



Building Value Driven Customer Experience

The Smart Chatbots with Heart and Mind

Enhance Customer Experience and Value Exchange with AI-driven chatbots





AI, ML, AR and VR enabled



90+ Languages, Language Translation and Spell Check equipped



Integrates with WhatsApp, Facebook Messenger, brand websites, conversational ads etc.



Cognitively advanced with Natural Language Modelling (NLP), Sentiment Analysis, Question and Answer Maker and more



Analytics-enabled via Power BI and Facebook Analytics



Connects to third-party systems like Weather API, Geolocation systems etc.

Enlivening Customer Experience with Custom Chatbot for Every Product

Imagine the ease of getting onto a platform and getting expert recommendation on the best hairdo, without the fuss of an appointment with a beauty expert. Or, getting a quick recommendation on the best oral care based on your routine and lifestyle. You would imagine a live agent helping you with these suggestions. But prepared to be surprised when you find that the hairdo recommendation on Facebook page of the popular hair product by the client actually comes from an intelligent chatbot, trained on natural language and cultural sensitivity, fully integrated with backend systems and successfully carrying AR/VR functionality to deliver endearing customer experience.

This is one of the several chatbots deployed by the CPG major as part of their Fit for Future strategy initiative. Their brands aim to create excellent consumer engagement through conversational AI and collect rich consumer data to drive profile enrichment. They have rolled out Customer Service and Customer Engagement chatbots to enhance overall customer experience.

Customer service bot:

- Provides Live Agent handover
- Connects with Contact Us form
- Delivers FAQs
- Encourages Newsletter Subscription
- Collects product feedback
- Gathers consumer complaints



Consumer engagement bot:

- Provides Product/Article Recommendation
- Aids Recipe Inspiration – Powered by RMS
- Manages Diagnostic tools
- Integrates Augmented Reality
- Creates Gamification
- Rolls out Loyalty Schemes/Vouchers
- Enhances Ecommerce experience



Delivering Persona Based Engagement, One Product at a Time

From a Chef to a beautician, Acuvate has rolled out personalized chatbots that deliver unique experience to every customer, winning their trust and gaining higher share of wallet.



Functionalities

- Answers customer query on food and health with a Chef's persona
- Recommends recipes by digging into RMS
- Collates real time recipe data to avoid duplication
- Converses with cultural sensitivity and liveliness of a human agent
- Seamlessly hands over the conversation to live agent as needed

Impact

- **65%** Reduction in cases to a live agent since go live
- Saves an estimated **€2.5k** per month
- **Higher** customer retention and improved conversions



Impact

- **46000 +** Hair profiles captured
- **4000+** Marketing subscriptions
- **1000 +** BIN Clicks

Functionalities

- Acquires the persona of a female beauty expert
- Engages with users on FB and website
- Answers queries on haircare with trained algorithm
- Recommends products
- Identifies images with computer vision and suggests hairstyles



Functionalities

- Strikes engaging conversations
- Provides product recommendation on ecommerce portal
- Answers queries on skincare with trained algorithm

Impact

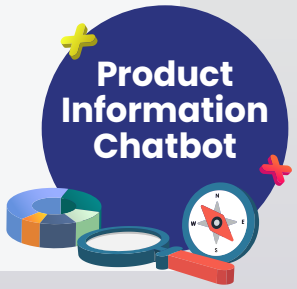
- **46000 +** Hair profiles captured
- **4000+** Marketing subscriptions
- **1000 +** BIN Clicks
- **95%** Customer satisfaction on shopping experience
- **4.3x** sales uplift
- **836000+** Users

Impact

- **58000 +** user signups
- **67%** goal completion rate
- **3000 +** BIN Clicks


Functionalities


- Answers user queries about products
- Provides personalized recommendations
- Directs to relevant articles on baby care
- Encourages Newsletter sign-ups





Result


 **24**
Live Chatbots

 **1.02M**
Total Users

 **65%**
Live Agent Effort Reduction

 **11%**
of total users Total Profiles Catured

 **4.3x**
Sales Uplift

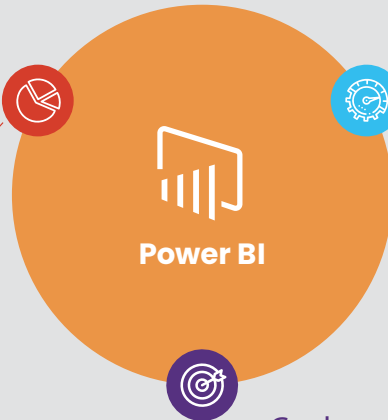
 **BIN Click**
35% of total products recommended

Quantifying Performance for Profitable Decisions

Not just an engaging experience to the customers, the platform also aids in fact-based decision making. The dashboard captures and analyses data as per assign metrics. Interactive and intuitive dashboards provide insights on usage and performance measured against goals.

Usage

- Unique No. of users
- Avg conversation per user
- Total no. of messages & conversations
- Avg time spent per conversation
- Avg conversation length



Performance

- Buy now clicks
- Learn more KPIs
- User Sign ups
- Live agent handover Rate
- Ratings and feedbacks

Goals

- Buy now clicks
- Learn more KPIs
- User Sign ups
- Live agent handover Rate
- Ratings and feedbacks

