

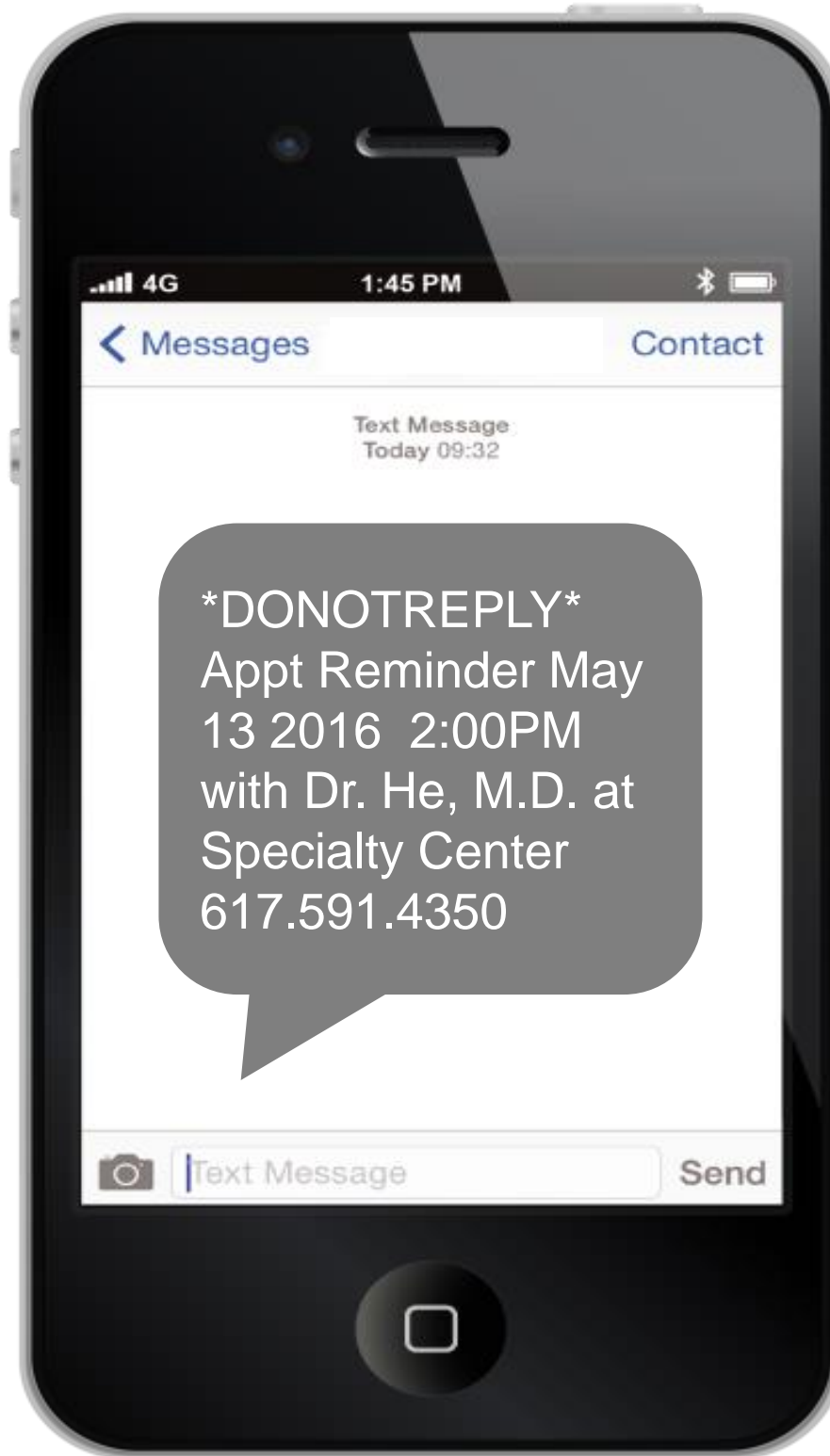


Interactive Text Response Showcase – Bots for your Customer Service

Tobias Goebel, Director Emerging Technologies
25 May 2016



Customers love texting...



... but please, don't make it a 1-way street!



AGENDA

- ❖ The Messaging Revolution
- ❖ The 4 Faces of Messaging
- ❖ Industry Examples
- ❖ WHY Messaging?
- ❖ Start with a Pilot

The Messaging Revolution

Articles Blogs Videos Summits Jobs People Connection



5 ways brands are using Snapchat, WhatsApp to engage consumers

Steve Glauberan Follow this author Forbes / Leadership

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5 Ways To Turn Facebook Messenger Into Your Best Customer Service Tool



JESSI HEMPEL BUSINESS 01.26.16 7:00 AM

THE HIP NEW WAY TO COMPLAIN TO A BUSINESS: FACEBOOK MESSENGER

Mobile services

Bots, the next frontier

The market for apps is maturing. Now one for text-based s
poised to take off

Apr 9th 2016

The Little Black Book of Bil

Tweet

home election 2016 US world opinion sports soccer tech arts lifestyle all

Media & Tech Network Brand marketing

Marketers should stop ignoring instant messages

Tom Goodwin



NEWS OPINION PROFILE HUB AWARDS EVENTS WHAT'S ON JOBS STORE THE DRUM

Advertising Creative Design Mobile Digital Media Industry Insights Marketing B2B

10 FEBRUARY 2016 - 11:45AM | POSTED BY CATHERINE TURNER

The medium is the message: What the rise of WhatsApp, Messenger and SnapChat means for brands

Technology

The end of apps is here. Long live chat bots

MADHUMITA MURGIA

Facebook Messenger gets KLM Royal Dutch Airlines bot

Shane McGlaun - Mar 31, 2016

Forbes / Tech

ENSURE ALIGNMENT

Synchronize software delivery with business objectives

Kik Battles Facebook With Bots In The New Messaging Wars

6+ of the Top 10

*most used apps globally
are Messaging Apps*

900 Million



*~13% of Earth's population
use Messenger every month.*

Fastest Growing app in the U.S.

60 billion messages

are sent daily on Messenger
and WhatsApp

More than 3x the peak global traffic
of SMS

Messenger is the 2nd most popular iOS app of all time

(behind Facebook itself)

A New Business Model

“Facebook thinks of Messenger as a platform on which entire businesses will be built.”

“The idea is that Messenger will be an ‘app for everything’”

**BUSINESS
INSIDER**



Messaging: It's no longer the *Millennials...*



42%

would rather
CLEAN A TOILET
than talk to
customer service



77%

of daily
active app users
ARE LOST
3 days after install



72%

PREFER TEXT
over picking up
the phone and
talking

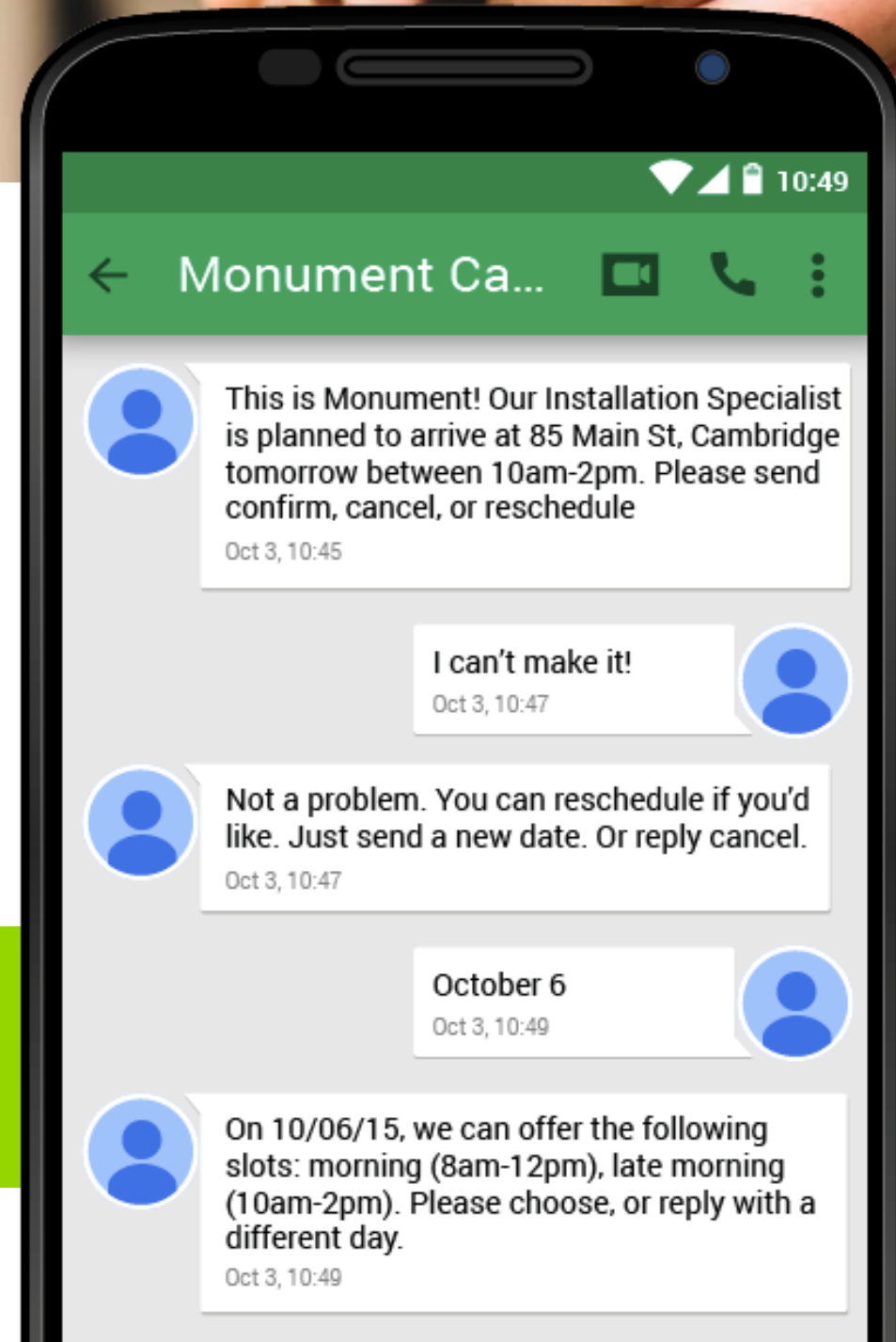
What if

we could come up with the ultimate way to serve customers the way they communicate with each other...

...WHILE SAVING COST

ENTER

INTERACTIVE TEXT RESPONSE

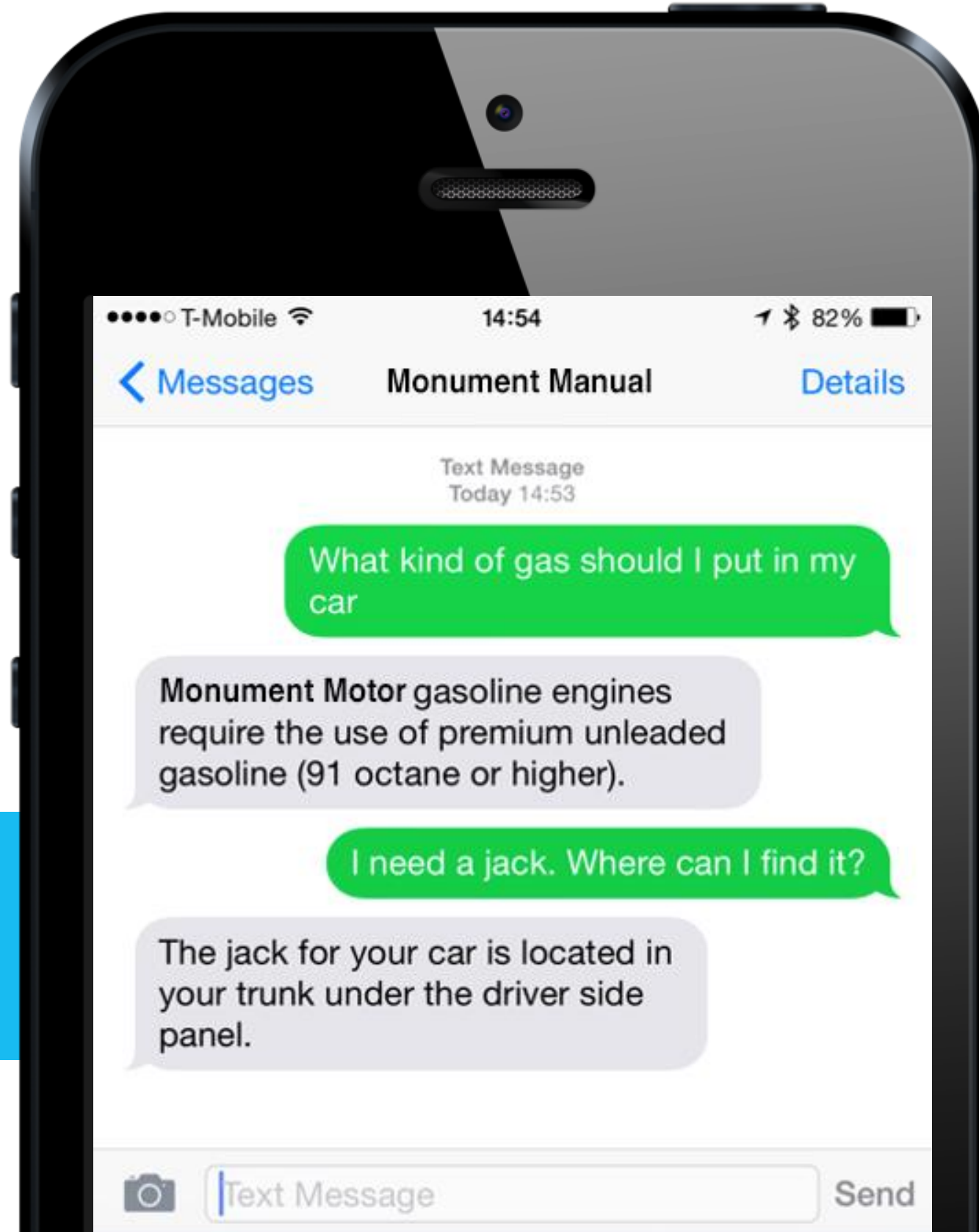


The 4 Faces of Messaging

The 4 Faces of “Messaging”

1 Direct Answers to Questions

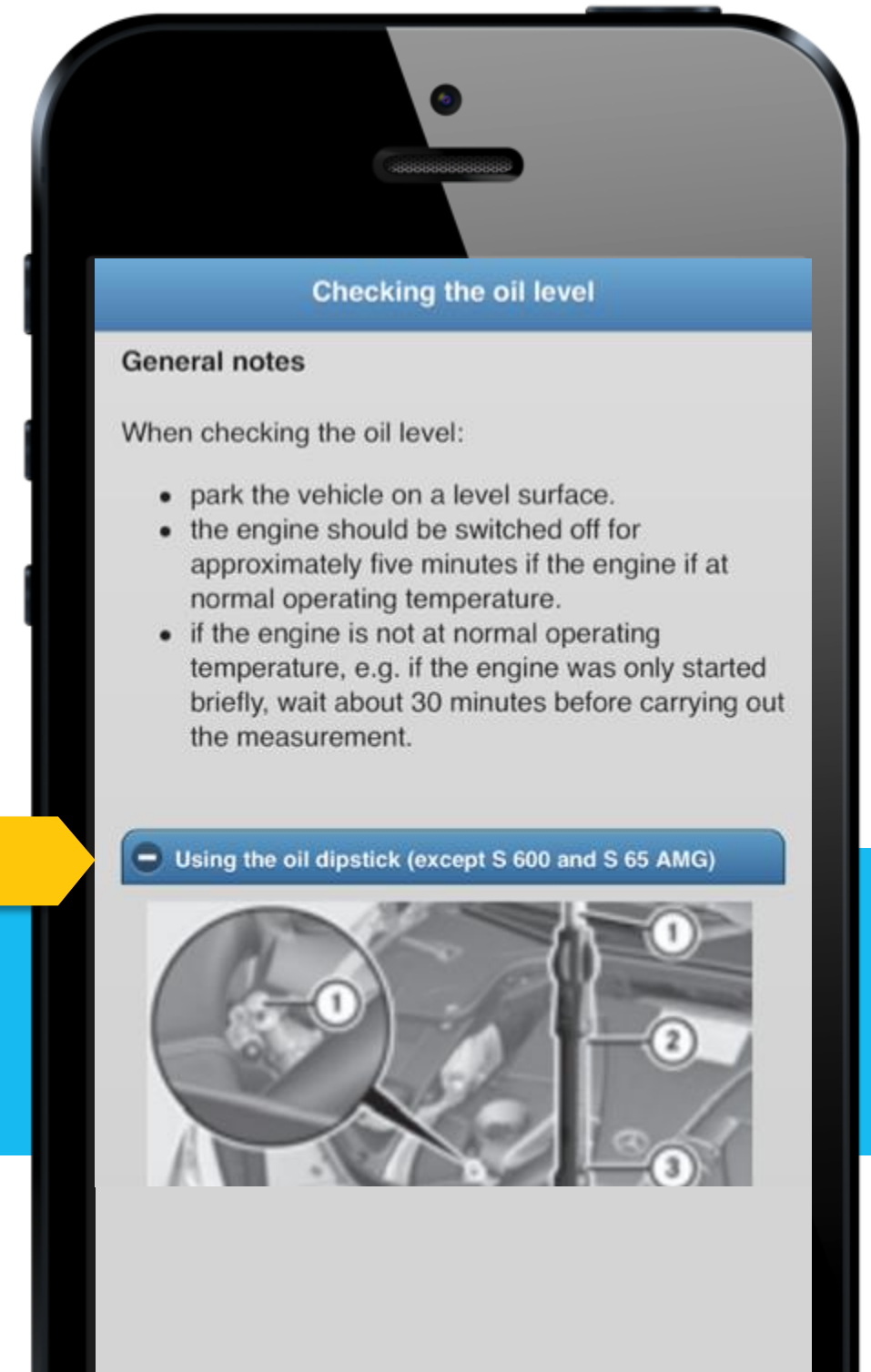
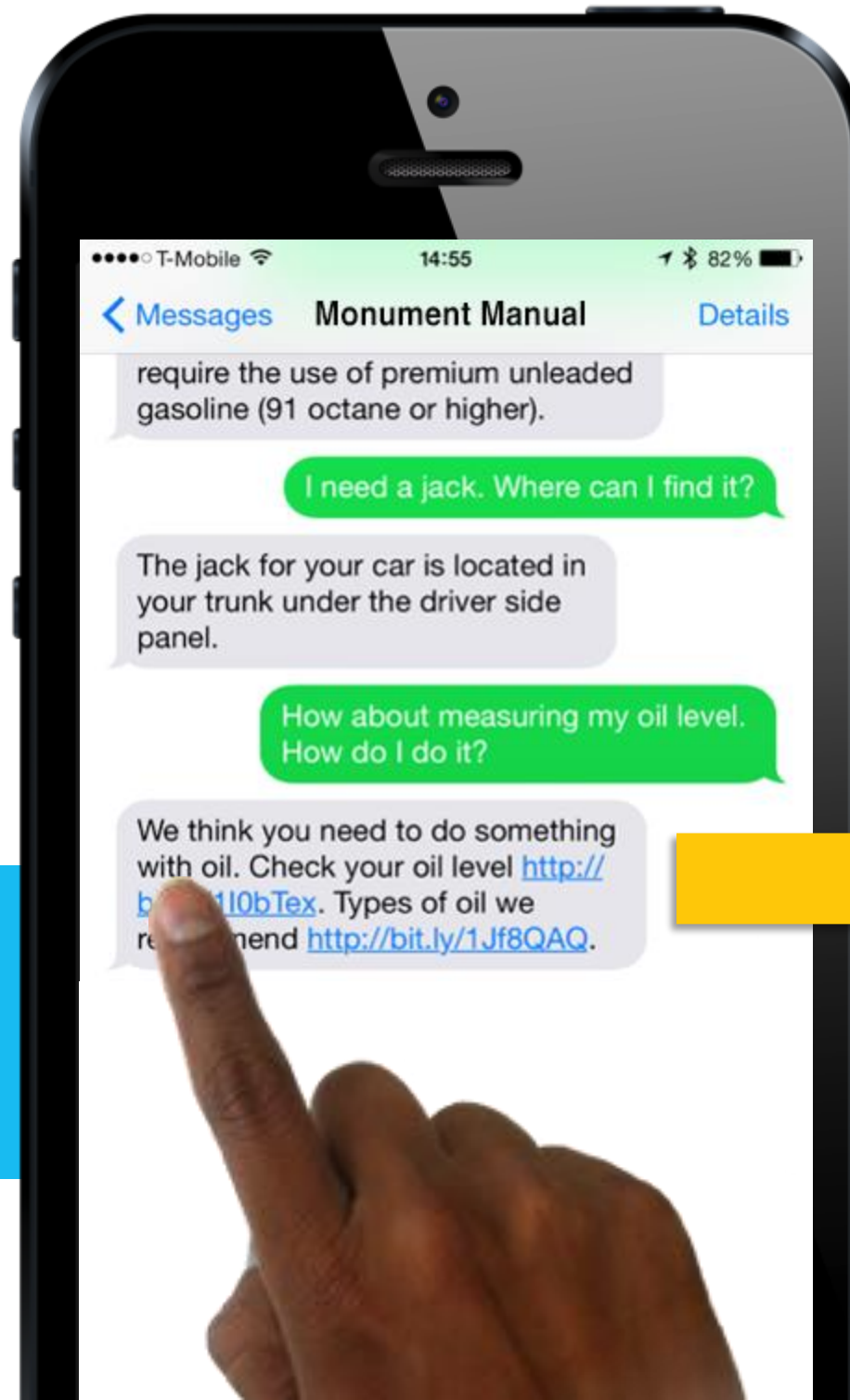
Basic Information



The 4 Faces of "Messaging"

2 Richer information display necessary: link to **disposable app**

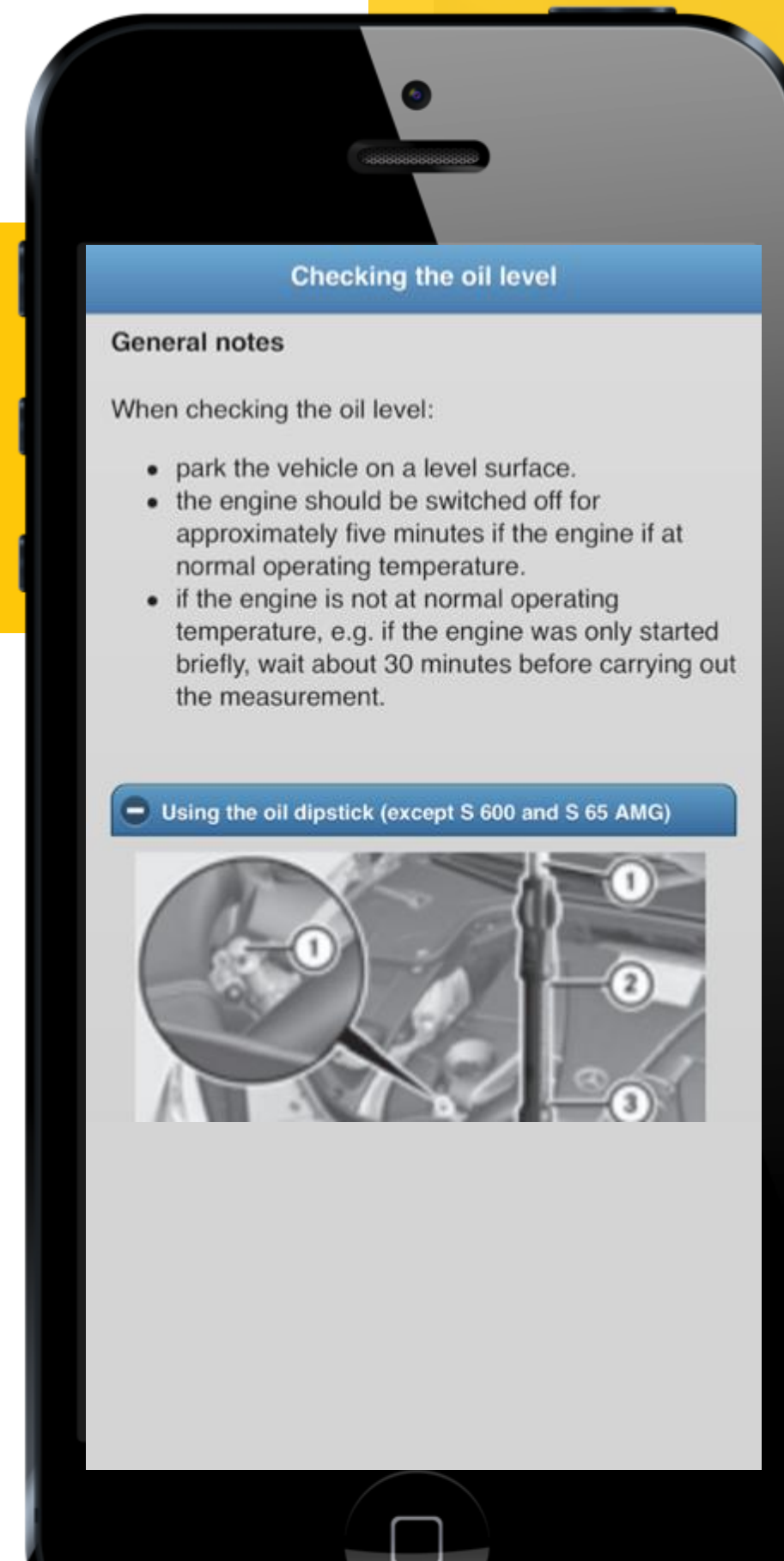
Rich Content



Detour: *What's a "Disposable App"?*

A special-purpose secure mobile Web app that requires no prior download, works across all smartphone platforms, lets your customer engage on the spot

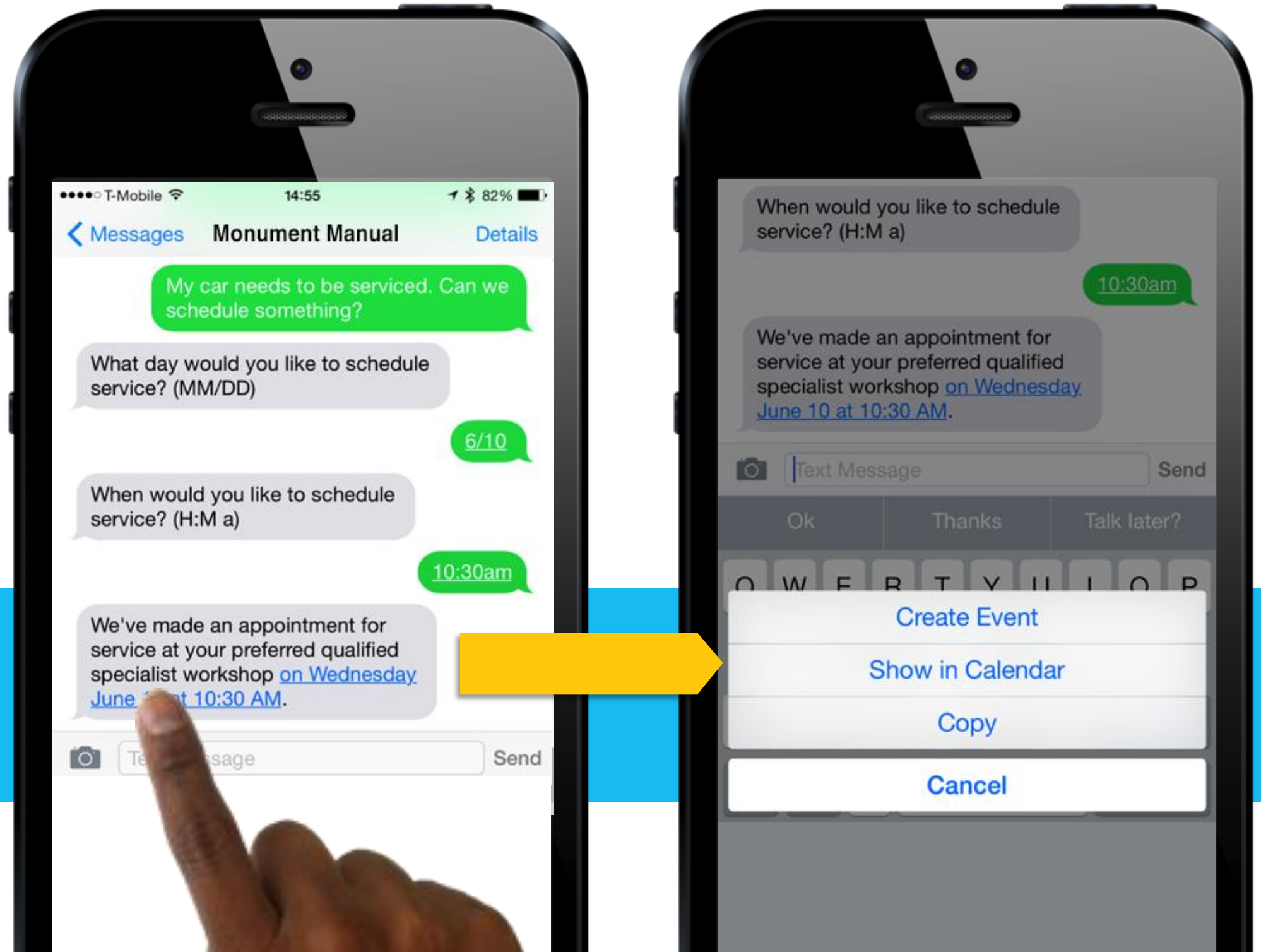
- Pay bills
 - Enter data
 - View lab results
 - ...
- Reach the 96% of customers who aren't regular users of your mobile app
 - Nothing to download or install, always up to date and not OS specific - built in **HTML5**
 - Complements your existing mobile native app



The 4 Faces of "Messaging"

3 "Form Filling", e.g. Appointment Scheduling

Transactions



The 4 Faces of “Messaging”

3 “Form Filling”, e.g.
Appointment
Scheduling

Proactive Outreach

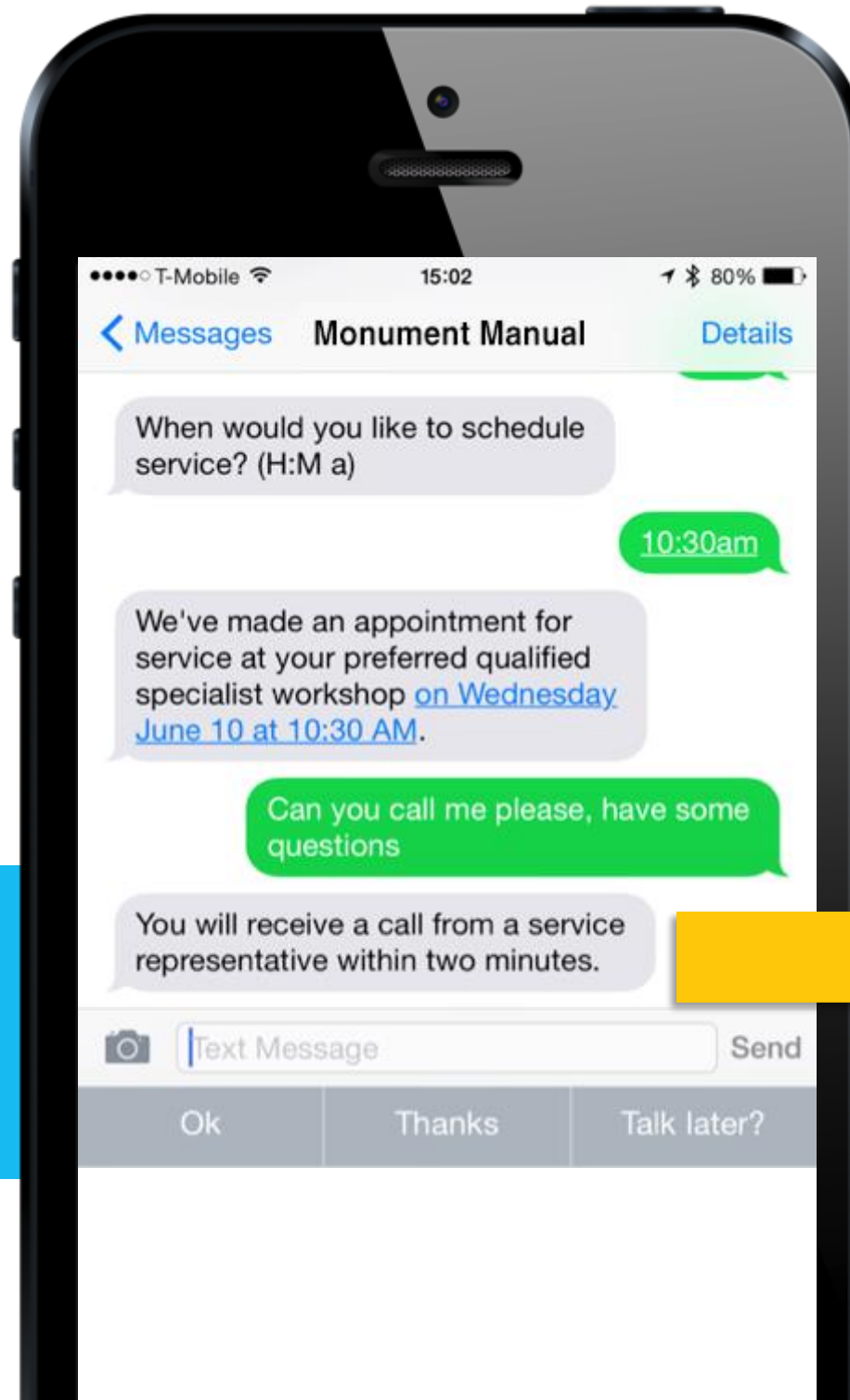
Communicate changes proactively
through outbound text

Transactions

The 4 Faces of "Messaging"

4 Getting Human Help

Contact Center



The 4 Faces of “Messaging”

4 Getting Human Help

Respect Channel Choice

Stay in messaging channel or escalate to voice

Contact Center

Industry Examples: Meet *Edward*

Forbes

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MAY 10, 2016 @ 03:24 PM 544 VIEWS

Radisson Blu Edwardian Guests Can Now Text Edward The Chatbot For Service



Janet Burns
CONTRIBUTOR

I write about tech, media, culture, and science.

[FULL BIO >](#)

Opinions expressed by Forbes Contributors are their own.



If you don't have the time or inclination to coordinate with real-life concierges during your next stay in the UK, you're in luck: a new virtual assistant has checked in at a dozen Radisson Blu hotels, and is programmed to please.

Meet Edward, 's SMS Virtual Host

WHAT?

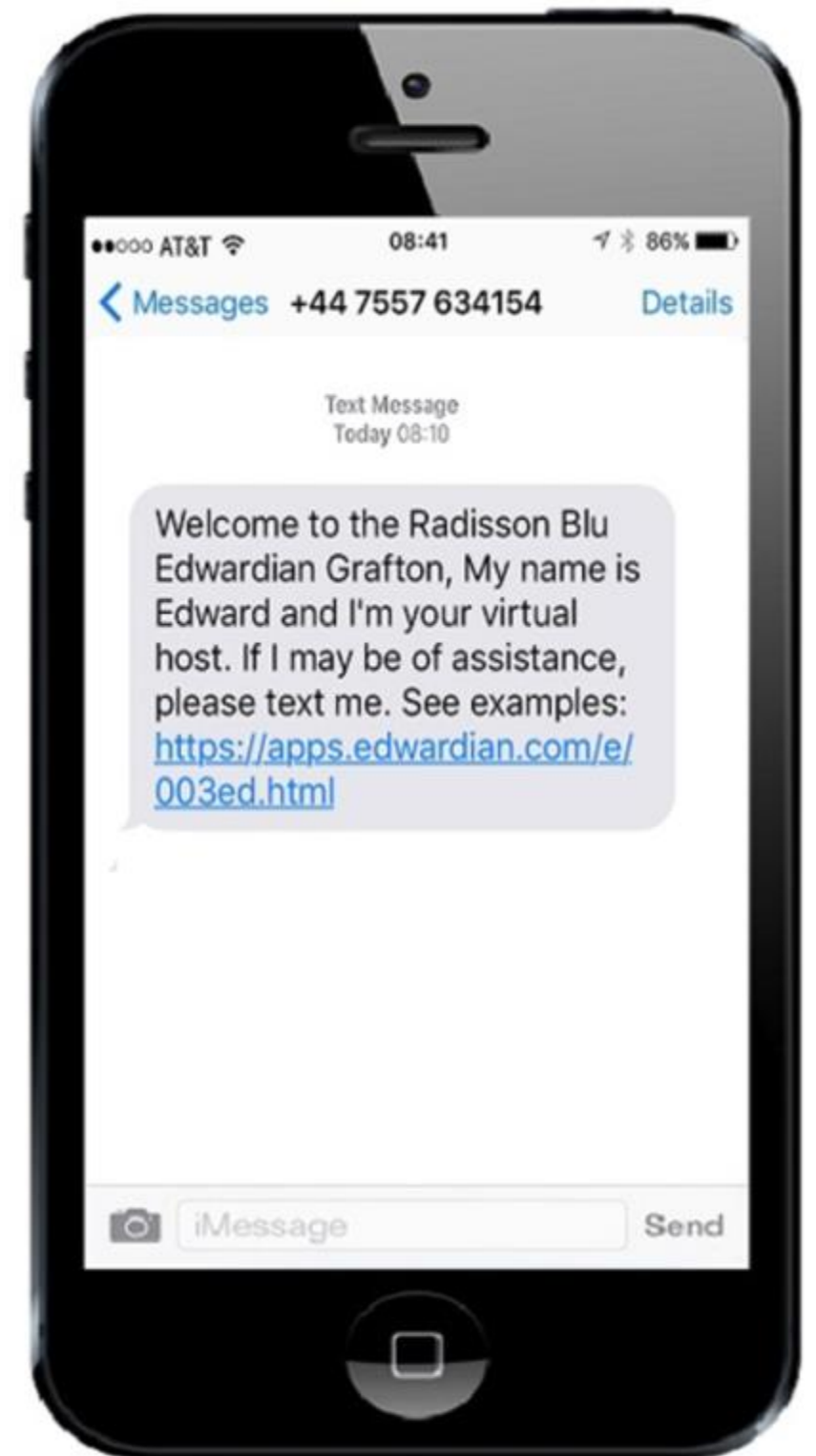
Adapt to our guests' ever-evolving needs and deliver a new level of service excellence

WHY?

Respond to new guest behavior, stay relevant, stay competitive through service quality, reduce cost through automation

HOW?

Welcome guest with a text, respond to questions instantaneously via AI, involve staff where needed, offer option to receive call to bridge self- and live service



Help page

Each time I am unable to answer, someone looks at those questions and teaches me how to answer them the next time I get asked.

Here are some examples of questions I think I can help you with:

Breakfast Time: text me *'Breakfast'* or *'Breakfast times'...*

Is your Breakfast Included?: text me *'Is my breakfast Included'* or *'Breakfast included?'*...

Trains and Underground: text me *'Nearest Underground'* or *'Overground'* or *'Train Station'...*

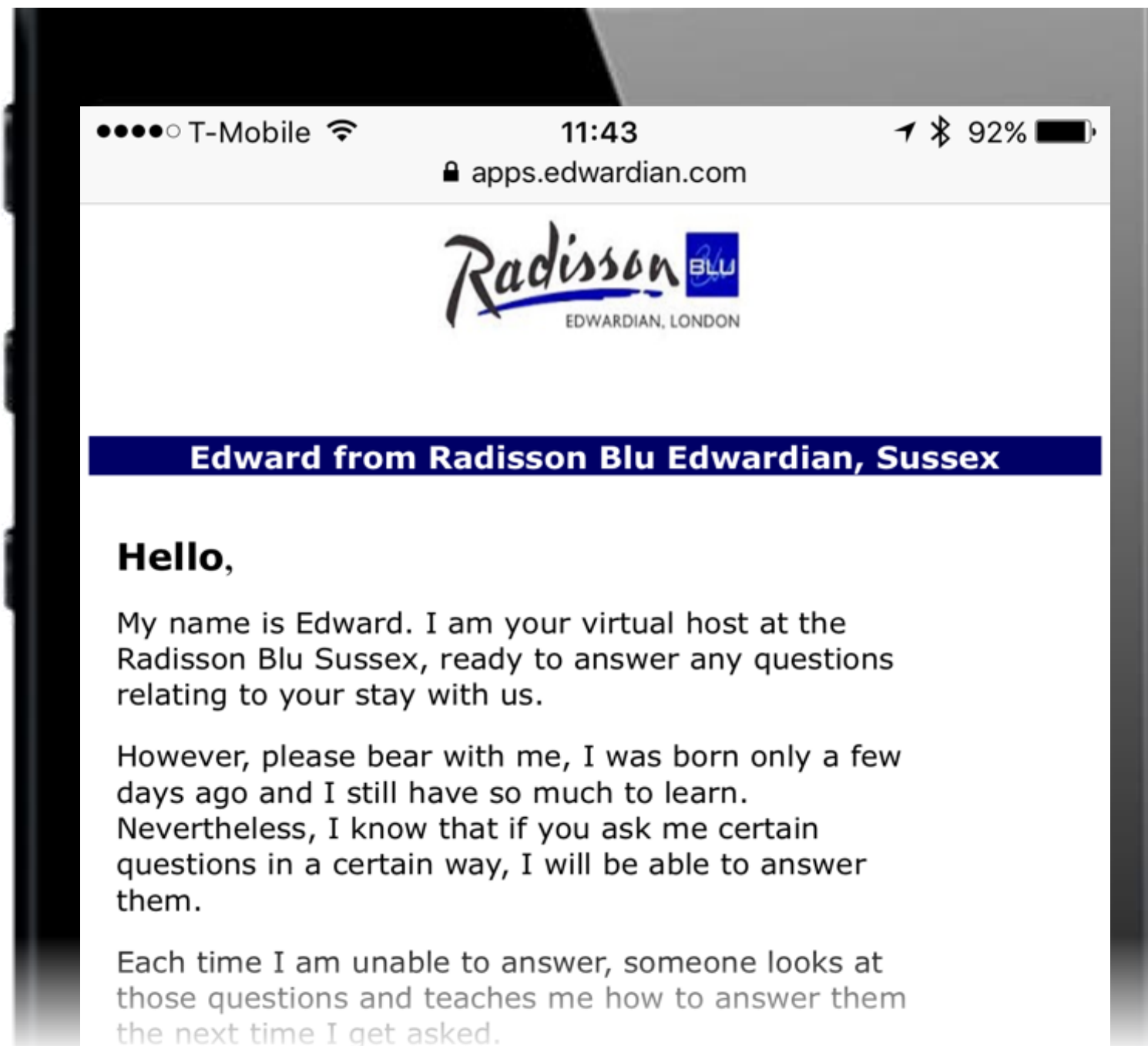
and, If you need Housekeeping to deliver something to your room: text me *'Extra Pillows'* or *'More Shampoo'* or *'Extra Towels'...*

I can also get maintenance sent to your room: text me *'Lights not working'* or *'Light bulb'* or *'Room too hot'...*

I can also get room service to remove the tray from your room text me *'Remove Tray'*

I can get the concierge to book you a taxi text me *'Taxi'*

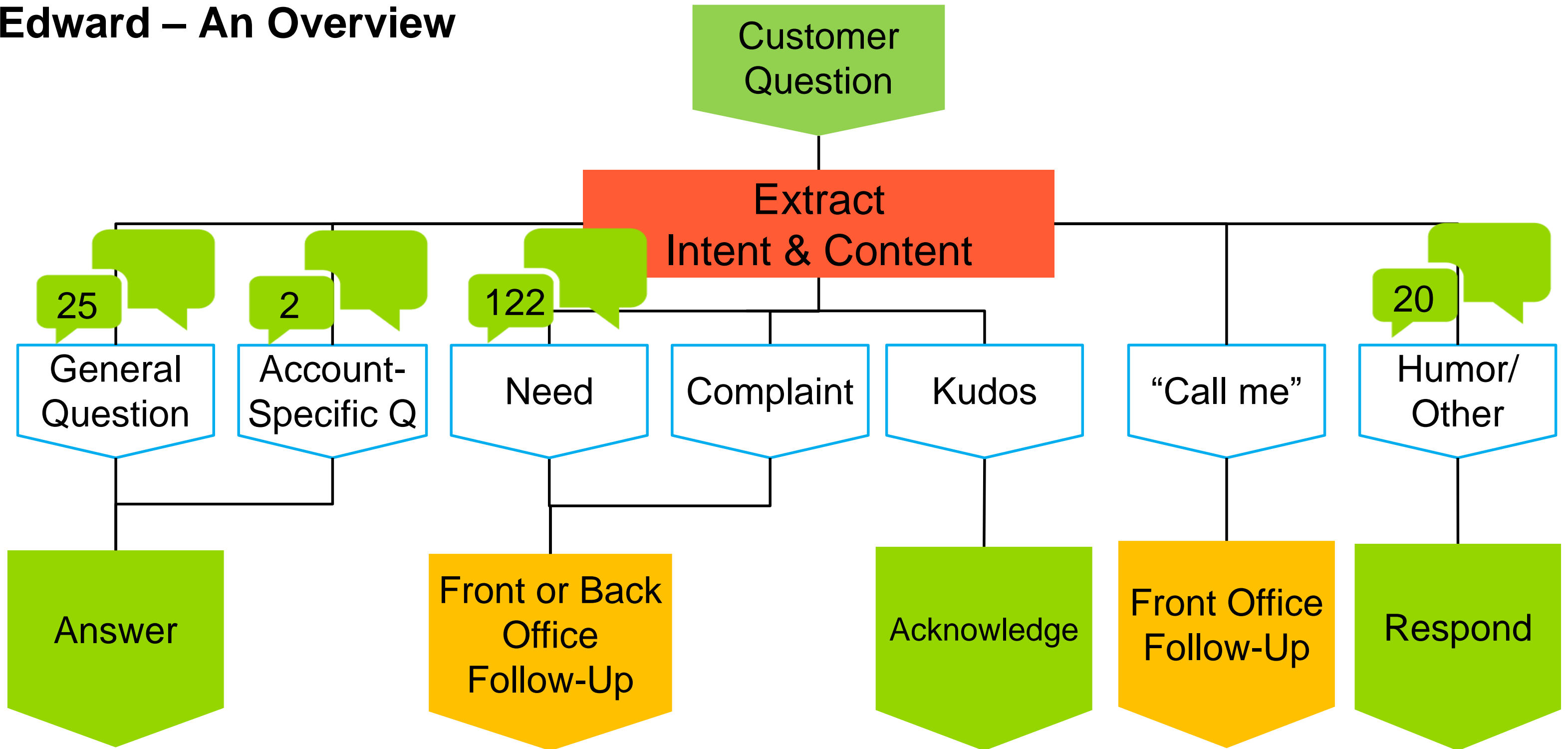
Each time I am unable to answer, someone looks at those questions and teaches me how to answer them the next time I get asked.



Edward combines...

- ▶ The business value of a blend of **personal touch and automation**
- ▶ The **response times** and accessibility of self-service
- ▶ The proven methodologies of **Interactive Voice Response**
- ▶ The **consumer appeal** of texting/messaging as a communication channel
- ▶ The **ubiquity of SMS** across the world
- ▶ The benefits of **Natural Language Understanding** for free-form dialog
- ▶ The value of CRM to **show the guest we know them**
- ▶ The **human touch** through live service integration where needed

Edward – An Overview



Lexical Ambiguity



Challenging dialogs...

How do I open the fridge door in my room

I wanted a cold drink but can't open fridge door but I'll leave it until the morning thanks

No thanks **I don't wish to disturb my wife who is asleep**

I am sorry to hear that your door is not cooperative; a member of staff will be with you shortly to rectify the issue.

Apologies about the door. Housekeeping will be with you shortly to assist.

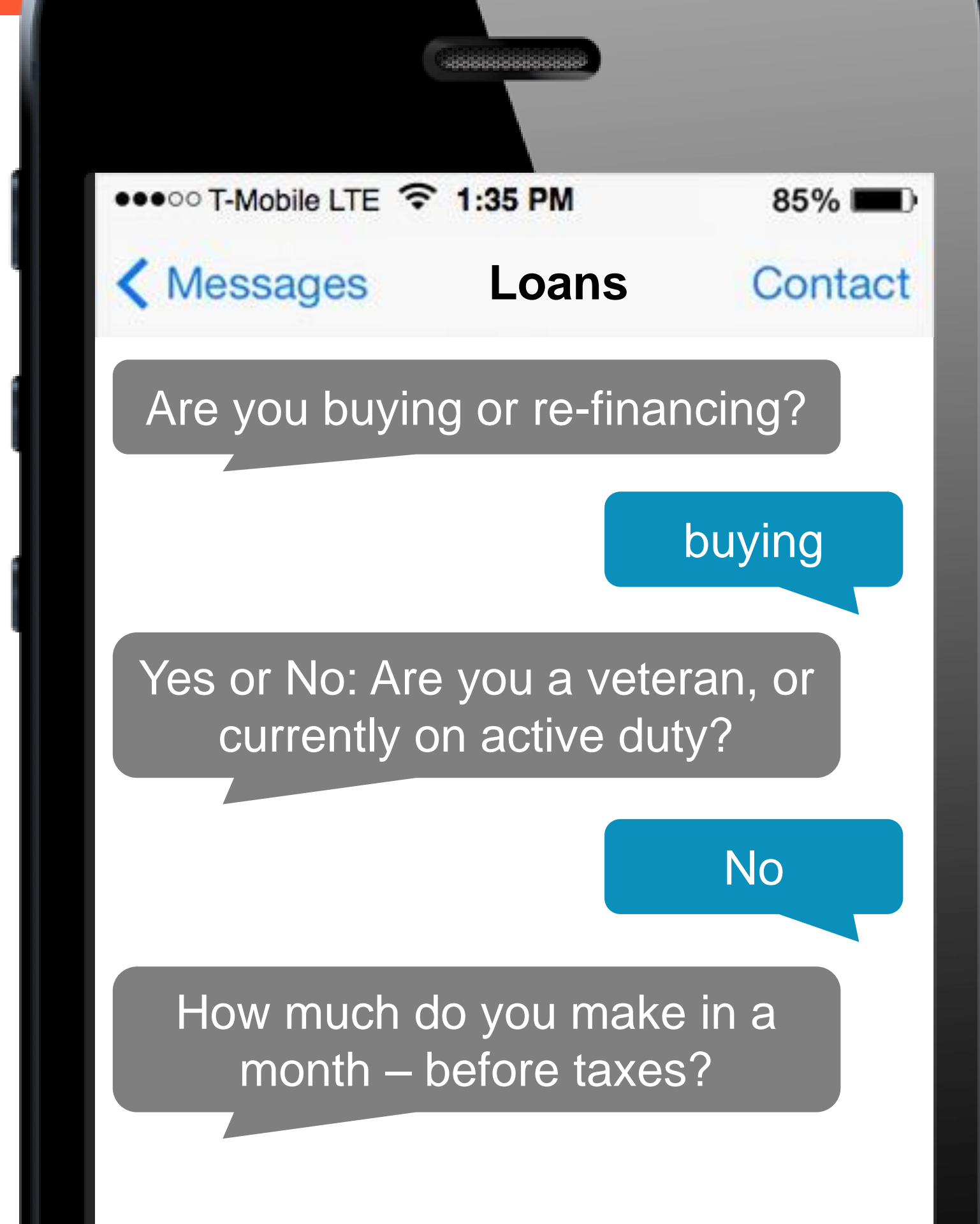


at 3:40am!!!

Other Industry Examples

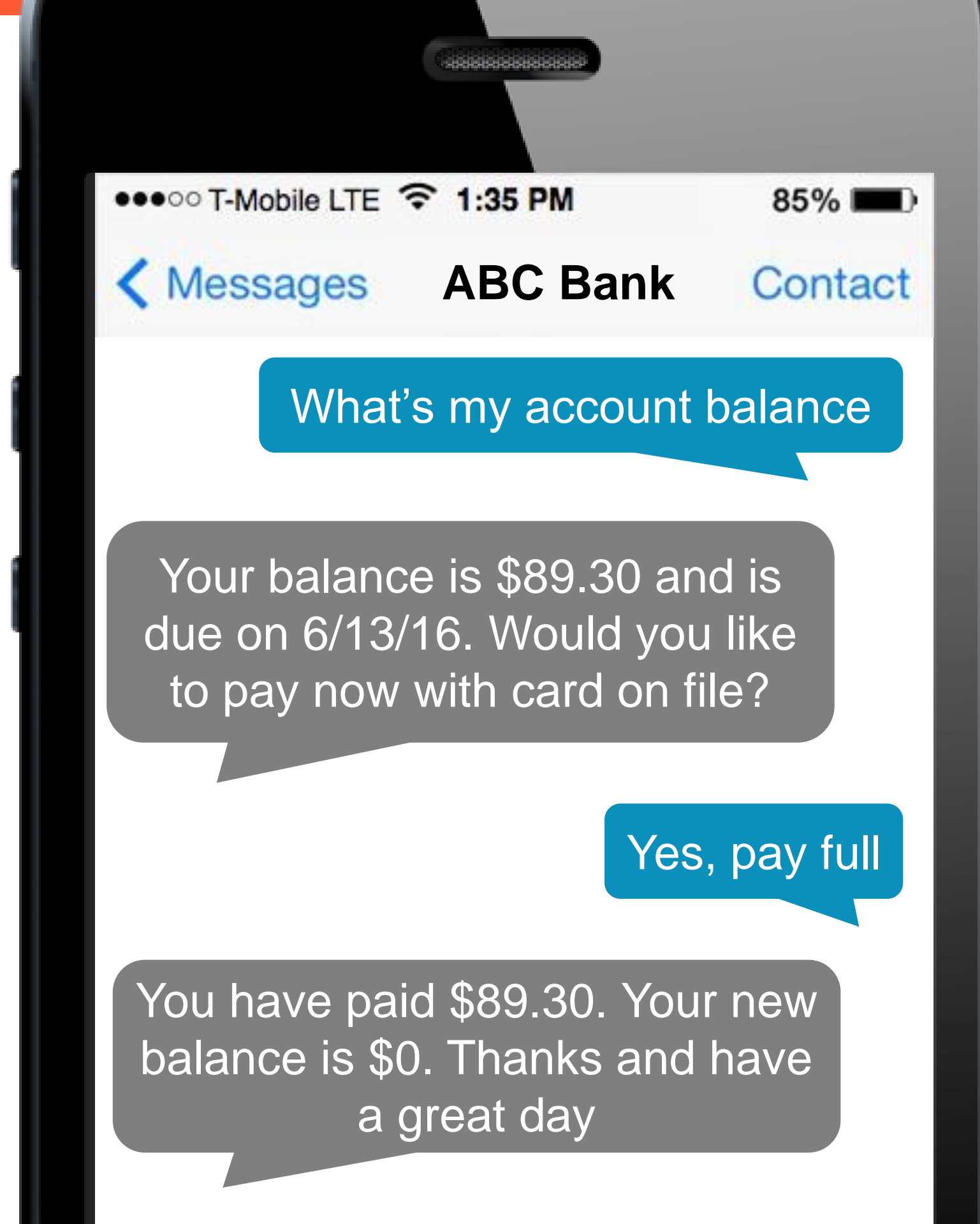
Mortgages

Loan Prequalification



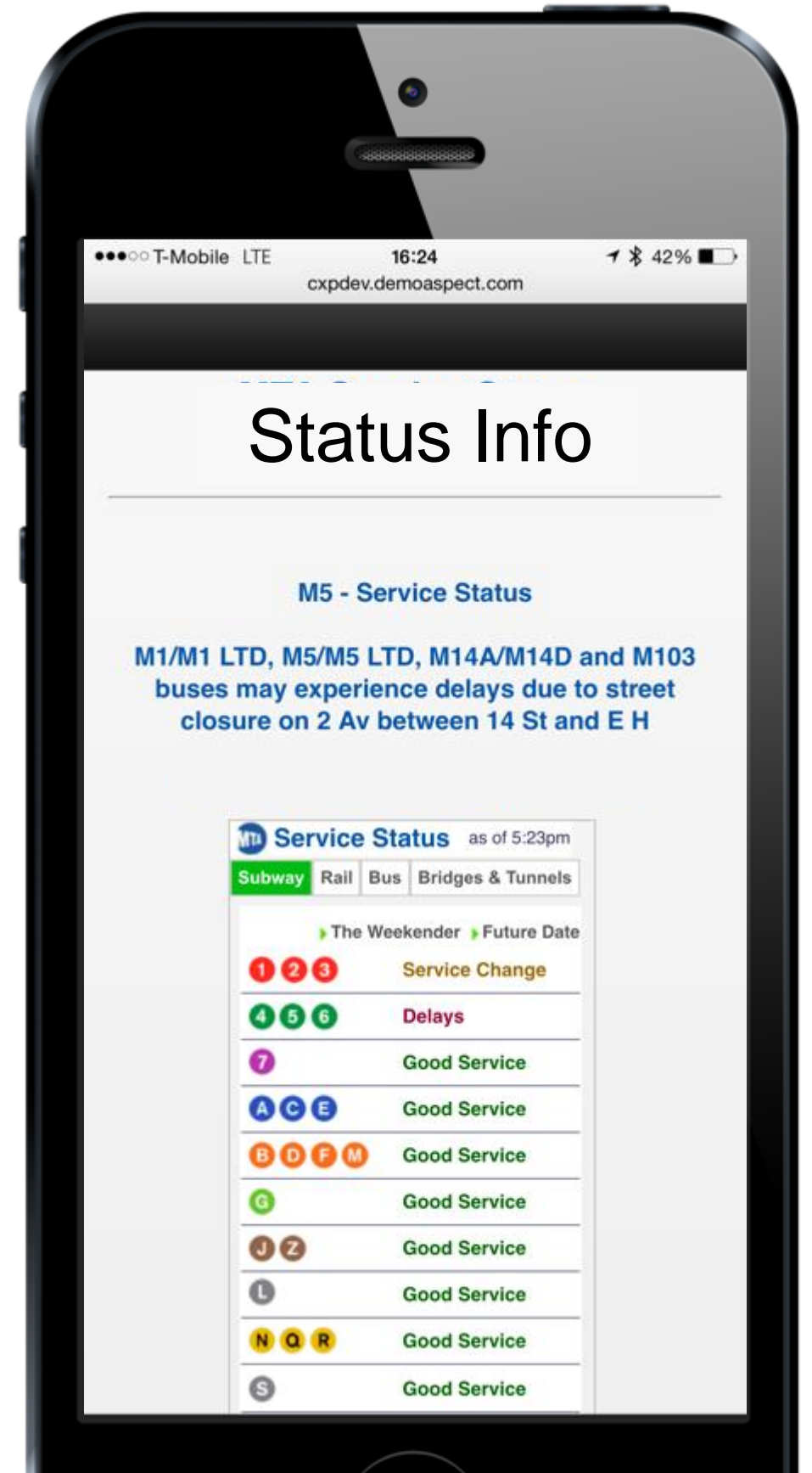
Collections

Account Balance
Bill Pay



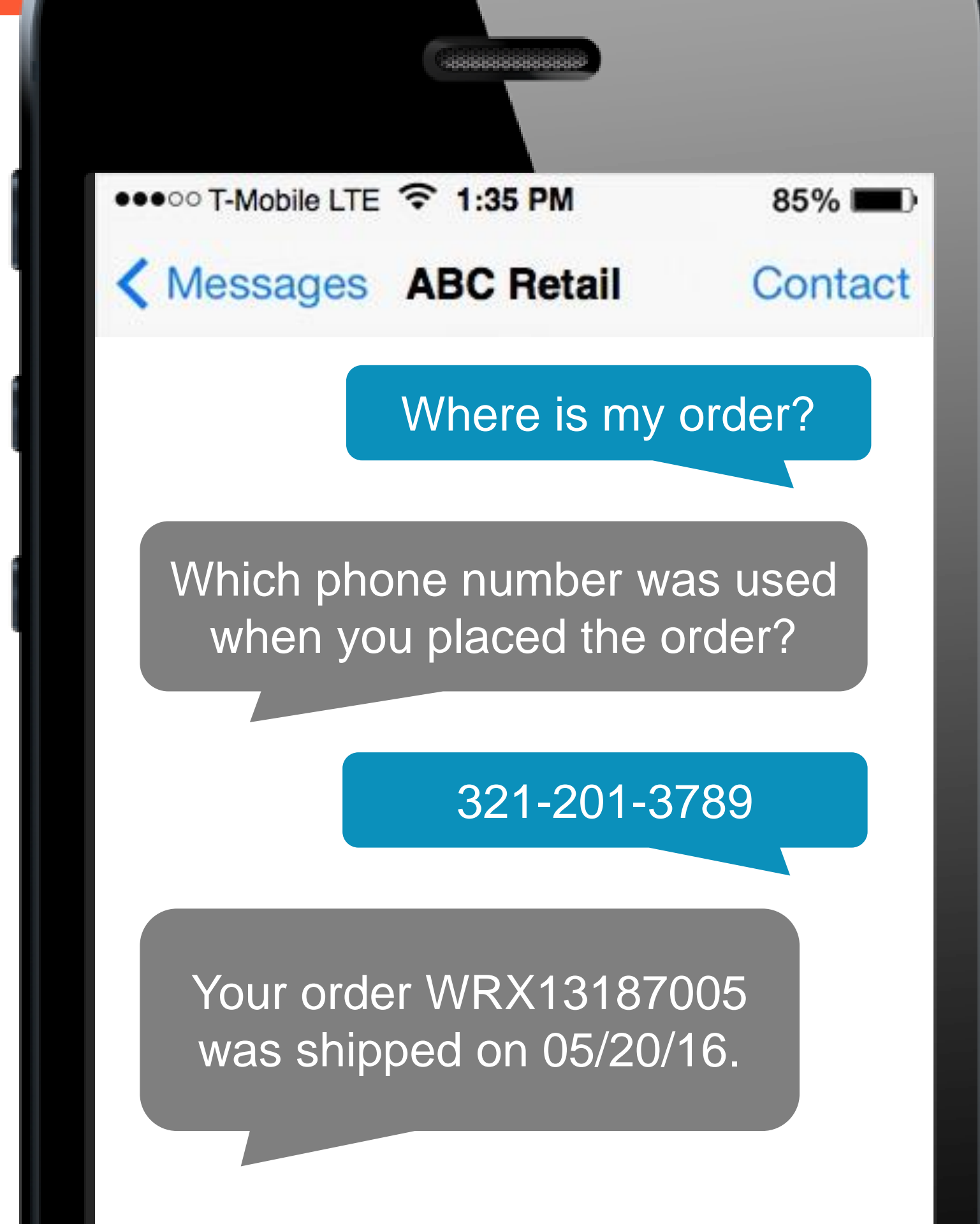
Public Transportation

Service Status



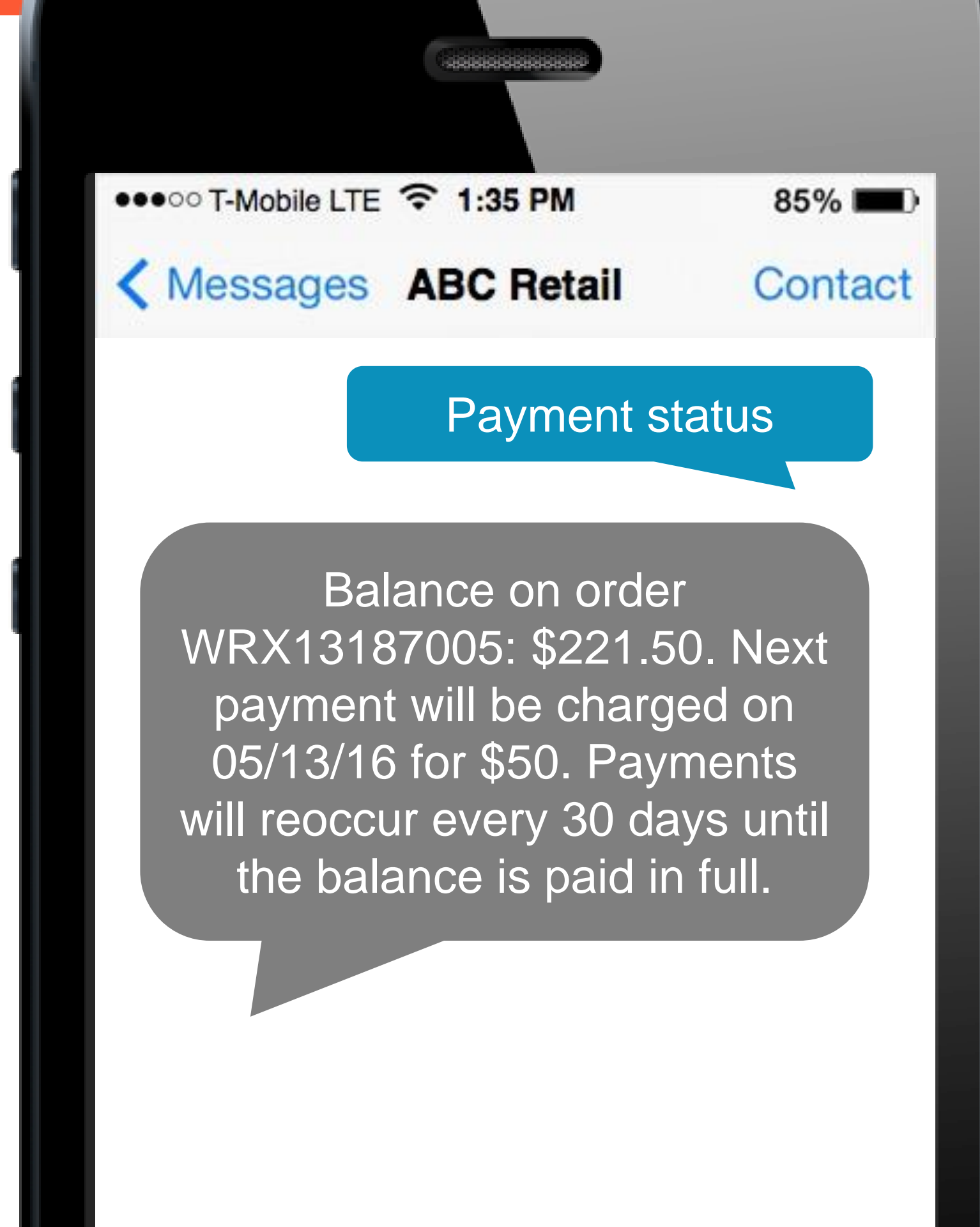
Retail – Self-Service

Order Status



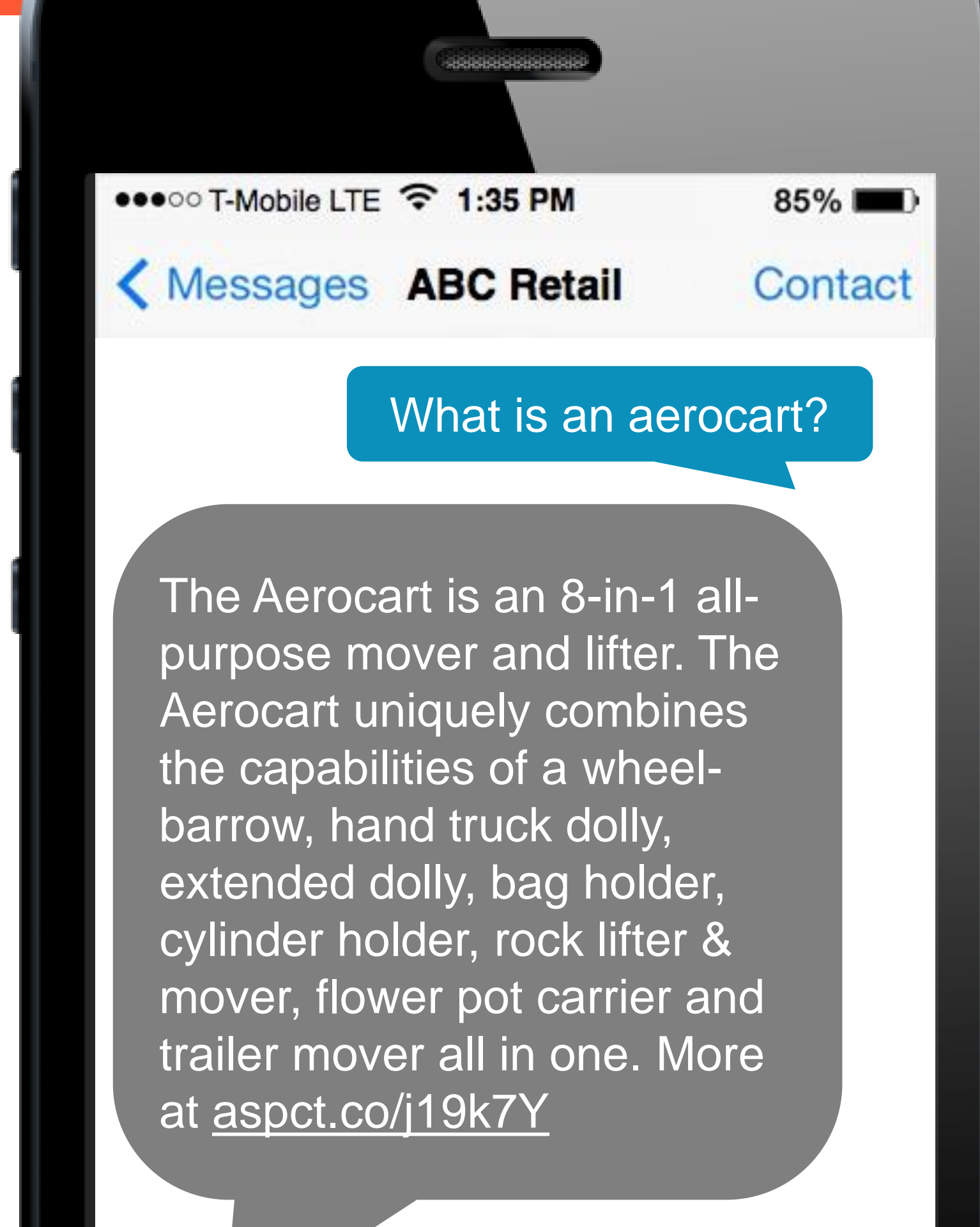
Retail – Self-Service (ctd.)

Payment Status



Retail – Self-Service (ctd.)

FAQ



Why Texting/Messaging?

Why is Customer Service on Messaging so Attractive?



Personal

Cell phone or Messenger account belongs to one person, not shared



Ubiquitous

900 million individuals use Messenger already, growing fast. EVERY phone can text



Asynchronous

Does not take user's entire attention, i.e. they can pursue other tasks while interacting via messaging



User-friendly

Lets the user advance in a dialog at their own pace. No speech recognition challenges through noisy environments or accents



Persistent

Dialogs are archived in message apps automatically



Consistent

One client, central storage of messages



Less intrusive

Messaging dialogs can be conducted silently, during meetings, in presence of others, while travelling, etc.



Secure

Identity protected through username and password messaging apps like Messenger

Think beyond the app!

What's the LEAST EFFORT way to reach a business?

SMS

On ALL phones; asynchronous communication

MESSAGING

On MANY phones, asynchronous communication

WEB/APP

On MANY phones; requires data/download

VOICE

Expensive, single-threaded, slow, frustrating

How do we serve the largest % of the audience?



Start with a Pilot

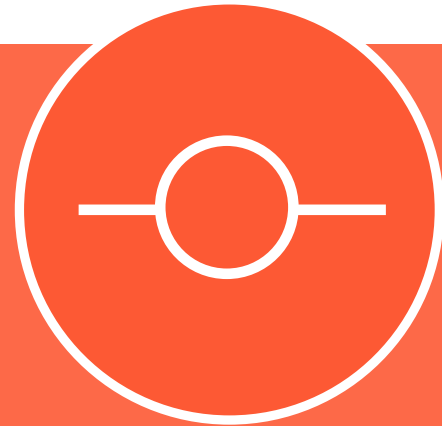
Start with a Pilot: Selection Criteria



Low Integration Complexity

Limit required backend integrations

Standard APIs (Web Service)



Predictability

Design ITR app for predictable user responses

Limit domain



High Visibility

Choose a use case that will be noticed

Market it



High WOW Factor

Pick a use case that will make an impact

Design for “😊 I did not expect that!”

Example Applications



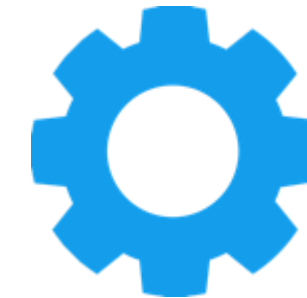
Banking

- Account management
- Collections
- Branch and ATM locators
- Alerts and reminders
- Payments
- Loan application updates
- Surveys
- ...



Healthcare

- Appointment scheduling
- Prescription refills
- Clinical trial data collection
- Physician lookup
- Collections
- Patient surveys
- ...



Utilities/SPs

- Account management
- Bill payment
- Appointment scheduling
- Upsell
- ...

Same Use Cases as IVR!

Next Steps

- ① Map out your **“Customer Journey”**
“What’s there already?”
- ② Brainstorm pilot implementation of innovation
“How can we WOW our customers – to stay relevant?”

Let's Show our Customers the **Art of the Possible**

