



Development • the productive digital



Bubbles Communication Framework

Version 2.0

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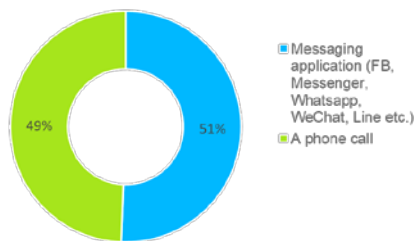
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1 INTRODUCTION

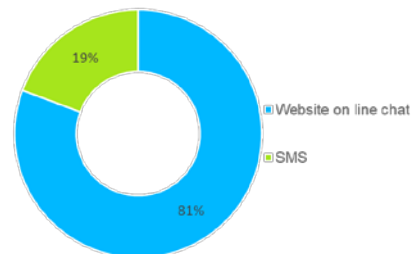
In today's competitive market, businesses main weapon for success is maintaining a good customer relationship. One of the most useful and sure-fire tools that businesses use in sustaining this perfect relationship with clients is a chat module.

“Basically, most people prefer to chat online, or even text, instead of talk on the phone. But as messaging apps became more and more popular like Facebook Messenger, users would prefer to stay where they are. Again, this is why Facebook is such a key player here.” –Matt Grech

Assuming both are free and possible,
how would you rather **talk to a business?**



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how would you rather **talk to a business?**



Bubbles Communication Framework is unsurpassed chatting solution including both Bubbles chat and chat bot. Bubbles is your channel to listen, respond and have 360 cycle of Customer Care. Be close to your customers, engage with them and get their full satisfaction via mobile chat and beyond. The solution is fully customizable to fit the different needs of each business, more over it can be integrated with Dynamic365, Zendesk, ZOHO CRM, Freshdesk CRM, OpenAPI & social networks (Twitter & Facebook).

Mobile

- Be at your customer's finger touch all the time.

Chat

- Support your customers via Mobile chat.
- Get their **ratings** and **feedback**, and surpass their expectations.

Structure

- Organize your support force into **departments** and **teams**.
- Handle complex inquiries with **transfer** to supervisors or other departments

Push

- Your way back to customers for sending offers & promotions.

Content

- Use chat logs to generate **FAQ** topics for customers.
- Generate **Knowledge Base** topics for agents to use before answering.

Analyze

- Get insights to better manage support performance.

Bubbles Communication Framework offers an incredible user engagement experience, especially that most B2C communication channels have lost their spark, and for good reason. Nowadays, it's not just about the way consumers interact anymore, it is about the details and why they are interacting the way they are.

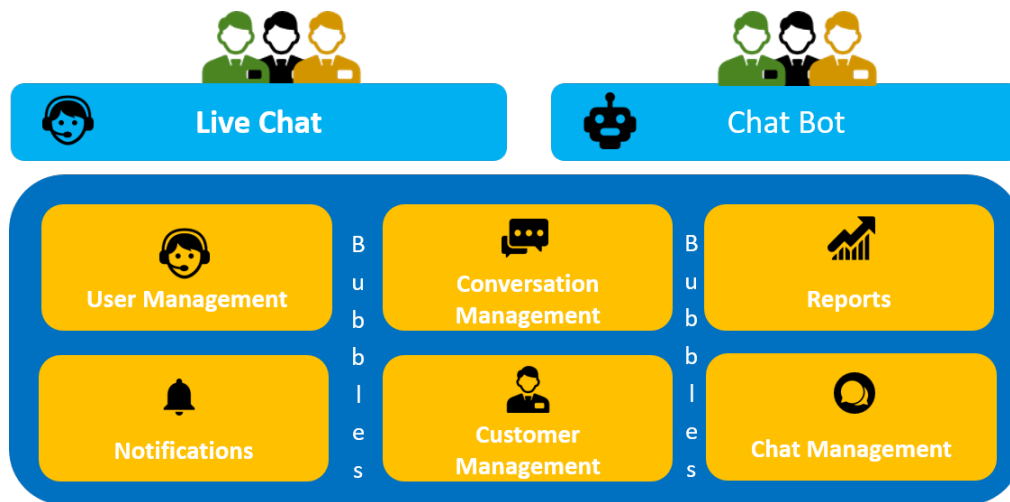
Messaging apps and social media have officially replaced emails and phone calls. Chatting modules now have the upper hand in maintaining a perfect customer communication channel, with massive efficiency. Bubbles Chat technology help you achieve the level of communication your business deserves.

Why Link Development? What sets Link Development apart of other services providers besides its history in the IT industry and involvement in large-scale projects in the region with the biggest enterprises across different industries.

2 SOLUTION COMPONENTS

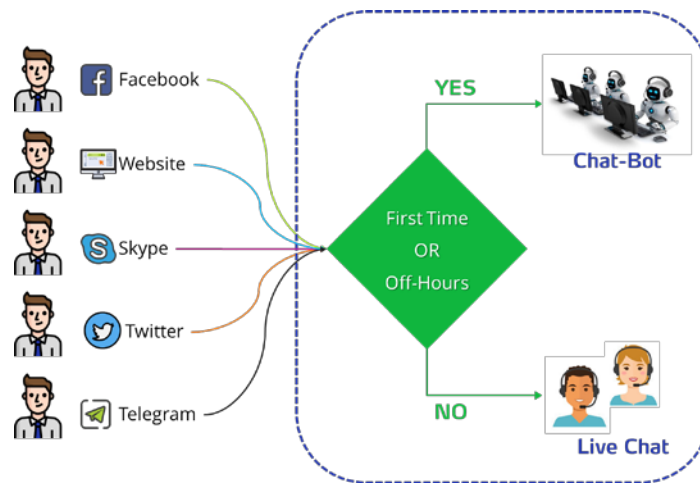
Bubbles offers you two different ways to help you in offering your customers the perfect customer service experience they deserve. Bubbles Chat is embeddable and fully customizable web chat widget that can be included in any website or integrated with social media platforms (Facebook, Twitter). Chat bot can be hosted both on premises or on cloud. Moreover, Bubbles has an easy to install mobile chat SDK that can be integrated in mobile app built on IOS, Android or Windows Platforms. The two main components of the solution include:

- Bubbles Chat Bot
- Bubbles Live Chat



Bubbles Live Chat bot is mainly for agents, giving the agent an easy and friendly interface to deal with your customers' requests. Admins can view the different conversations in a dashboard showing all the necessary details.

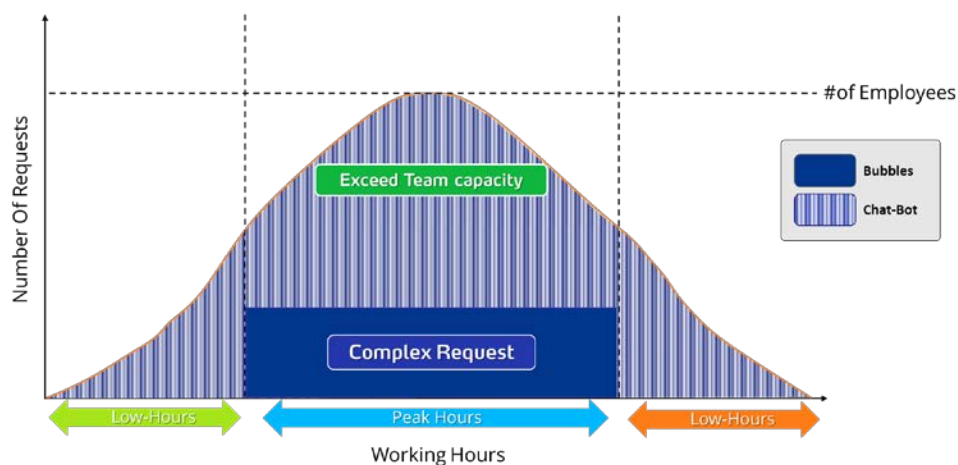
Bubbles Chabot helps your business receive different customer requests in a real timely manner. With the ability to focus on the details and to act efficiently while delivering each request. Chat bot can simulate the human agents; can comprehend the customer's enquiries (Text or Voice) and reply with a precise action (Greeting, Question answer or ask questions to fill and post form.



By using these two different components you will be able to manage the different requests by your customers right away. The two modules can work simultaneously, meaning that you can direct the customer from the Bubbles chat bot to the live chat module in cases that need your agents action. An examples of how the chat bot and live chat can work together are listed below:

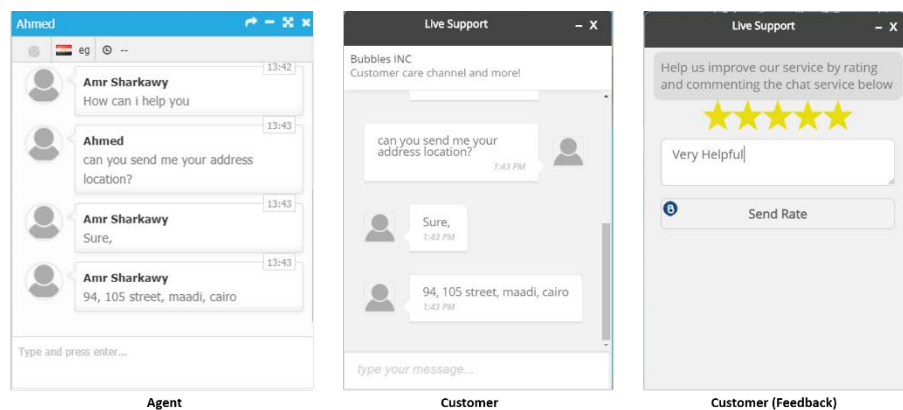
- ✚ The bot can respond if the agent is offline or out of working hours
- ✚ The bot can respond before the user is routed to the agent, to collect some data about the user
- ✚ The bot can be the main responder and route the user to the live chat only if it couldn't answer the question.

Bubbles chat comes with different administrative features to help you fully manage any of the two modules.



3 BUBBLES LIVE CHAT

Bubbles live chat provides agents and visitors a user friendly interface to communicate through. The live chat module can be integrated to any portal by a simple script or even social media platform such as; Facebook or twitter. Through the live chat module, agents will be able to pass a conversation to his/her supervisor or even flag it for further needs. Customers will submit their feedback regarding the agent and the customer service they received, assuring a constant tracking of all the sessions created



Users can select a certain department before starting a chat. Admins will have the ability to show and hide certain departments for users to choose from. Moreover, the number of users to each department can be managed by the admin. Incase assigned agents for a department are not online the department name won't be available in the chat log.

4 BUBBLES CHAT BOT

Chat bots (Smart Virtual Agents) are being made to ease the pain that the businesses are facing today. The purpose of chat bots is to support and scale business teams in their relations with customers. Chabot is every business' trusted and reliable employee. Always on time, always there to help, always accurate; it's working while your human employees are asleep, distracted or busy. Bot can answer in different ways either by a text, images or cards (images, description, title or actions)

Chat bot will provide visitors with the following benefits;

- ✚ 24/7 accessibility
- ✚ Handles capacity (multiple users with different requests at the same time)
- ✚ Boost customer satisfaction
- ✚ Cost efficiency

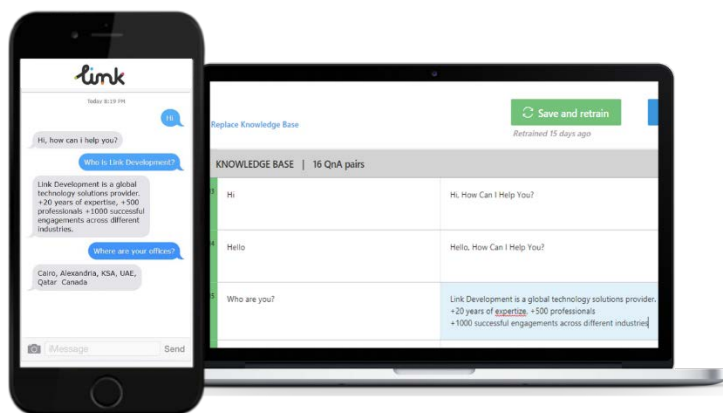
The Chat bot will provide admins with the following features

- ✚ Daily reports for the bot service
- ✚ History of all Customers conversations with the bot
- ✚ Customizable web component that can be integrated into the website
- ✚ The ability to rate the customer at the end of any conversation
- ✚ A web SDK that can be integrated into mobile apps.

Bubbles offer 3 different chat bot modules to fit each business need. Business can mix and match between the different modules making sure to receive the biggest outcome from Bubbles. Simple FAQ bot will not require development (just configuration and bot training), while bots with complex questions, Wizard and language understanding will require both development effort and bot training effort and detailed explanation of the different modules is listed in the below sections.

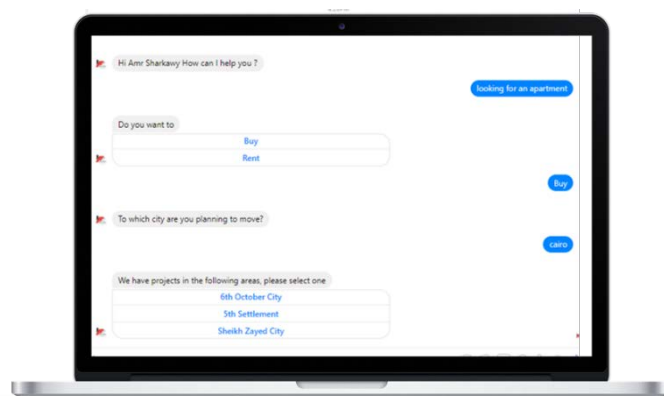
4.1 FAQ

FAQ is a question and answer based module. The bot receives the user enquiries and explore it's knowledgebase for the precise answer in a real timely manner. Admins get to update the knowledge base through an easy and user-friendly interface by entering the questions or keywords and their corresponding answers.



4.2 WIZARD

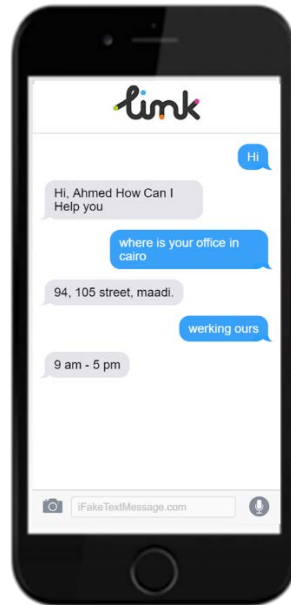
This approach is a much more thorough one, where the bot guides the user all the way throughout the conversation, to enable the user to get all the information he/she is enquiring about. This approach's best fit scenario is one where the user is unsure of what exactly they need to enquire about, and need more guidance from your representatives.



4.3 LANGUAGE UNDERSTANDING

Regarding this module, the bot will be using a machine learning algorithm, to understand what the user is asking about. There will also be a language detector, that would detect and understand any spelling or grammar mistakes made by the user. This machine learning algorithm will help with making the bot smarter by the day, as it gathers information based on the users' enquiries, thus by time it will be able to comprehend the same question asked in different ways. Keeping in mind There is a training phase where the admin defines the Intents and the Entities then train the

bot on them, if the bot got a new question that is not in the training data set, it will predict to the intent based on the machine learning model or it will fail to find the intent



5 ADMINISTRATOR FEATURES

5.1 USER MANAGEMENT

Admins will have the ability to add, edit or remove agents. Moreover, admins will be able to assign different agents with different roles, privileges and permissions.

5.2 CUSTOMER MANAGEMENT

Admins will be able to search through the different customers and view their detailed profiles. Moreover, admins will have the ability to filter through different customers using multiple criteria;

- ✚ Join date
- ✚ Activity
- ✚ Blocking status
- ✚ Create customers' groups and send bulk notifications for every group (depends on mobile App)
- ✚ Add extra custom fields (optional/mandatory) for the customers' profiles
- ✚ Add internal notes for every customer, will be shared between all agents
- ✚ Social media information in case the customer used the social login feature (depends on mobile for now, and will be enabled on web chat asap)

Bubbles offers you the unique advantage to group customers into predefined categories for marketing purposes with the ability to block and unblock customers.

Customers List - 4 Customers - You also served 1 Guests						+ Customer Groups	Filter	Search
Customer	E-Mail	Created	Last Chat Date	Group	Chat Log	Block	Push	
ahmed	ahmed12321@gmail.com	19/02/2018 15:07	-----	No Group	View Log	Block	Push	
samu	sami@gmail.com	19/02/2018 15:07	19/02/2018	No Group	View Log	Block	Push	
amr	amr.sharkawy@linkdev.com	19/02/2018 15:00	19/02/2018	No Group	View Log	Block	Push	
mahmoud	mahmoud@linkdev.ocm	19/02/2018 15:00	19/02/2018	No Group	View Log	Block	Push	
No more data available!								

5.3 CONVERSATION MANAGEMENT

Admins will have the ability to do the following to handle the different conversations between agents and customers

- Flag important chats to highlight them for review.
- View Operator comments after chat ending for any follow-ups. (live chat)
- View customer rating and feedback.
- Categorize chats with dynamic tags.
- Full chat log maintained for 1 year.
- Searching conversations.
- Filtering conversations by multiple criteria (date, operator, department, close reason, rating, comments, feedback, and tag).
- Both agent/bot and customer will be able to send attached specific files during the chat.

Conversations - 3 Entries							Filter	Search
Customer	Operator	Time	Duration	Rating	Closed	Chat Log		
★ david	Amr Sharkawy	19/02/2018 13:49	00:43	★★★★★	OP	View Log		
★ Ahmed	Amr Sharkawy	19/02/2018 13:42	00:04	★★★★★	CU	View Log		
★ amr	Amr Sharkawy	19/02/2018 13:35	00:06	★★★★★	CU	View Log		
No more data available!								

Amr Sharkawy
Ahmed
Hi
Amr Sharkawy
Hi
Amr Sharkawy
How can i help you

5.4 CHAT MANAGEMENT

Bubbles offers admins the ability to manage the chat core for both live and bot chats through a user friendly interface. Admins can fully manage the following:

- ✚ Control online / offline status.
- ✚ Control how many concurrent conversations your operators can serve.
- ✚ Control personalization preferences (whether to appear a unified name and company logo, or showing each agent's name and photo).
- ✚ Monitor number of sessions served in real time.
- ✚ Monitor queue of waiting customers.
- ✚ Smart automatic round-robin chat load distribution per online operators.
- ✚ Manual chat assignment for supervisors in case of heavy chat loads from customers.
- ✚ Chat transfer from operators to supervisor within the same department.

The screenshot displays the 'Pre-Chat Bubble' configuration interface. It includes a sidebar with 'Default chat widget' (set to Minimized), 'Chat Widget Settings', and 'Intro Customization'. The main area is titled 'Pre-Chat Bubble' and contains the following settings:

- Intro background color:** #1d9bd0 (with a color picker)
- Intro title color:** #01378c (with a color picker)
- Chat Screen:** A dropdown menu with a corresponding checkbox.
- Intro title:** Bubbles Live Support
- Intro title Ar:** Link development
- Intro tagline:** We are always online 24x7
- Intro tagline Ar:** نحن دائما على الانترنت 24 x7

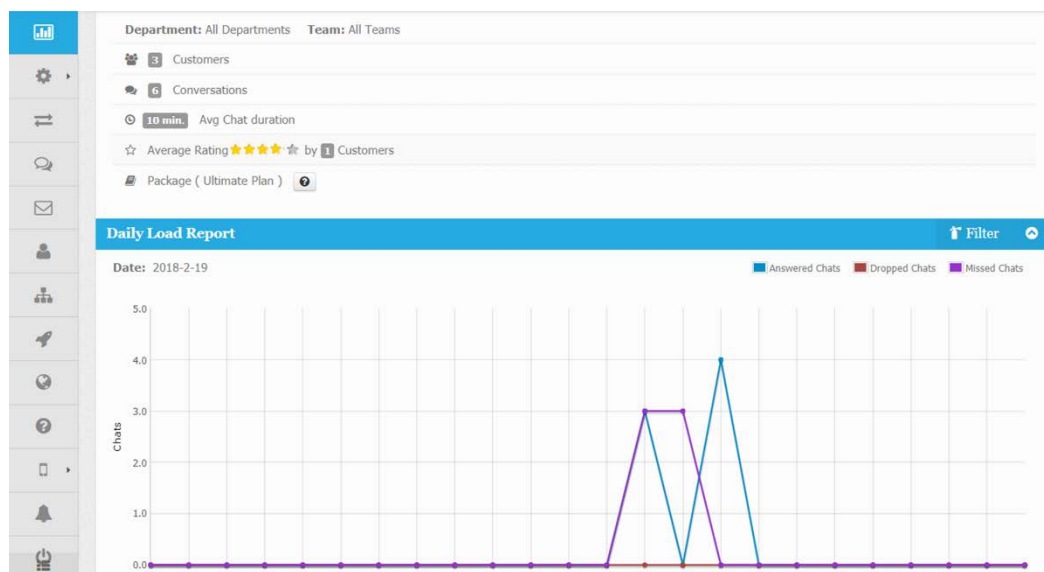
A 'Top' button is visible in the bottom right corner of the form area.

5.5 REPORTS

Bubbles provide admins with different type of reports that gives different and multiple insights on their current chatting solution, enhancing the decision making efficiency. Reports include the following;

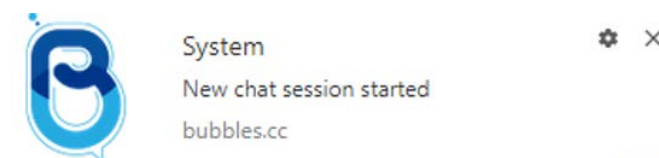
- ✚ Collectively summarizing and detailing dashboard that helps you get totals and detailed info to analyze your support force performance, it includes the following:

- ✚ System summary (total chats, total customers, average rating / satisfaction) per company, per department, per team, per user and per customer.
- ✚ Daily load per hour of all chats (answered, missed, dropped) to spot the peak hours where you need more agents.
- ✚ Weekly load per day of all chats (answered, missed, dropped) to spot the peak days where you need more agents.
- ✚ Online duration: allows you to view weekly report of how many hours each operator in a team spends per day serving customers.



5.6 NOTIFICATIONS

Bubbles will send agents and customers different push up notifications. In order to help operators, answer quickly with predefined shortcuts. With autocomplete support during chat



Bubbles provides 2 types of notifications:

- ✚ Mobile push notification
- ✚ Desktop notifications (Depends on browsers)

6 BUBBLES FEATURES

#	Features
1.	Pre-chat form
2.	Smart or manual chat routing
3.	Unlimited Concurrent chats
4.	Smart Waiting queue let your customer know his order in waiting queue and the expecting time to process his session.
5.	Automatic greetings
6.	Visitor information
7.	Timeline
8.	File sharing
9.	Unlimited Canned Messages (Shortcuts) with the possibility to attaching files/images
10.	Delivery status
11.	Never Miss a Chat (Desktop notifications)
12.	Standard Real-time Agent Monitoring (online/offline & current sessions)
13.	Chat Rating & feedback for customers
14.	Chat comment for agents
15.	Idle Timeout for agents/customers with auto transfer sessions when the agent was idle

16.	Chat history
17.	Chat widget customization
18.	Profile & User Roles (Admin, Supervisor & agent)
19.	Unlimited Teams (organize your users in separated teams, every team have one supervisor)
20.	Unified or Personalized agent's name & avatar
21.	Customize the system messages for your customers
22.	WEB SDK for mobile application
23.	Visitor banning
24.	Look & feel for your dashboard
25.	Language (Arabic/English)
26.	Localization & Daylight Saving Time support
27.	SSL Encryption
28.	Visitors Tracking (Monitoring your website visitors)
29.	Send notification to your website visitors in the real-time
30.	Unlimited Departments
31.	Transfer chats between departments
32.	Chat tags
33.	Offline Form

34.	Transcript for customers *
35.	Initiate chat session with anyone on your website
36.	Customers Grouping (Organize your customers in groups)
37.	Voice Messages between agents & customers during the chat or in offline message
38.	Knowledge Base
39.	<p>Reports</p> <ul style="list-style-type: none"> • Summary Load Reports • Weekly load report • Daily Load Reports • Agents Online Duration Report • SLA Report