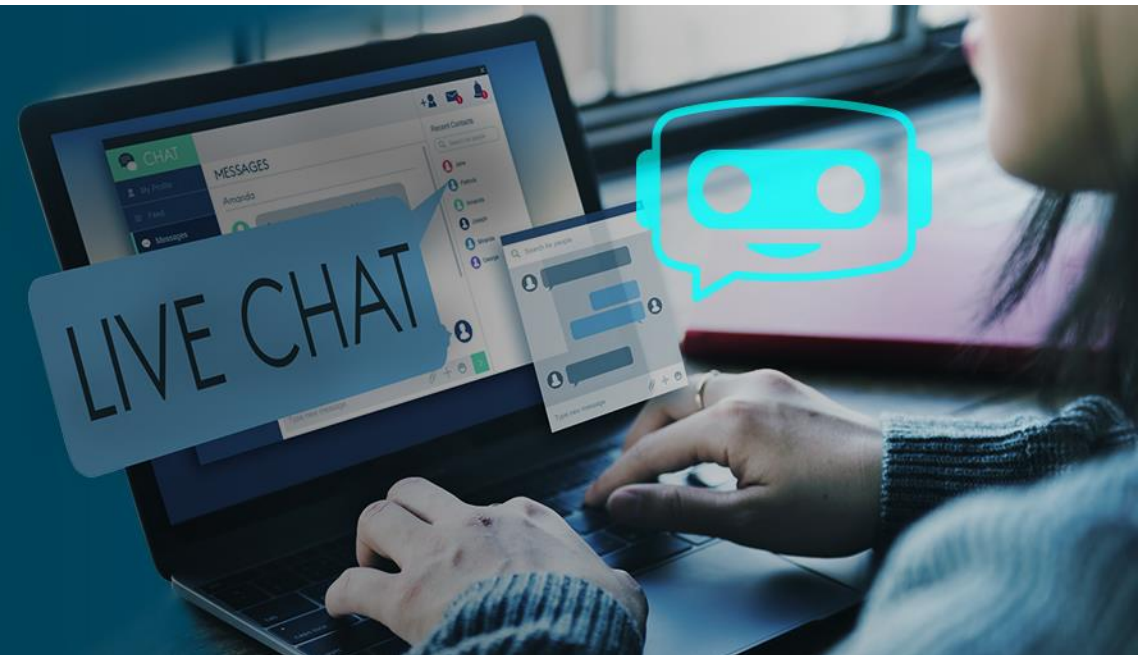




Genetiks Chatbot

Multilingual, Intelligent, Interactive



01

What is Genetiks?

02

How can Genetiks Help your Business?

03

Genetiks Benefits

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Genetiks Flow (Admin Module) Details

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Let's Talk Numbers

01

What is Genetik?



Genetiks is an intelligent Chatbot dedicated to engaging with clients in a friendly and professional manner.



It helps you save money and can handle several conversations in English, French and Arabic.



**Genetiks Flow builds
your custom banking
conversations**



- **Genetiks monitors conversations**
- **Serves several customers at once**
- **Hands over to an agent on demand**



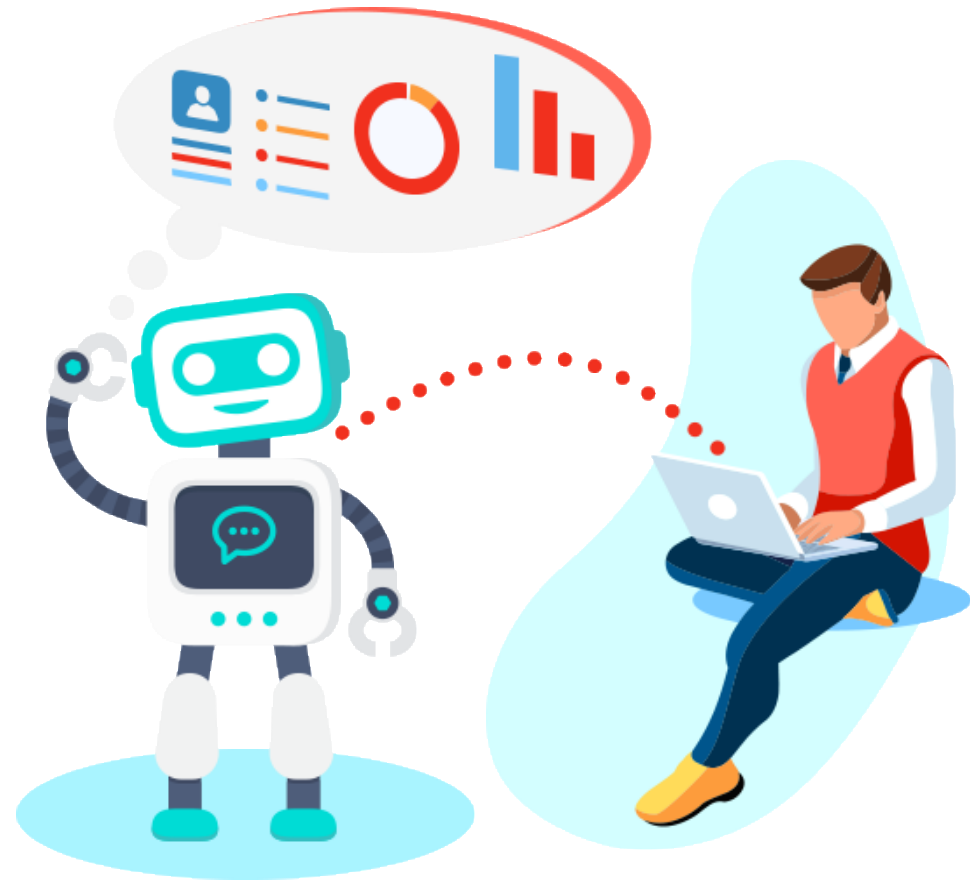
Genetiks “speaks” Digital Banking:

- account opening
- apply for loans & cards
- pay bills
- transfer money
- get balances...



Genetiks “speaks” with CRM to:

- capture leads
- recognize customers’ interests
- analyze sentiments.



**Genetiks answers
Frequently Asked
Questions (FAQ)**



02

How can Genetiks Help
your Business?



Genetiks empowers your online presence with a Chatbot eager to sell, onboard, serve and inform customers.



Benefit from the integration with CRM to follow-up on sales opportunities and service requests.





Benefit from Microsoft Azure security to protect customer privacy and comply with GDPR.



Microsoft Bot framework makes it easy to connect with your customers on several channels like Facebook Messenger, Skype...



03

Genetiks Benefits

A Better Customer Service

- **Saving time** for your customer support staff
- **Making time** for more critical issues

Generate & Qualify More Leads

- **Filter your leads** by checking each client's eligibility
- **Determine** the **unqualified** leads
- **Capture prospects** through different channels

Get Multi-Language Support

- Genetiks recognizes **changes in languages**
- **Seamlessly switches** from one language to the other.

04

Genetiks Features



Genetiks Integrates with your Digital Banking

The client can:

- Apply for bank accounts, loans and cards
- Pay bills
- Transfer money
- Get account balance...



It Guides the Clients to 'Call to Action'

Help clients reach decisions and take actions by:

- Filling forms
- Providing info
- Specifying their interests...



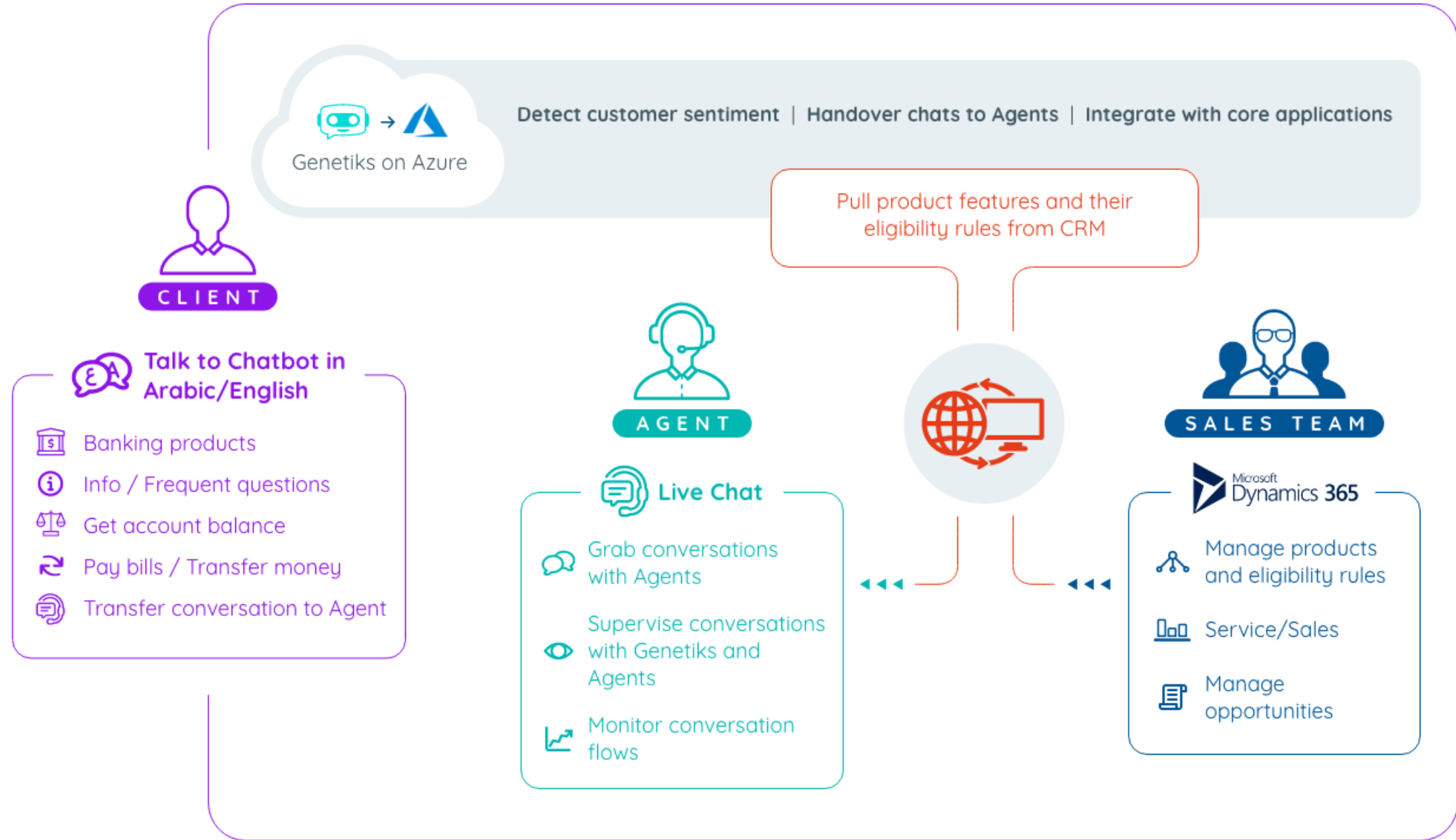
NLP (Natural Language Processing)

- Understand client messages
- Derive meaning
- Respond appropriately

05

Genetiks Solution Overview (Integration with CRM)

05. Genetiks Chatbot - Genetiks Solution Overview (Integration with CRM)



06

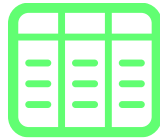
Genetiks Flow

(Admin Module) Features



Build your Custom Chatbot Conversations

- Ask predefined questions
- Specify expected answers & multiple options
- Add pre-messages & post-messages



Capture Leads in CRM

- Save lead information from chats on your digital channels
- Convert leads to qualified customers



Capture Data Insights About Consumers

- Track consumer behavior
- Decide what marketing strategy to follow

07

Genetiks Flow

(Admin Module) Details



Welcome to Genetiks Flow, your chatbot's Admin Portal

Please login below

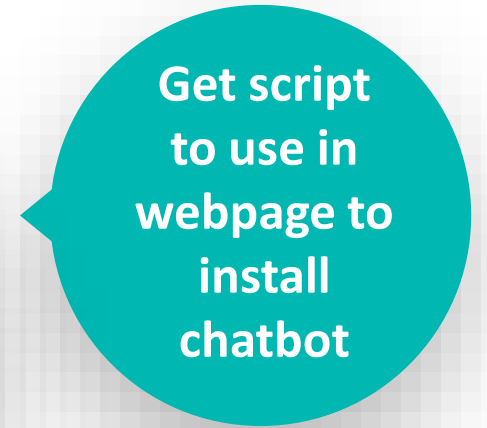
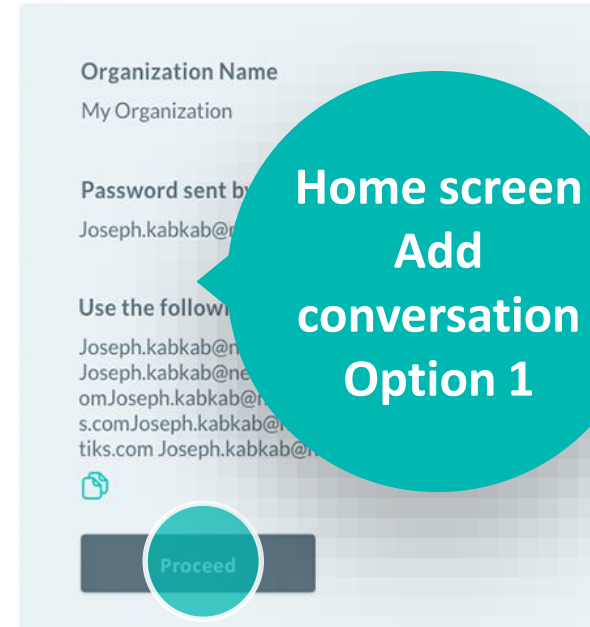
Login

[Forgot your password?](#)

Or

The login form is contained within a light blue rectangular box. It features a welcome message at the top, followed by a prompt to login. There are two input fields: one for the username and one for the password. Below these is a dark grey 'Login' button. A link for 'Forgot your password?' is provided. At the bottom, there is an 'Or' separator and a dark grey button with a teal circular 'Subscribe' button overlaid on it.

A light grey rectangular form with three input fields. The first field is labeled 'Organization Name'. The second field is labeled 'Username' and has a small teal person icon to its left. The third field is labeled 'Password' and has a small teal padlock icon to its left. Below the fields is a dark grey button with a teal circle on the left containing the word 'Subscribe' in white.





Navigation 🔍

Conversation flow

- Greetings - Introduction
 - Greetings - Ask for name
 - Greetings - Choose a product please
 - Account - Account opening
 - Account - Living
 - Account - Age
 - Account - Date
 - Account - ac Type
 - Account - Account Application ↻
 - Account - Script End ↻
 - Account - NE Age ↻

- Card - Ask about cards
- Card - Conclusion Message ↻
- Loan - Select a Loan
- Loan - Simulate Loan
 - Loan - Simulation Loan Period
 - Loan - Simulation Currency
 - Loan - Simulation Loan Amount
 - Loan - Simulation Down Payment
 - Loan - Simulation Calculation

Title...

Dialog *
Select or type a new dialog...

Message *

Answer
 Options Free text No answer

Option Type
Hero Cards Suggestion

Hero Cards

Home screen Add conversation Option
Add conversation Option 1 Hero Cards



The screenshot shows the 'Genetiks Flow' admin interface. On the left is a 'Conversation flow' sidebar with a tree view containing categories like 'Greetings - Introduction', 'Account - Account opening', and 'Card - Ask about cards'. The main area is titled 'Dialog *' and has a search bar for dialogs. Below is a 'Message *' input field. Underneath, there are radio buttons for 'Options', 'Free text', and 'No answer', with 'Options' selected. A section titled 'Option Type' contains two options: 'Hero Cards' (highlighted with a red box) and 'Suggestions'. The 'Hero Cards' section shows two card templates, 'Card 1' and 'Card 2', each with fields for 'Image *' (with a 'Select files...' button), 'Title *', 'Description', and 'Button label *'. A large red callout bubble with white text says 'Add conversation Option 1 Suggestions'. A red '+' button is visible in the bottom right of the Hero Cards section.

07. Genetiks Chatbot - Genetiks Flow (Admin Module) Details



Navigation ▶ +

Conversation flow

- ▼ Greetings - Introduction
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Navigation

Account - Script End

Message *
Thanks for banking with us! This is just a demonstration of a Chatbot and no real app... itted.

Answer
 Options Free text No answer

Option Type

- Hero Cards
- Suggestions

Suggestions

Suggestion 1

Icon

Title *

Value *

Go to step

Switch to Arabic Language

View Conversation details

english

Conversation flow

- Greetings - Introduction
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07. Genetiks Chatbot - Genetiks Flow (Admin Module) Details



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Account - Script End

Arabic

Dialog *

Message *

Answer Options Free text No answer

Option Type

- Hero Cards
- Suggestion

Suggestions

Suggestion 1

Icon

Title *

Value *

Go to step

Switch to Arabic language

Open chat window

07. Genetiks Chatbot - Genetiks Flow (Admin Module) Details



Navigation

Conversation flow

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Account - Script End

English

Chat

Dialog *

Message * Thanks for banking with us! This is just a demonstration of a Chatbot when submitted.

Answer Options Free text No answer

Option Type

- Hero Cards
- Suggestions

Suggestions

- ➦ Suggestion 1
- Icon
- Title *
- Value *
- Go to step

Type your message...

Start Over

View chat flow in chat window

View chat window

08

Let's Talk Numbers

85% of all customer interactions will be handled without a human agent by **2020**.

A delay of **5 minutes** to answer a query reduces customer interest by **10 times**.

A delay of **10 minutes** reduces customer interest by **400 times**.

43% of customers say they **would talk** to a ChatBot to solve their banking issues.

After utilizing a Chatbot, **sales are increased** by **20% to 40%**

Don't get left behind...

Get
Genetiks Chatbot
for your business Now!

Innovate. **NI**TIKS light.
INTERNATIONAL

Thank you for your attention!