

Utilisation AI for a Better Digital Customer Experience

Irzan Raditya

CEO of Kata.ai

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The 10 Year Consumer Technology Cycle



1997
Dot Com Economy

2007
App Economy

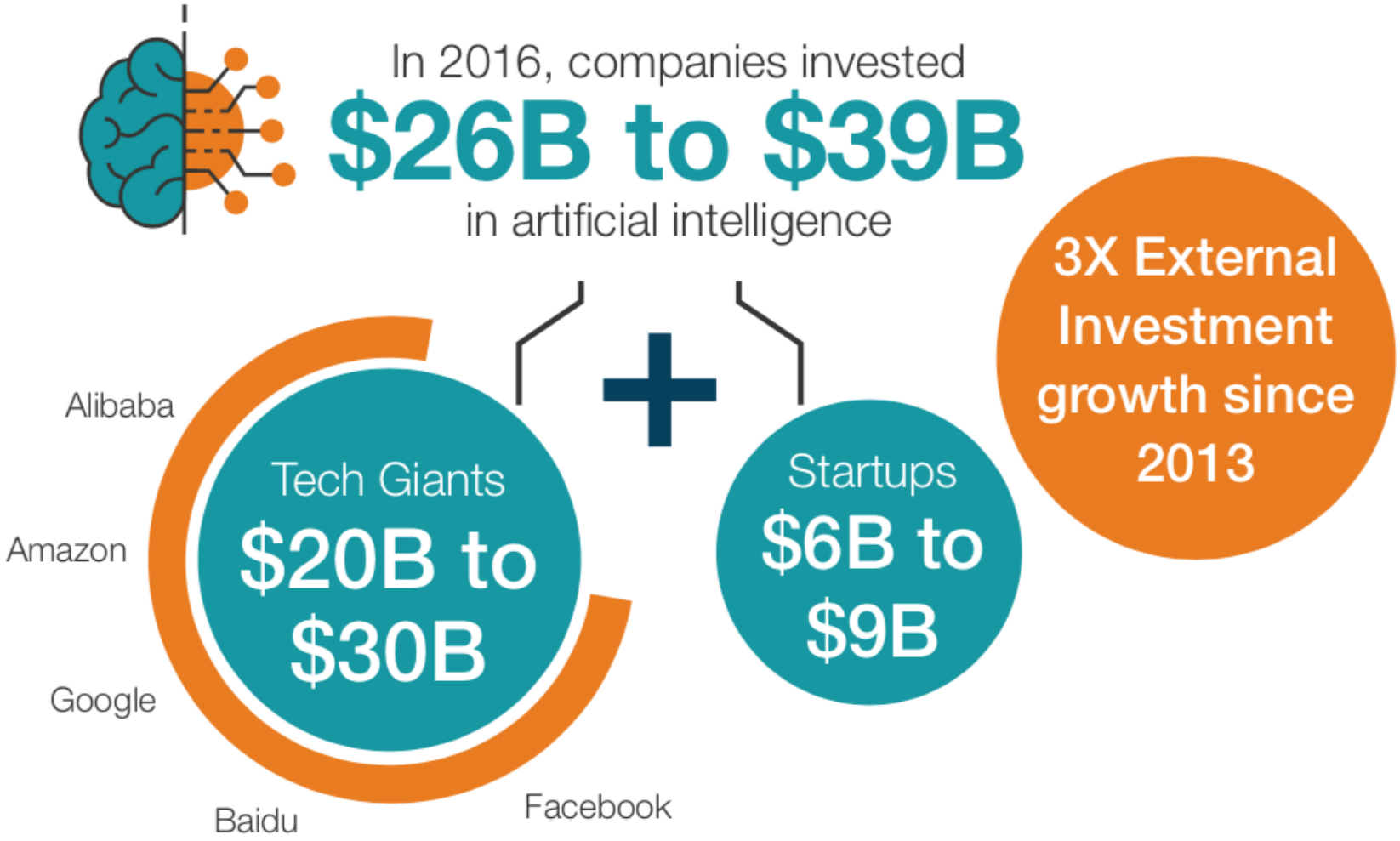
2017
Intelligence Economy

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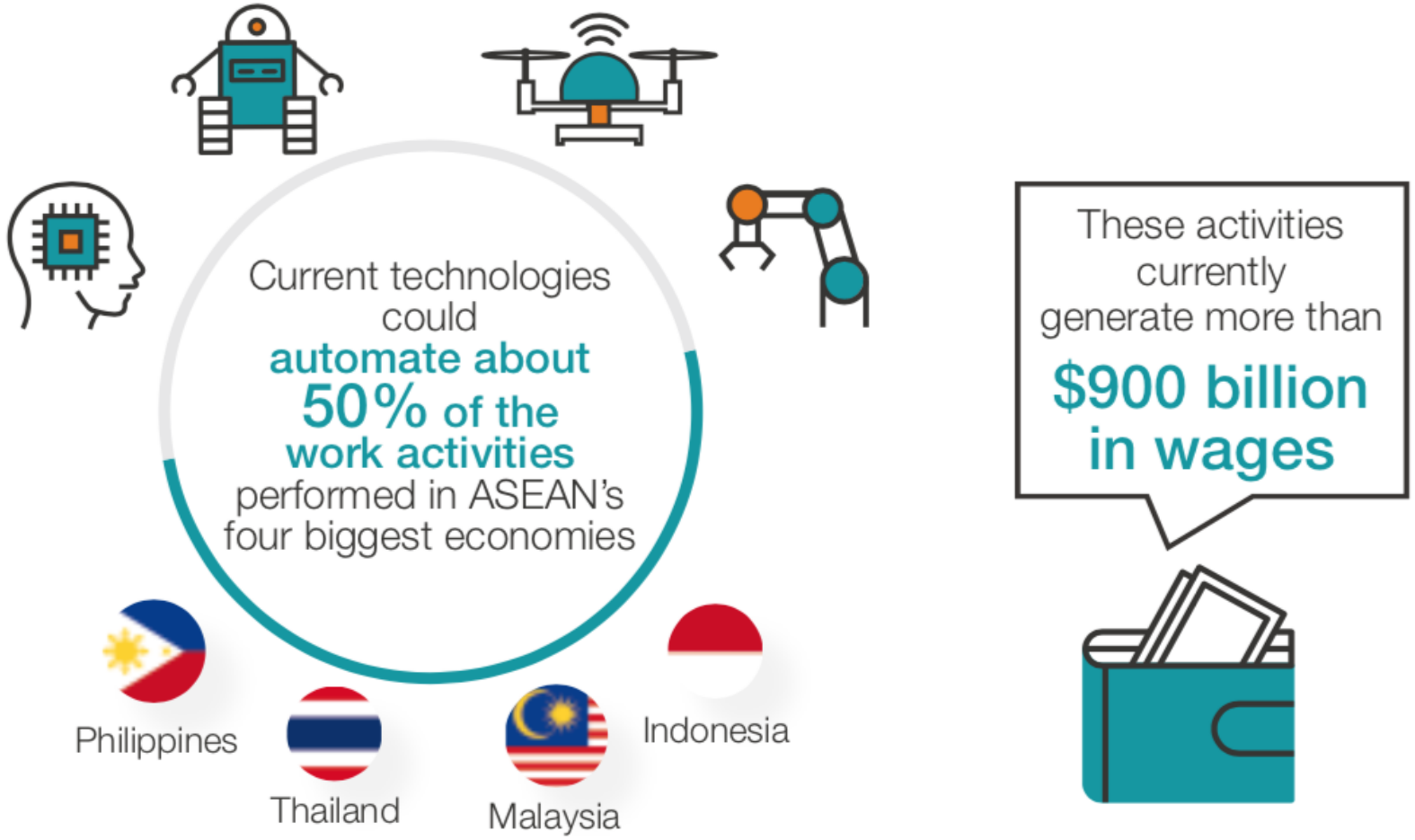
The power of a machine to **copy intelligent human behaviour**

Global Investment in AI is Growing Rapidly



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AI Technologies: Unlocking Opportunities in SEA



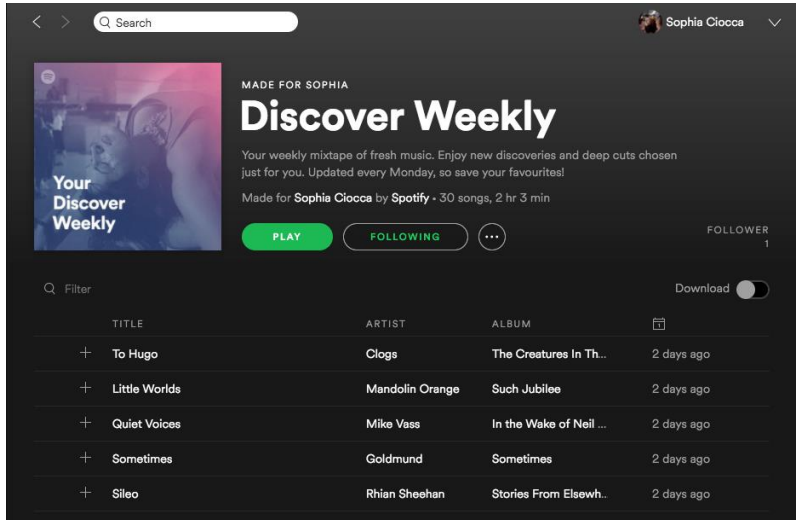
Source: Artificial intelligence: The next digital frontier? McKinsey Global Institute, June 2017.

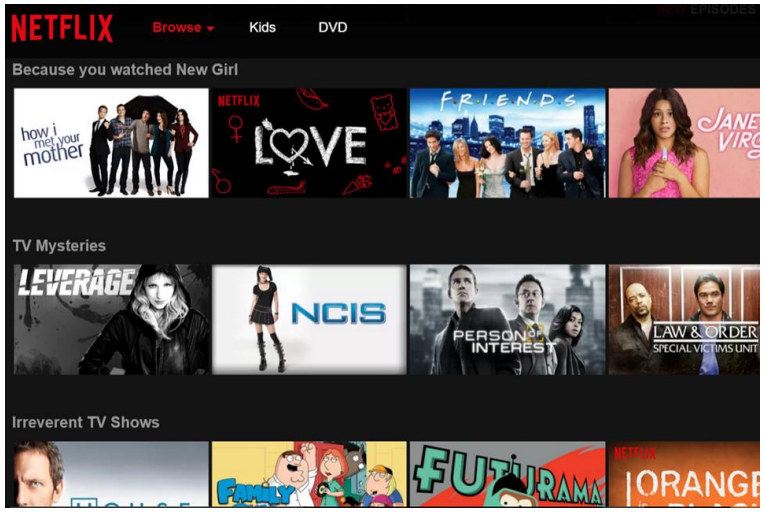
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Applied AI in Our Daily Lives

- Facial Recognition (Facebook Auto Tag Suggestions)





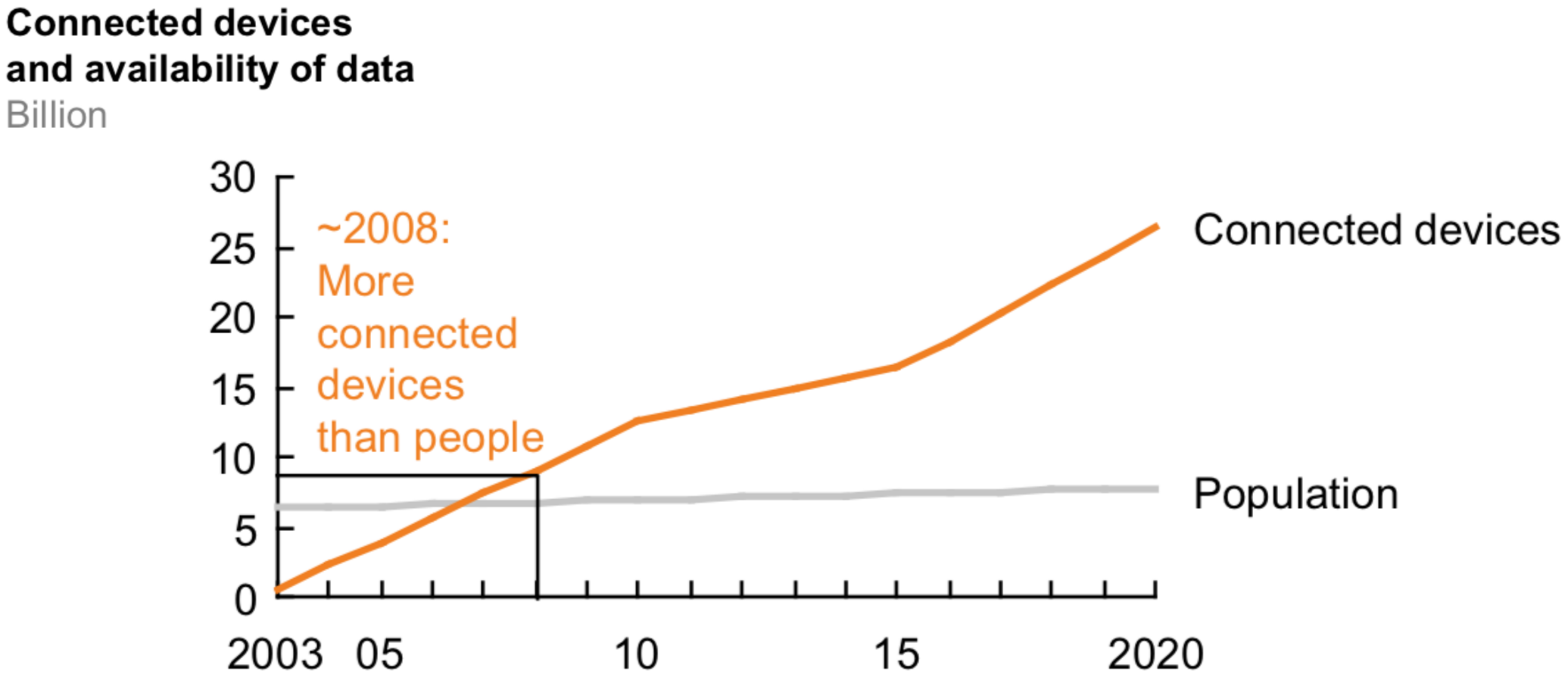






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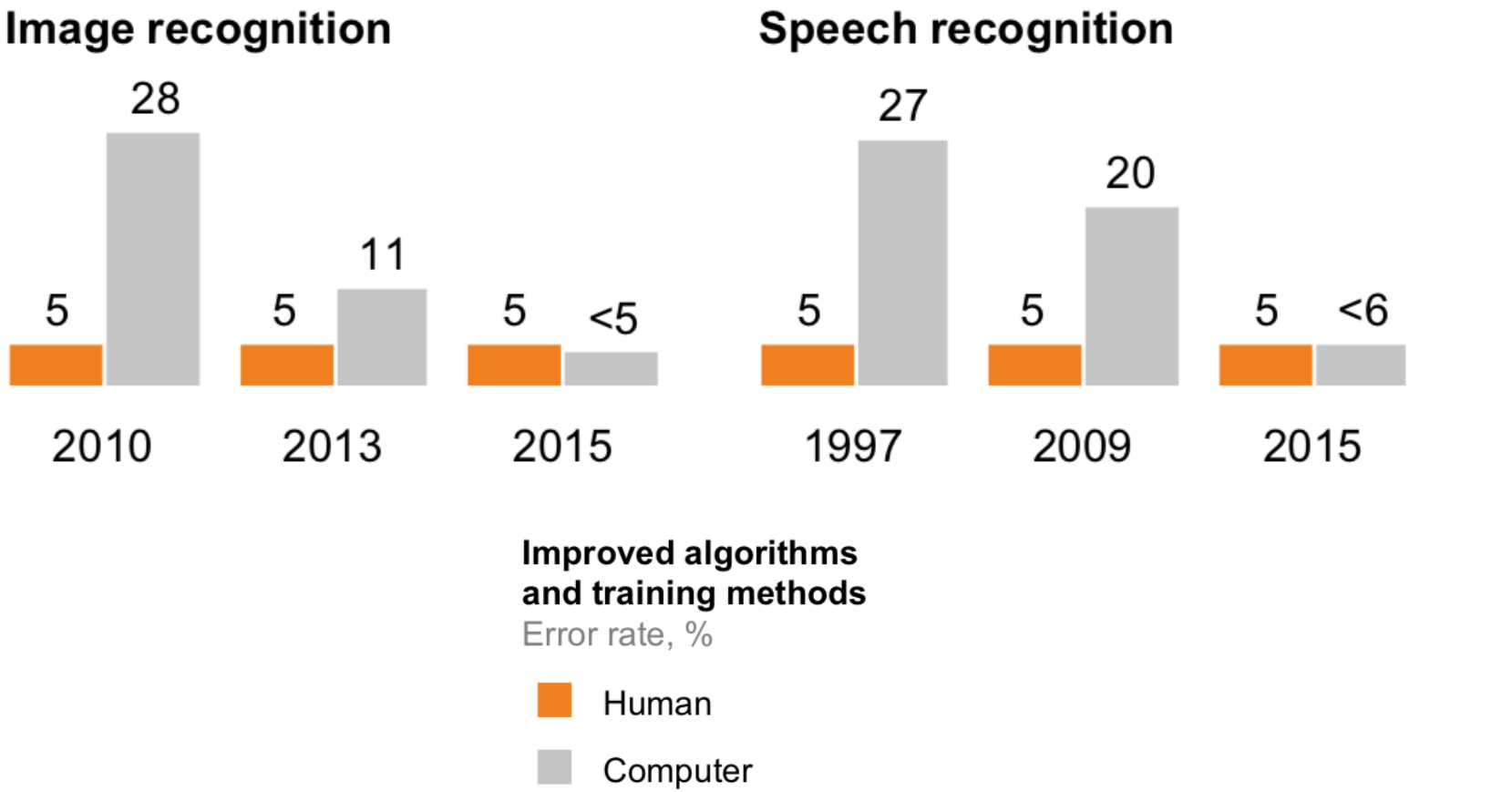
The Tipping Point: Smartphone Boom



Source: *The zettabyte era: Trends and analysis*, Cisco, updated June 7, 2017' United Nations; MMC Ventures; Nvidia; McKinsey Global Institute analysis

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The Tipping Point: Algorithms Advancement

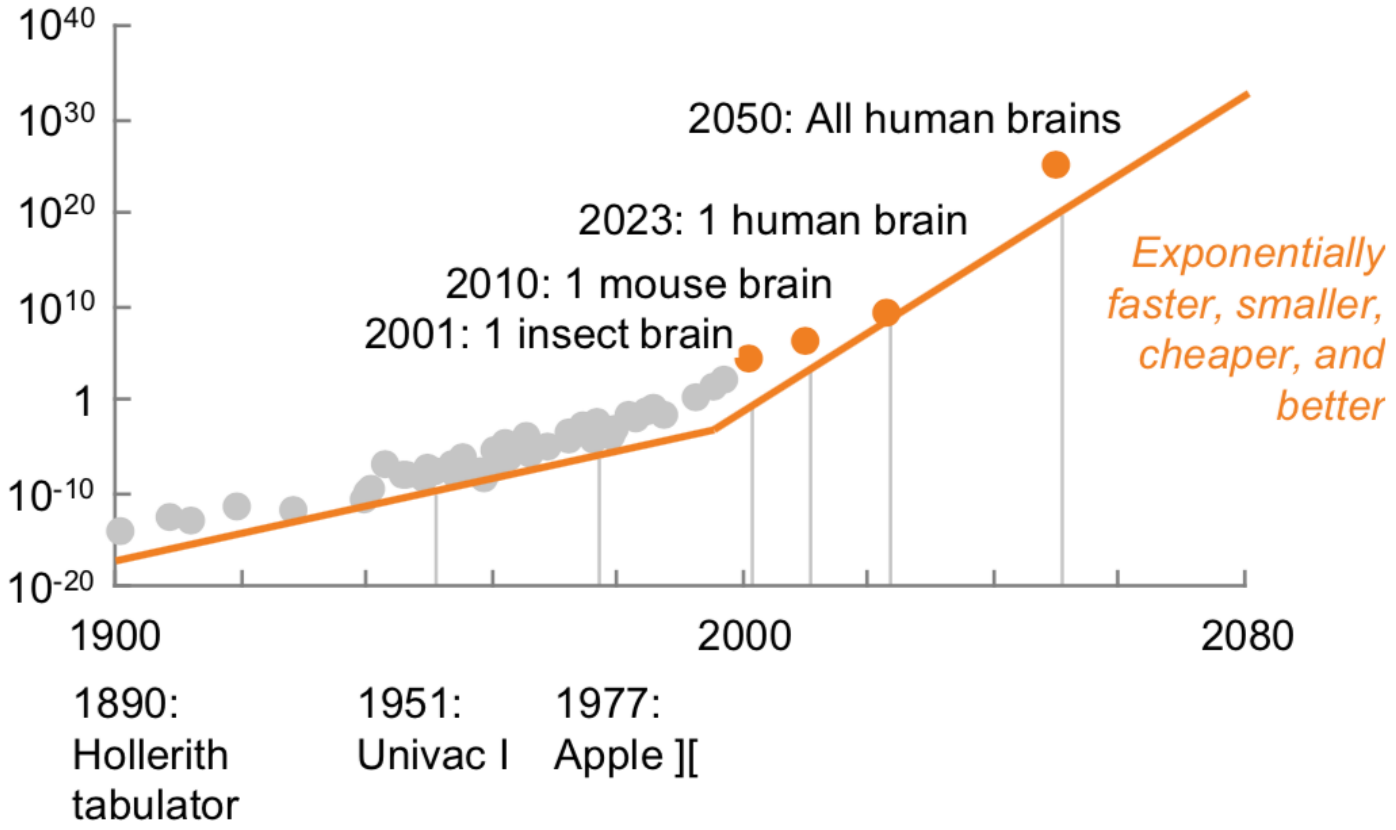


Source: *The zettabyte era: Trends and analysis*, Cisco, updated June 7, 2017' United Nations; MMC Ventures; Nvidia; McKinsey Global Institute analysis

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The Tipping Point: Significant Computing Power Growth

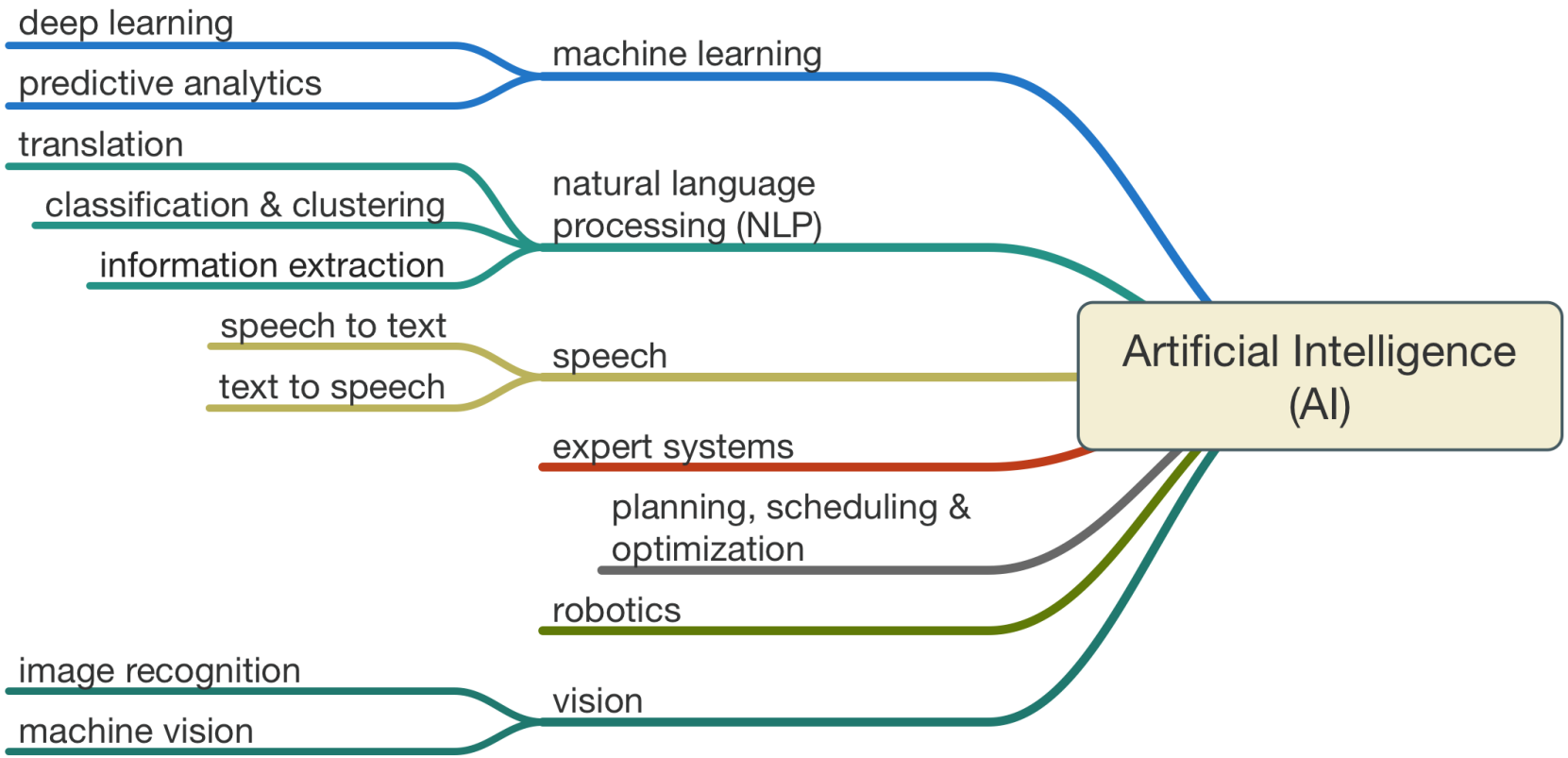
Exponential improvement of computing power
Number of calculations/ second per $1,000



Source: *The zettabyte era: Trends and analysis*, Cisco, updated June 7, 2017' United Nations; MMC Ventures; Nvidia; McKinsey Global Institute analysis

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Fields of Artificial Intelligence



Source: *The zettabyte era: Trends and analysis*, Cisco, updated June 7, 2017' United Nations; MMC Ventures; Nvidia; McKinsey Global Institute analysis

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"..we think you should **message a business** just the way you would **message a friend.**"

— ***Mark Zuckerberg***, *Facebook*

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The Problem

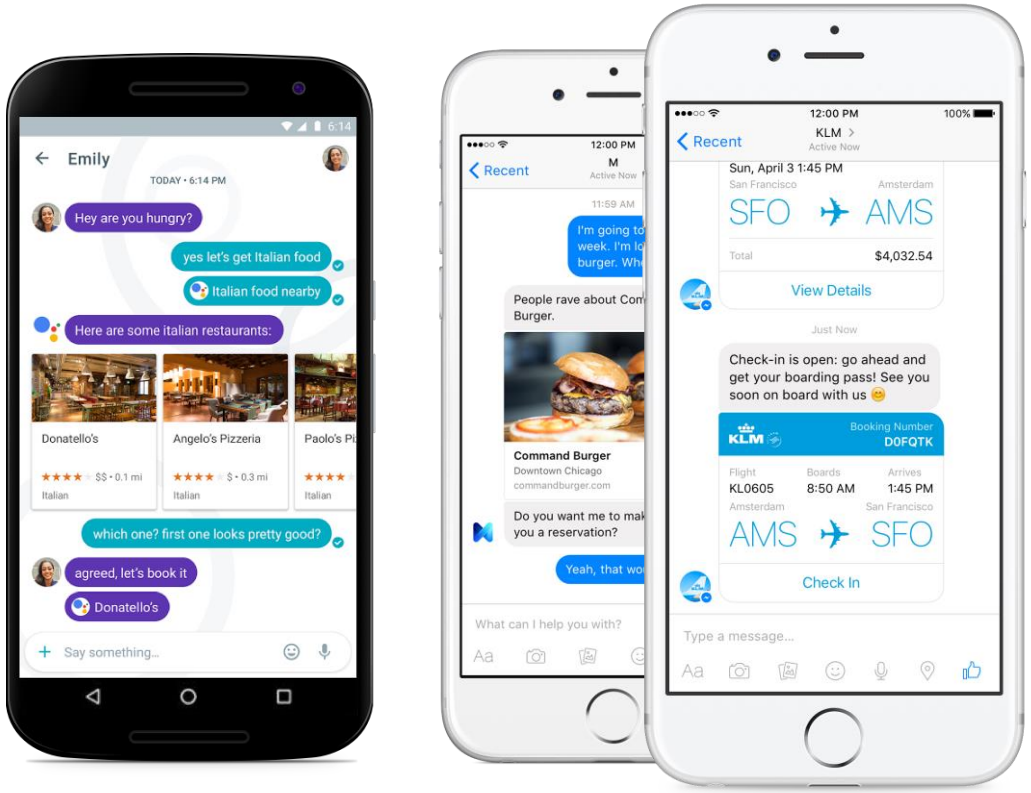


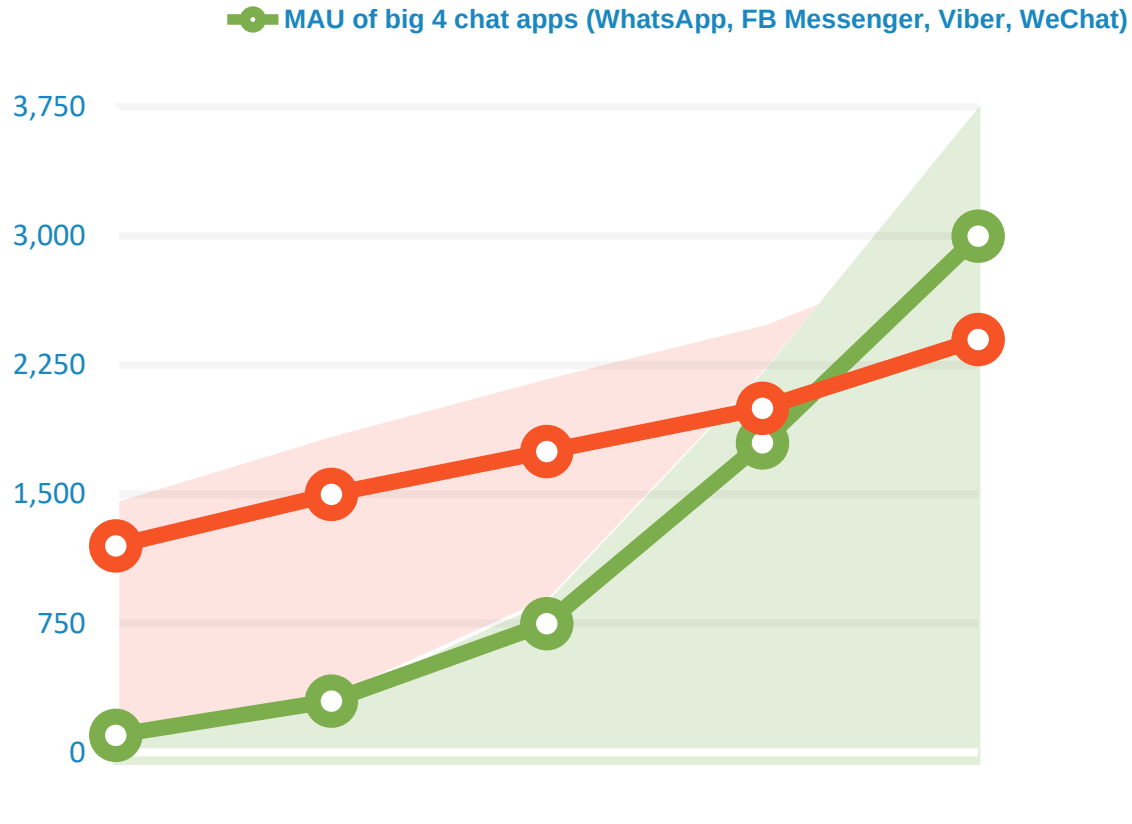
eMarketer: “Phone and web are the **most frustrating customer service channel**.”

https://www.emarketer.com/Article/Customer-Service-Channels-That-Frustrate-Consumers/1013637

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The Rise of Global Messaging





Emerging opportunities for chat **as a platform for commerce**

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Source: BI Intelligence http://www.businessinsider.com/the-messaging-app-report-2015-11?IR=T

Messaging Trends in Indonesia



4.2

messaging apps
installed on smartphone



97%

access messaging apps
multiple times per day



39%

prefer messaging apps as main
mobile communication channel

Kata.ai

Source: Inmobi Survey https://blog.jana.com/2015/06/18/top-messenger-apps-in-indonesia/

Understanding Conversations
Humanizing Interactions

Messaging Trends in Indonesia

58%

installed on every smartphones in Indonesia.

80M+

active users in Indonesia.

Famous among Millennials and Generation-Z

130M

Monthly Active Users in Indonesia.

Ranked 4th Worldwide

Source: Inmobi Survey http://blog.jana.com/blog/top-messaging-apps-indonesia-september-2016

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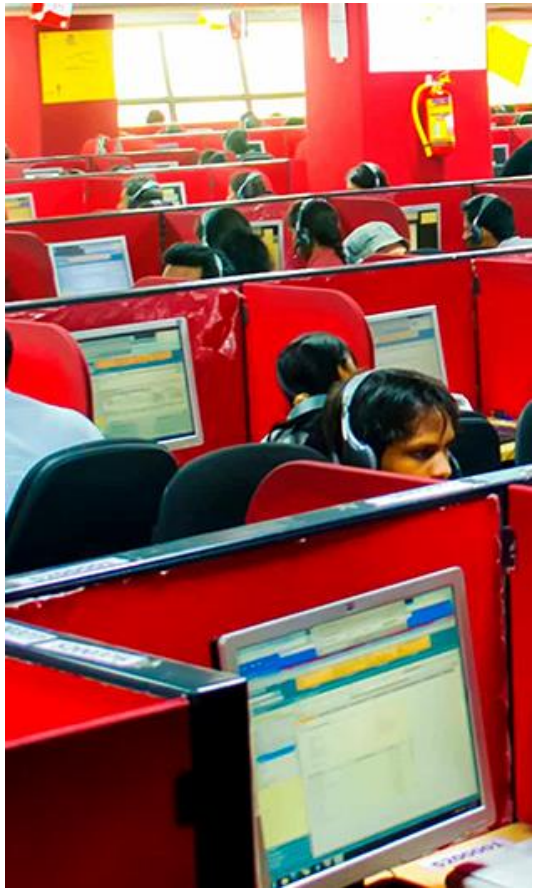
Challenges in Social Media Marketing



No clear **ROI /** hard to measure



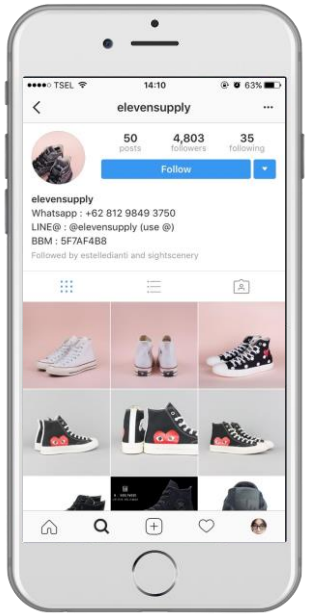
Low customer engagement



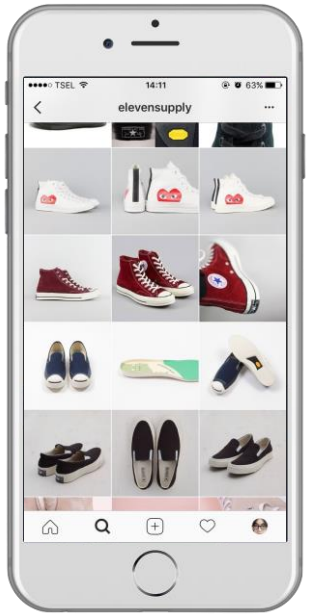
Convers ations are **hard to scale**

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Conversational Commerce in Indonesia



Visit
Online Shop



Browse
Products



Send Inquiry
via Messaging



Get Payment
Details



Confirm
Payment



Ship and
Track Order

Traditional c-commerce is **costly and hard to scale**

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By 2020, customers will manage 85% of the relationship with an enterprise without interacting with a human
(Gartner Survey)

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US$ 17.7B

Intelligent Virtual Assistant Market by 2023

Research & Markets

The future of human and technology interactions is **conversational**

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Introducing AI Chatbot



stepping stone in revolutionising **Brand-Consumer Relationships** through the commonly used messaging channels

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What Brands Can Achieve with AI Chatbot?



CUST. SERVICE

Efficiency, Cost-Saving,
Higher Margin



MARKETING

More Engagement,
Higher Conversion,

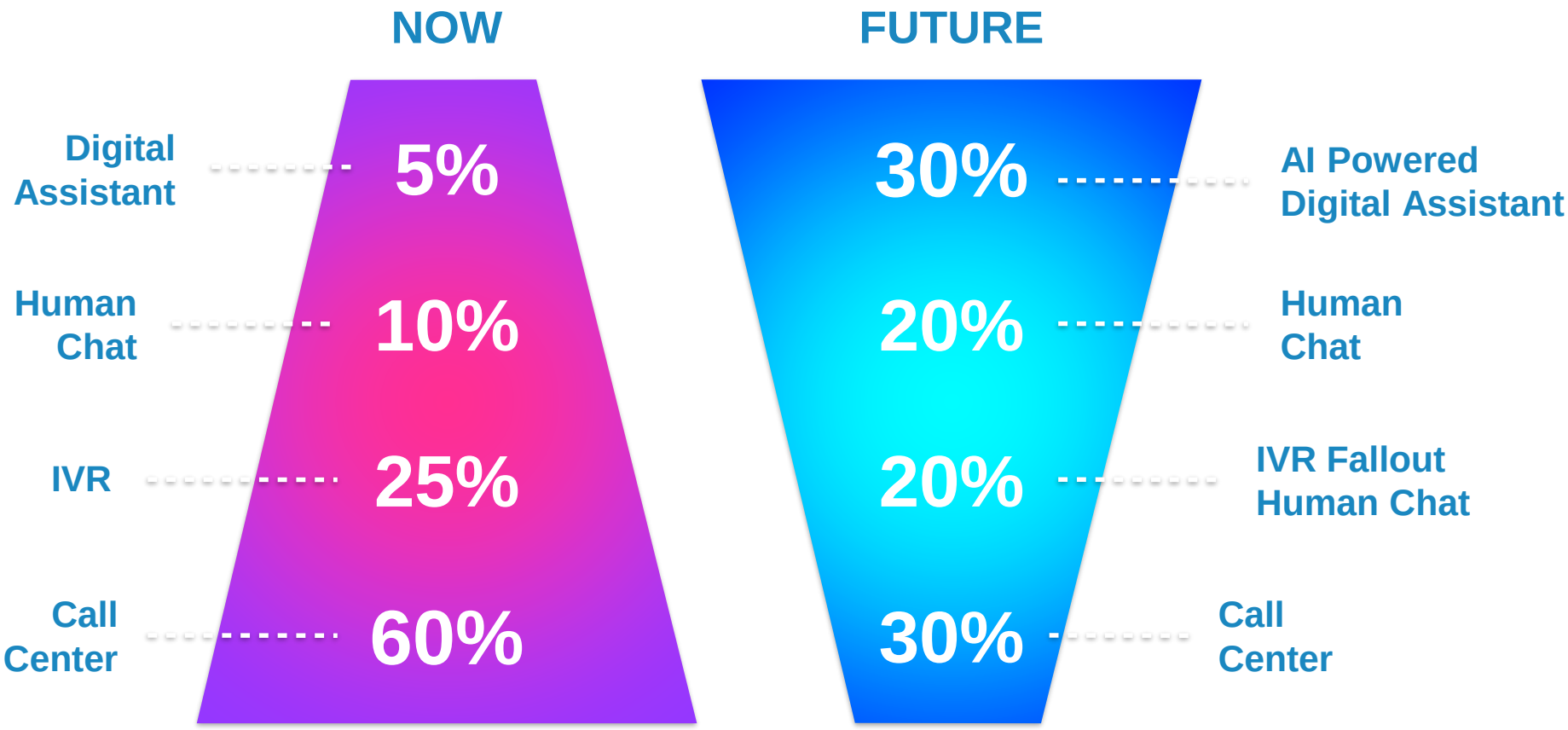


SALES

More Transactions,
Higher Revenue

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Customer Engagement in The Future

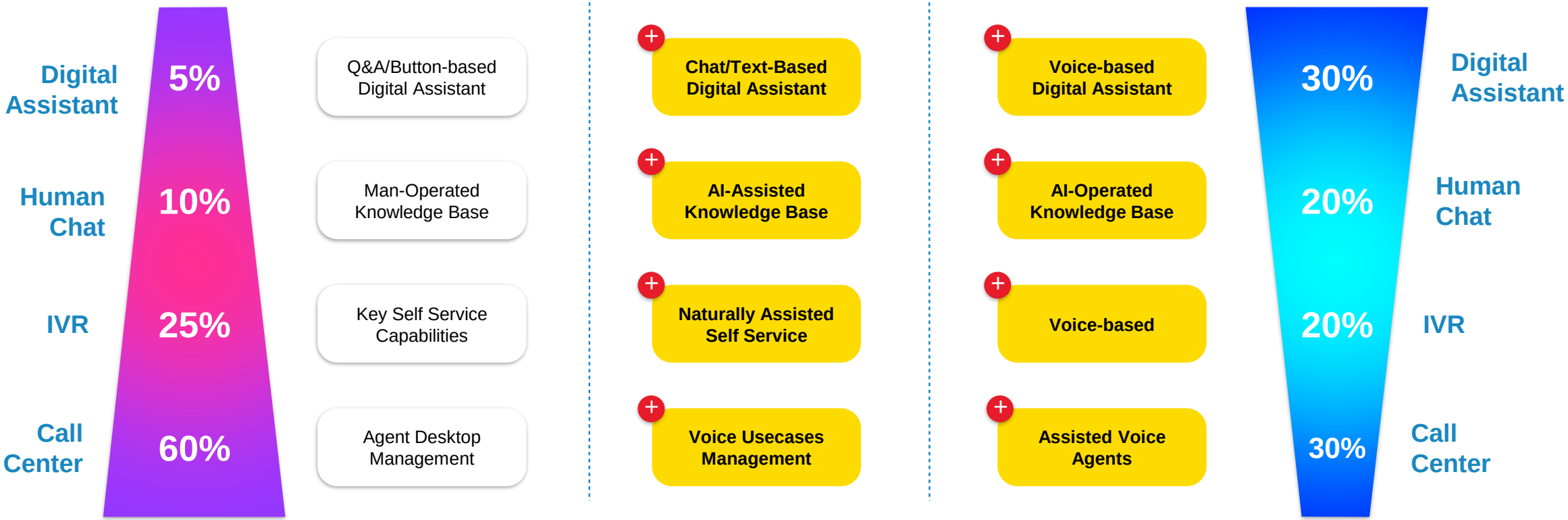


Digital Assistant will play a key part in **Customer Engagement**

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Source: Accenture Research for Digital Customer Service 2017

Customer Engagement in The Future



Continuous Learning on Digital Conversion Factors:

Intents, Products, Profile, Behaviour, Customer Experience

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Source: Accenture Research for Digital Customer Service 2017

Local Case Study: Unilever Jemma

UNILEVER INDONESIA FIRST OFFICIAL LINE CHATBOT

Jemma is branded as ‘Virtual Friend for Girls’ on LINE. The main purpose of this chatbot project is data gathering for Unilever Indonesia re-marketing in the future. Jemma is able to handle casual conversations using Kata.ai Natural Language Understanding in Bahasa Indonesia.



SUCCESS STORY

2M

of total friends
who added Jemma within 12 months

40%

conversion rate,
800k out of 2M Jemma friends shared 5 data points to Jemma

4h

the longest chat session Jemma ever had with her friend

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Local Case Study: Telkomsel Veronika

SOUTHEAST ASIA'S FIRST TELCO CHATBOT

Telkomsel chatbot is available on LINE, FB Messenger, and Telegram in 2 languages: Bahasa Indonesia & English. The main purpose of this chatbot is to increase the customer support efficiency and to create a new revenue channel by utilising the messaging platform so customers can top up their credit or buy data package.



SUCCESS STORY

80%

of agent's workload is reduced by the chatbot after 8 months of deployment

30x

growth of the sales generated from the Chatbot between the first month and the 8th month

60

features included in this Chatbot. From CS, Marketing, to Sales.

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Natural Language Processing

<TRANSCRIPT ANNOTATION>

Aku mau beli paket yang 10 giga-an
buat nonton youtube sm facebook-an
tp yg harganya di bawah 100rb dong

Product Type: **Internet**
Allowance: **10GB**
Content: **YouTube, Facebook**
Price: **< IDR 100k**

<ENTITY EXTRACTION>

Intent: **Purchase**
Confidence %: **0.967**
Sentiment: **Neutral**
Language: **Casual**

<INTENT RECOGNITION>

The ability of AI for c**omprehensive understanding** of unstructured messages

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Heyyyy Irzan

Let me know when u have a sec 😊

Whats up?

Whats up?

Ok quick question..

What did u eat today?

Noodle

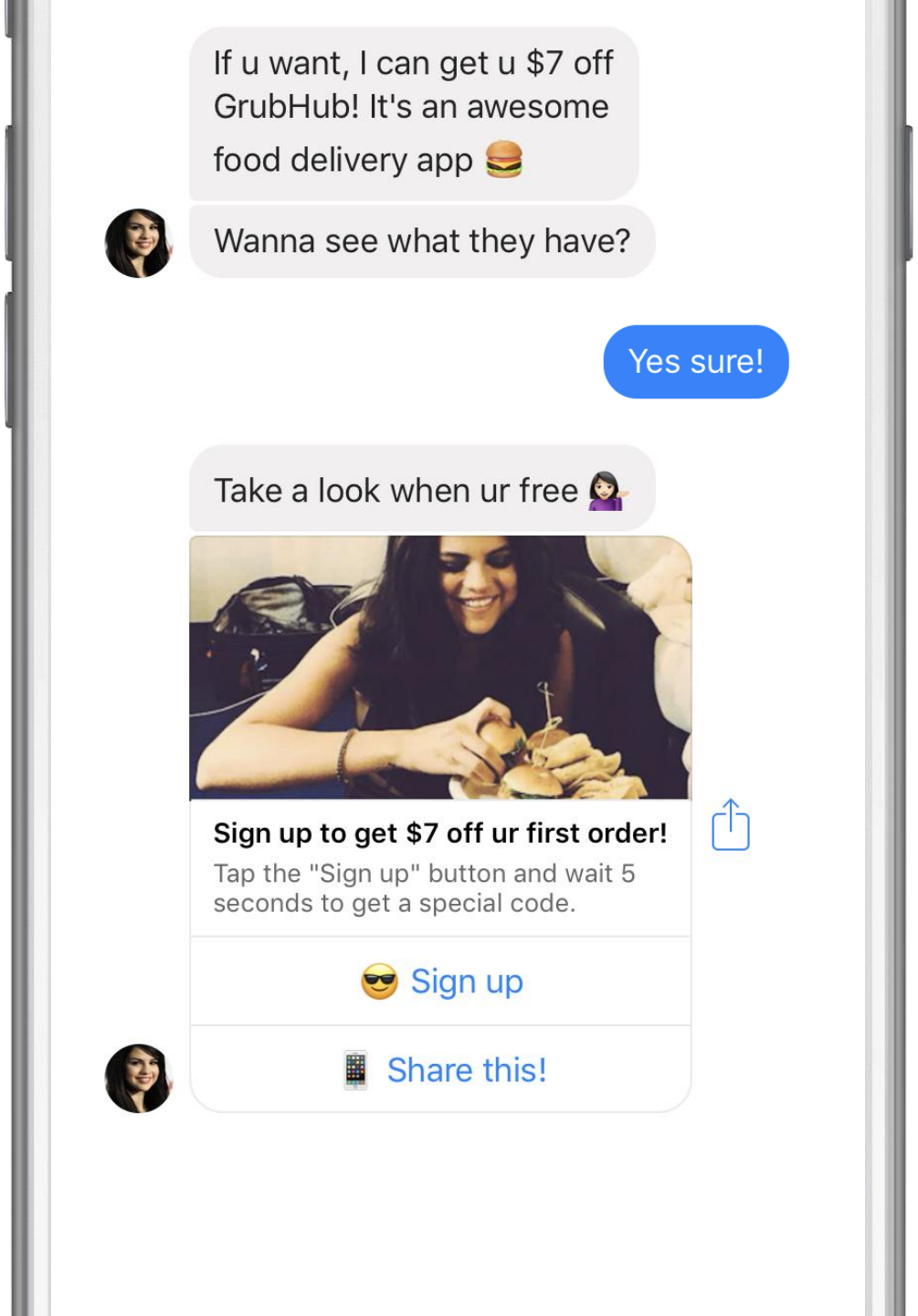
Me right now. 😂



Do u cook or order out?

Hahaha I ordered

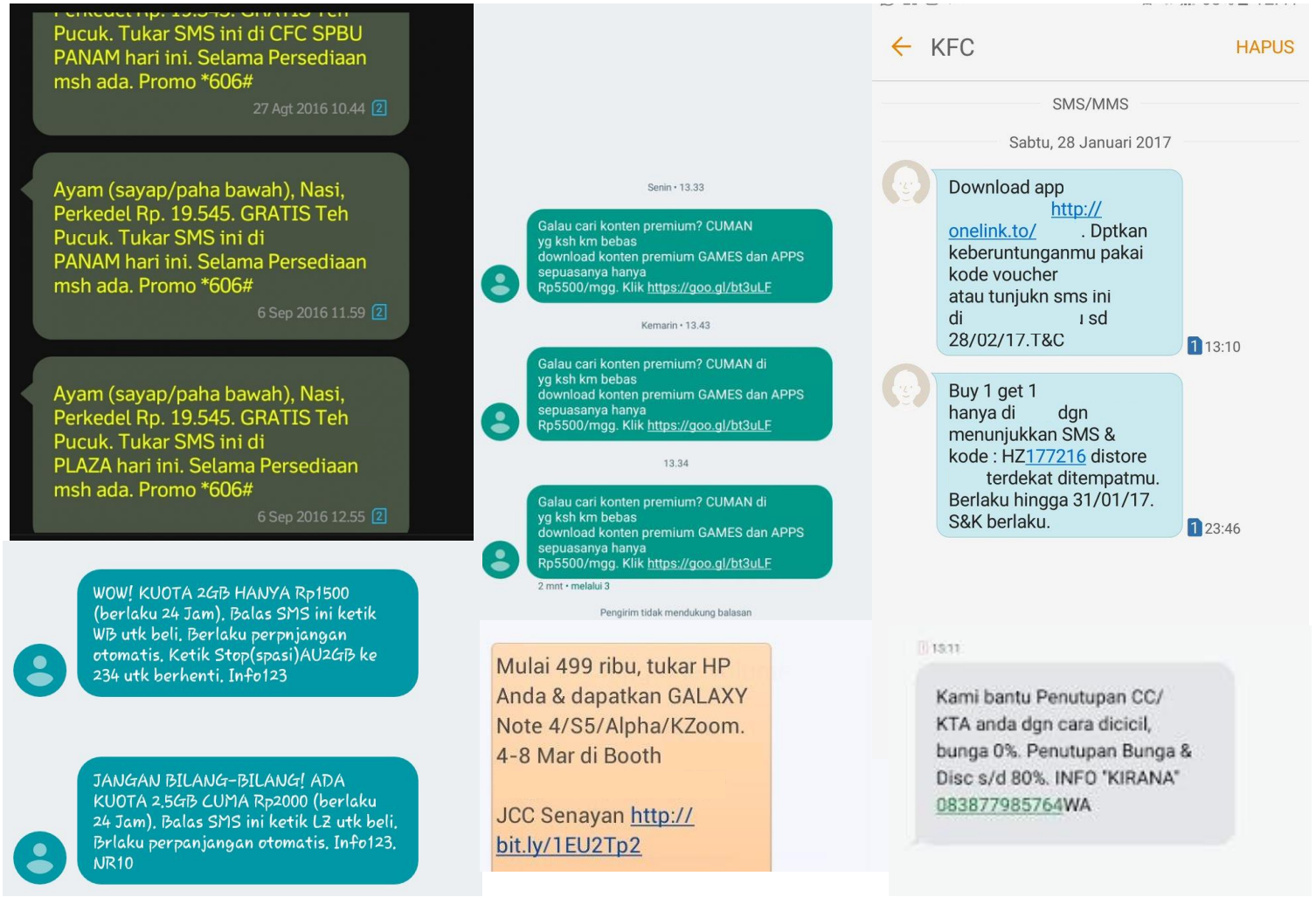
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The key to customer's emotion:

Engagement before Reward

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AI Chatbot is **disrupting** the old-school SMS Promotion

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How to Measure Chatbot ROI



Increase
Conversion
& Engagement

Improve
Sales Landscape
& Life-cycle

Scale
Customer Service
at Low Cost

Improve
Customer
Satisfaction

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In the end it’s all about
build a strong relationship with your audience

THANK YOU

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