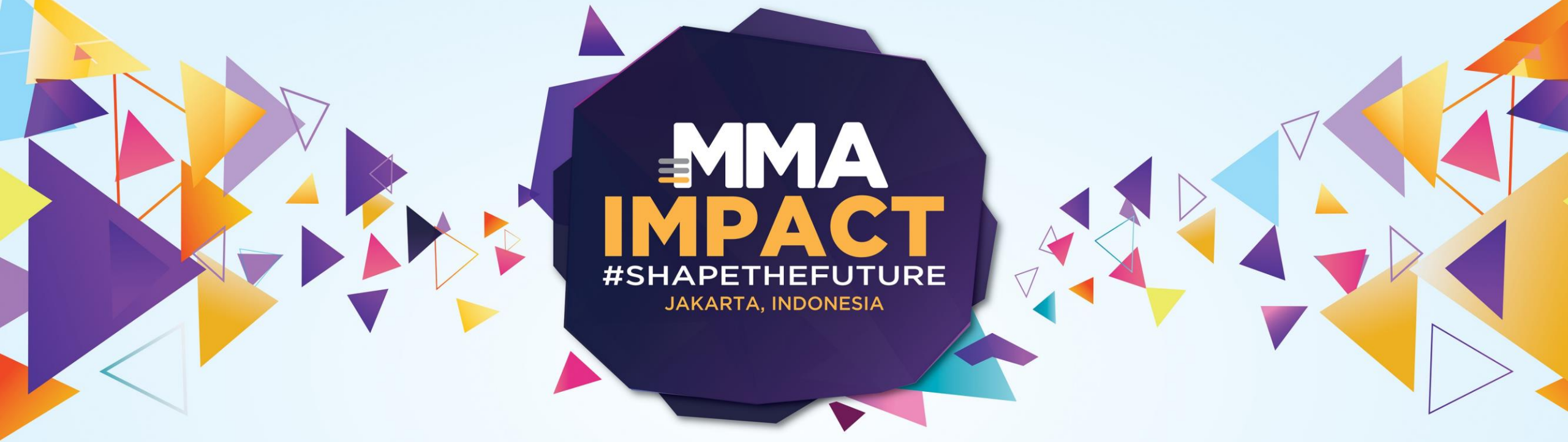


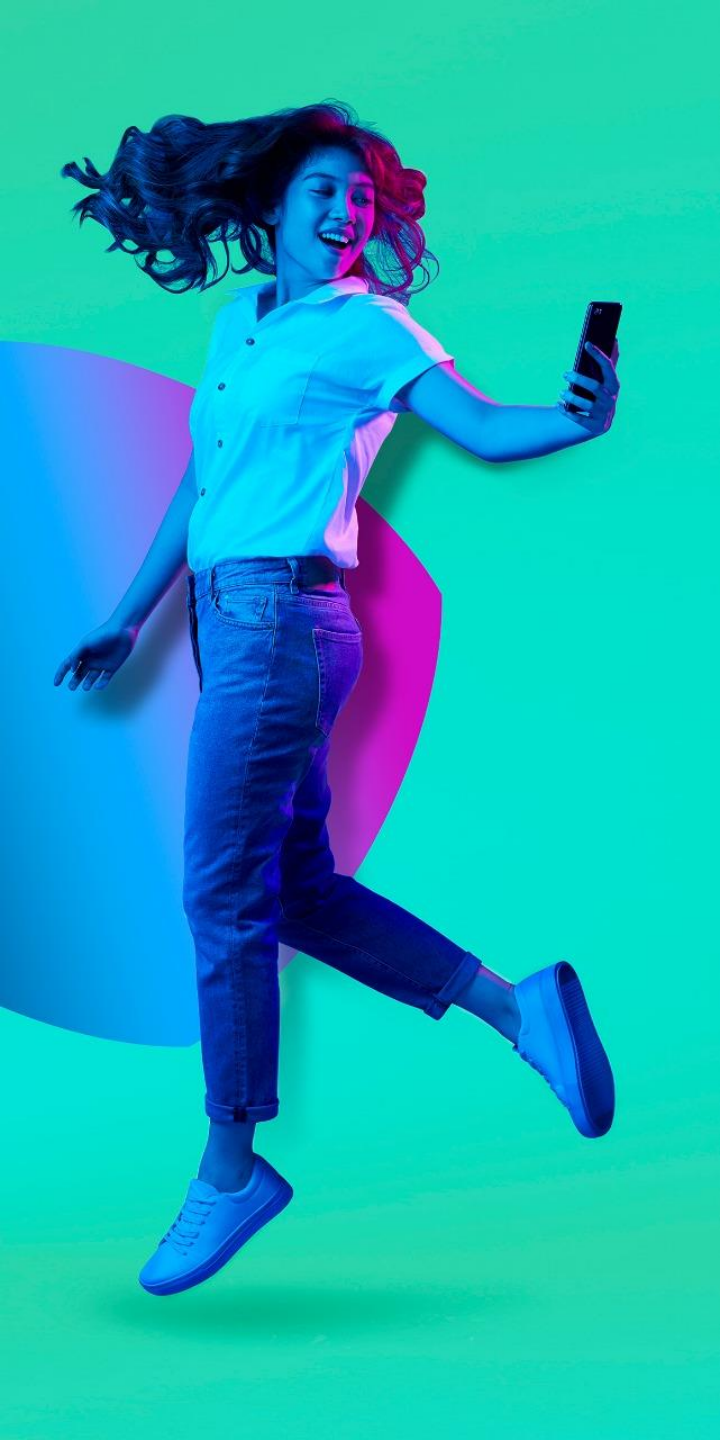
Conversational Marketing for The Future

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VP of Marketing Communication

BCA

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Banking behavior is shifting

19+
million customer

6.4 billion transactions across
various echannel

2%
Tx thru branch

98%
Tx thru echannel

80% Access to bca.co.id
using mobile device

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We are a social, chatty & demanding customer

16.6 Millions phone calls

487K emails

260K Twitter mentions

24% →

50% → Asking for information

65% →

They are mobile, and they want everything in 'now' mode

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So yeah, we try our best to be everywhere, serve where the customer convenience.

And we totally understand that its important be able to talk and have conversation with them.

But in this scale, we need the help of technology

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APARTMENT



Let's talk about our quest in this so called conversational marketing using our dearest VIRA

How we excitingly do it with our partner

LINE

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Vira's Marketing & Promo
Marketing activation custom build for Vira's friends only.



Info & Promo
promos, atm locator, exchange rate, apply for product, games

Layanan Perbankan
Balance & Mutation inquiries. Connect to your bank account & Credit Card



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3 (important) things

that we learnt about raising VIRA

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Thing no. 1

Yes, we love promo aren't we?
But the thing is, life is not all about promo.

We did better in engagement when we talked about other things

And every once in a while, create a tailored promos for your friend only. They'll loved it!

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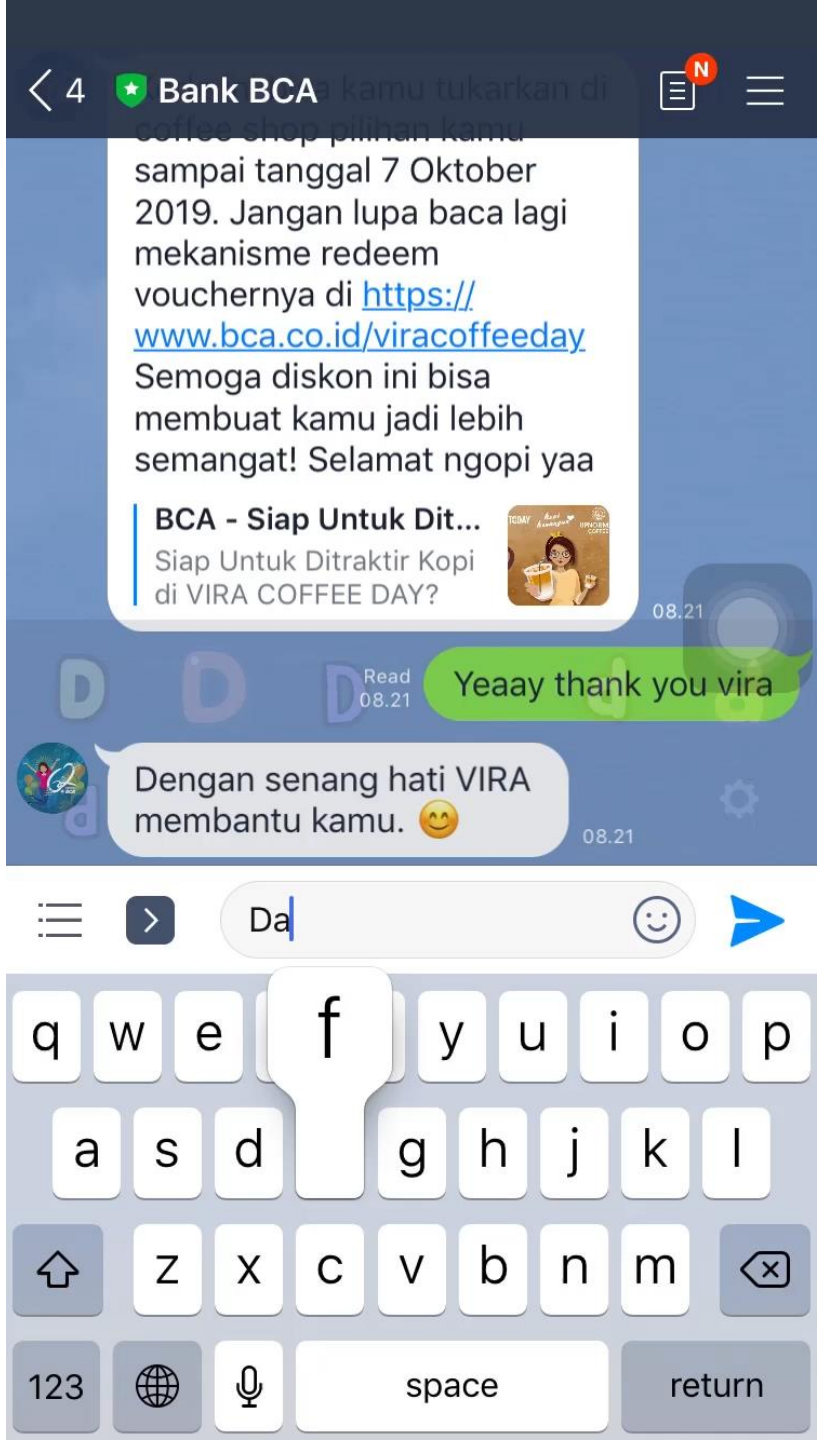
Thing no. 2

If you want them to convert on something, try to have it as a conversation

They'll like it and better conversion rate



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When we did it this way, things turn quite not bad for us

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Thing no. 3

How to do it? Where do we start? How much will it cost?
Do we have the resource?

Ok, paused!

Just do it, define your MVP and Go! Iterate from there.
Learn from it. I know its cliché but is just the way it is.

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Things that will color your day along the way:

Funny things the netizen asked:

“kuota ku abis ka”
“Tau ah.. Aku ngambek”
“Gak mau cuma chat, maunya ditemani vira haha”

“Hallo kak, kalau untuk kontak kerjasama sponsorship bisa hubungin kemana ya kak? Terimakasih hehe”

Just put in mind, that one day you’ll be able to answer this.

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On conversational marketing:

It is crucial to have a collaboration between Marketing team and IT team.



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Think like a beginner & done is better than perfect

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