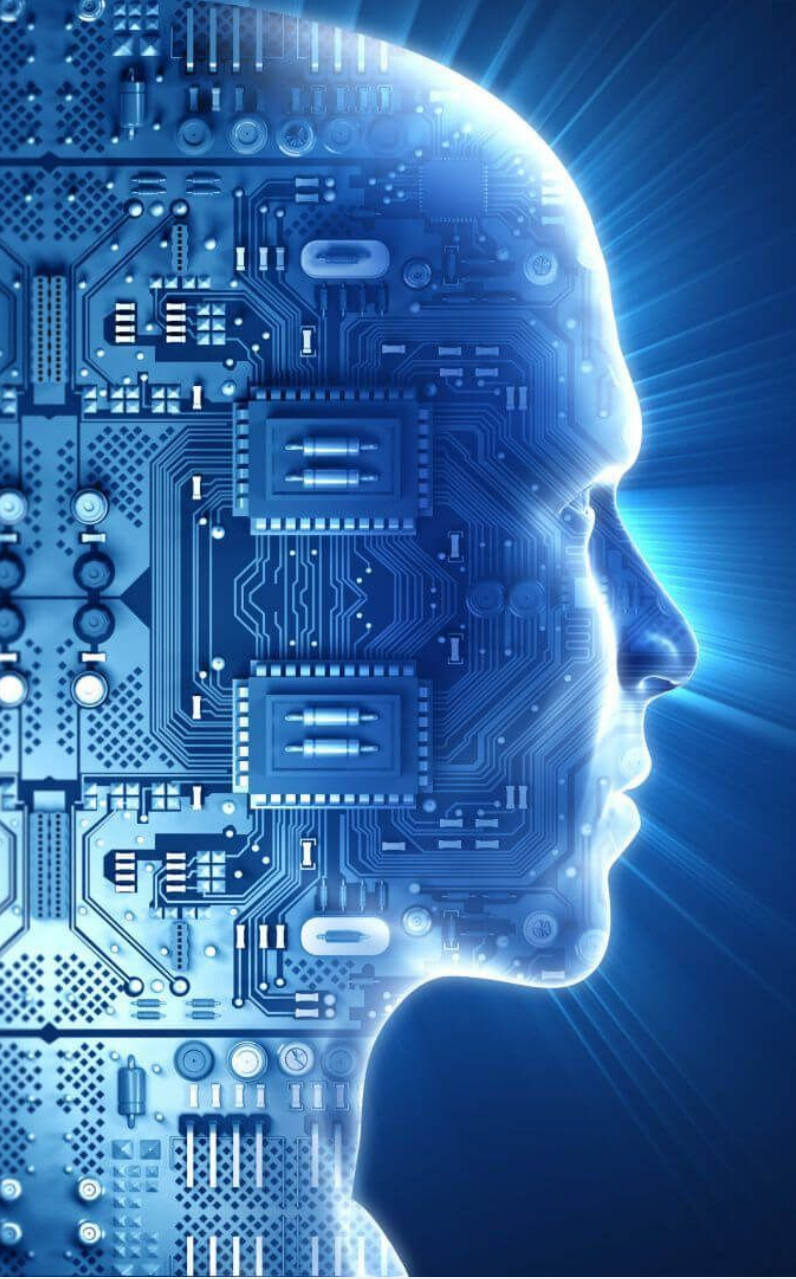




BIZCUIT 

Empowering Business with AI Technology



TEXT

VISION

CUSTOMER EXPERIENCE

SOLUTIONS



Fullloop CX

CUSTOMER EXPERIENCE PLATFORM

AI Powered CX Platform That Turns Real Customer Feedback into Customer Centric Transformation

by **BIZC**UIT

www.fullloopcx.com

Things that happen everyday at any restaurant

“พนักงานสาขานี้ไม่มีใจบริการเลยหน้าตาไม่ยิ้มแย้มตั้งแต่เดินเข้าประตูจําเข็งมาก... ถึงเวลาเรียกเก็บตัง วางตังทอนไม่มีขอบคุณสักคืองานบริการ? คงไม่มาใช้บริการละคะ

“the staff of this branch does not look willing to service, speak harshly.. when I call for check out.. just put down the change without saying thank you...is this a service?

I won't come back here.”

REAL DATA FROM
OUR SYSTEM

The Problem

57%

of consumers had ever stopped doing business with brand due to poor customer service experience

Microsoft: State of Customer Service Report, 2017

The Opportunity

67%

of customer churn is preventable if firms resolve issues the first time they occur

Amayo: White paper on customer experience report, 2019

The Solution

FullloopCX
CUSTOMER EXPERIENCE PLATFORM

Enable, enforce, and ensure service recovery using AI In Real Time

Collect and Identify Bad Experience

Allow brands to connect and correct the problem in time

CSAT ☹️ 1

Category Staff Attentiveness Staff Manner Price

พนักงานสาขานี้ไม่มีใจบริการเลยหน้าตาไม่ยิ้มแย้มตั้งแต่เดินเข้าพุดจาแข็งมาก... ถึงเวลาเรียกเก็บตัง วางตังทอนไม่มีขอบคุณสักคำทำต้งงานบริการ????? . คงไม่มาใช้บริการละคะ.

History Update

Date : 6/17/2020, 10:13:41 AM

User : pukkawarin

Status : CLOSED

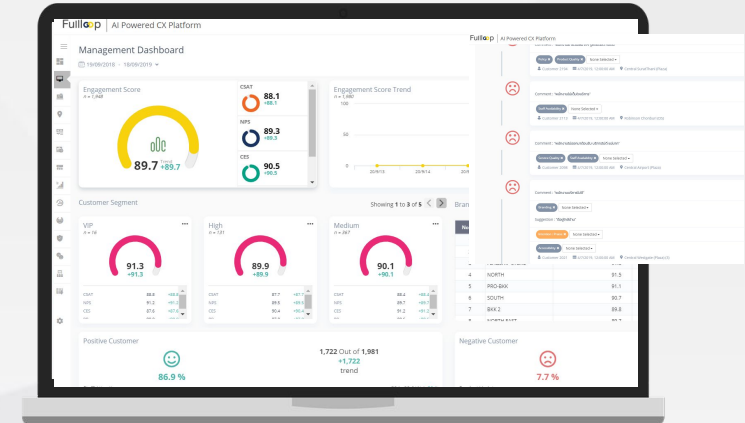
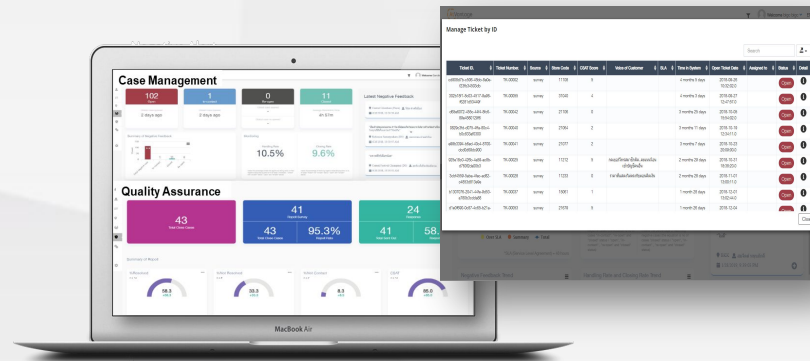
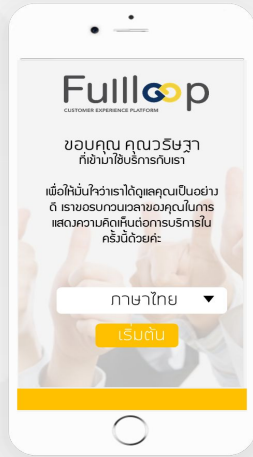
Message : ขอโทษลูกค้าเรียบร้อย ลูกค้าให้ออภาค จะกลับมาใช้บริการใหม่

.. just put down the change without saying thank you...is this a service??? I wont come back here.

"I already call and apologize to this customer. She will give us another opportunity and come to use the service again."

How does it work? Fullloop CX

CUSTOMER EXPERIENCE PLATFORM



Choose what to talk with each customer

- Allows brands to reach their customer
- Enable personalized message flow and offers
- Support multimedia

Manage all cases automatically

- Real-time alert on any unhappy customer
- Force brand to take action immediately
- Have QC function to ensure quality

Learn and improve

- Learn insight via customer's written feedback using NLP Technology
- Combine analysis power with company data
- Export data to CRM

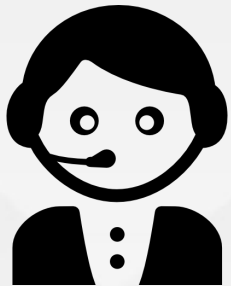


Purchase

Showroom Visit

Media conversion

Lead collection



Service

Chat and Social



Product Delivered

Product evaluation



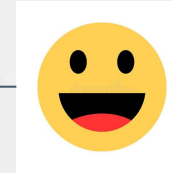
Customer Engagement Module

Collect and interact with feedbacks suggestions from all channel



Dashboard Module

Analytics module



Automated up-sale/ cross-sale workflow



Fullloop | AI Powered Platform

3

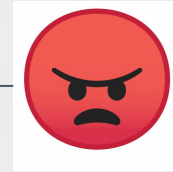
Positive Comment : "vibes tokonya enak fitting room lu"

Other Atmosphere ✕ Other Facilities ✕ Staff Service ✕

Negative Comment : "perbanyak pilihan baju? hehehe"

Product Range Variety ✕ None Selected ▾

2021-10-02 19:08:05.0 Central Park Jakarta



Close Loop Feedback Module

Automated service recovery workflow

The Problem of Survey Approach



Company Centric

- Only learn from what you ask
- Good to know, but how to actually improve or fix the problem?

Customer Centric

- Learn from what customers want to say
- AI categorize issues to keep things measurable and manageable
- Understand the context of situation and can immediately take next action

Our AI Enables Customer Centric Business Transformation

The screenshot displays a customer feedback interface. At the top left is a sad face icon. The main content area shows a comment in Thai: "อยากให้มีสินค้าให้เลือกได้หลายๆชิ้นที่วางโชว์หน้าร้าน และมีโปรโมชั่นที่น่าสนใจมากขึ้น". Below the comment are three classification tags: "Other Promotion", "Product Range Variety", and "None Selected". A yellow callout box highlights these tags with the text "Multiple Topics Classification". Below the comment is a suggestion in Thai: "อยากให้มีชิ้นงานที่สวยงามและทันสมัย สามารถให้เลือกมากยิ่งขึ้น และโปรโมชั่นที่น่าสนใจ". Below the suggestion are three classification tags: "Intention : Suggestion", "Intention : Praise", and "None Selected". A blue callout box highlights these tags with the text "Multiple Intentions Classification". At the bottom of the interface, there is a timestamp "8/21/2020, 12:00:00 AM", a user profile icon, the word "Sales", and a location "Central Ubonratchathani".

"want the display at the store to have a lot of design and more attractive promotion"

Comment : "อยากให้มีสินค้าให้เลือกได้หลายๆชิ้นที่วางโชว์หน้าร้าน และมีโปรโมชั่นที่น่าสนใจมากขึ้น"

Other Promotion ✕ Product Range Variety ✕ None Selected ▾

Suggestion : "อยากให้มีชิ้นงานที่สวยงามและทันสมัย สามารถให้เลือกมากยิ่งขึ้น และโปรโมชั่นที่น่าสนใจ"

Intention : Suggestion ✕ Intention : Praise ✕ None Selected ▾

Other Promotion ✕ Product Quality ✕ Product Range Variety ✕ None Selected ▾

8/21/2020, 12:00:00 AM Sales Central Ubonratchathani

Multiple Topics Classification

Multiple Intentions Classification

"want more modern and good looking design to choose from and better promotion"

Nearest Matching and Subword Prediction

Able to handle misspelled word and sentence

พนักงานพูดจาไม่รู้เรื่อง

Staff Knowledge and Competency

Model does not look for “พนักงาน” but a mixture of “พนัก” “นัก” “นกง” “กงา” “งาน” - more robust in prediction

```
"categories_detail": {
  "Staff Knowledge and Competency": {
    "score": 0.9999933242797852,
    "categories_detail": [
      {
        "negative": {
          "categories_sentence": [
            "พนักงานพูดจาไม่รู้เรื่อง"
          ],
          "categories_intention": [
            "complain"
          ]
        }
      ]
    ]
  }
}
```

ที่จอดรถมีน้อยมาก

Parking Availability

Model does not look for “ที่จอดรถ” but a mixture of “ที่” “จ” “จอ” “จอด” “อตร” “ตรถ” - more robust in prediction

```
"categories_detail": {
  "Parking Availability": {
    "score": 0.9733182787895203,
    "categories_detail": [
      {
        "negative": {
          "categories_sentence": [
            "ที่จอดรถมีน้อยมาก"
          ],
          "categories_intention": [
            "complain"
          ]
        }
      ]
    ]
  }
}
```

NLP-based Attention Based Prediction

(experimental)

Ability to pinpoint the source of topic and predict sentiment and intention separately

Product Range Variety

มาซื้อมะนาวที่สาขา
พระราม 9 มีให้เลือกน้อย
มาก พนักงานก็มัวแต่คุย
กันเอง แต่ห้องน้ำสะอาด
มาก

Toilet

Staff Attentiveness

```
"categories_detail": {
  "Product Range Variety": {
    "score": 1.0000100135803223,
    "categories_detail": [
      {
        "negative": {
          "categories_sentence": [
            "มีให้เลือกน้อยมาก"
          ],
          "categories_intention": [
            "complain"
          ]
        }
      ]
    ]
  },
  "Toilet": {
    "score": 1.0000096559524536,
    "categories_detail": [
      {
        "positive": {
          "categories_sentence": [
            "แต่ห้องน้ำสะอาดมาก"
          ],
          "categories_intention": [
            "praise"
          ]
        }
      ]
    ]
  },
  "Staff Attentiveness": {
    "score": 0.9689481258392334,
    "categories_detail": [
      {
        "negative": {
          "categories_sentence": [
            "พนักงานก็มัวแต่คุยกันเอง"
          ],
          "categories_intention": [
            "complain"
          ]
        }
      ]
    ]
  }
}
```

800++

16 business domains

Deep Categorizations

Restaurant, Life Insurance, Non-Life Insurance, Department Store, Telesales, Retail Banking, Hypermarket Retail, Fashion Retail, Automotive, Dealer, Real Estate, Hospitality, ECommerce, Employee Engagement

NOW

สวัสดี

THAI

Hello

ENGLISH

Halo!

BAHASA
INDONESIA

NEXT

Kamusta

TAGALOG
PHILIPPINE

FullloopCX

CUSTOMER EXPERIENCE PLATFORM

2020 Winner from Hack the Future
: Business Rebound Edition

A blue award graphic for the Hack the Future Business Rebound Edition. It features the text 'Hack the Future Business Rebound Edition' in white and light blue. The letters 'HACK' are prominently displayed in large, light blue font. At the top left is the 'RISE' logo and at the top right is the 'Microsoft Azure' logo. At the bottom, there are three icons with labels: 'Resource & Operation Management' (with a factory icon), 'Digitalization / New Way of Work' (with a person and gear icon), and 'New Experience for Customer' (with a person and gear icon).

The platform that is already making differences



Fullloop Use cases

CUSTOMER EXPERIENCE PLATFORM



Thailand's leading Hyper Market Retailer

- Collect customer feedback from all 1200++ Store
- Over 7 Millions transactions per days
- Cover all store formats and brands
- Using service recovery SLA and NPS score as KPI
- Acheive same store sale growth for two consecutive quarters after implementation



Thailand's leading IT and Gadget Retail

- Evaluate each product consultant staff using individual staff QR
- Each engagement is evaluated
- information for each staff is available for personal coaching
- Able to audit staff's product demonstration quota
- Collect lead of potential buyers for each product



Thailand's leading omnichannel telesale and marketing company

- Collect customer feedback from all channels: Inbound call, Outbound call, retail, ecommerce, and product delivery
- Prevent customer churn value of 10.7M THB in just 7 months
- Improve over 300% of NPS within 13 months
- Increase in average bill size per customer

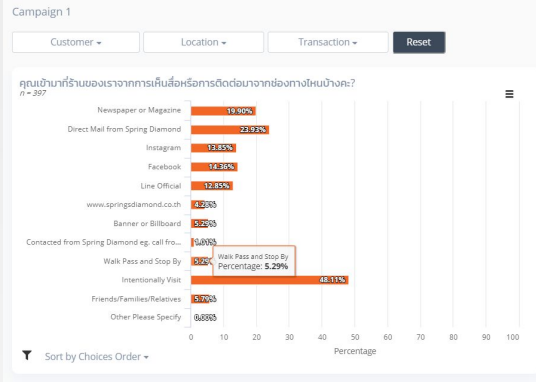


Thailand's leading motor insurance company

- Track customer experience performances on each of customer journey
- Provide media conversion analytics and insight for customer who just join the brand
- Evaluate each of vendor's performances (accident claim handing agents, contracted garage)

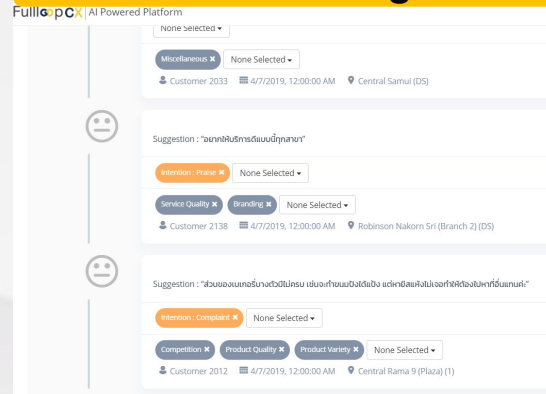
Our Exciting Features

Media Conversion



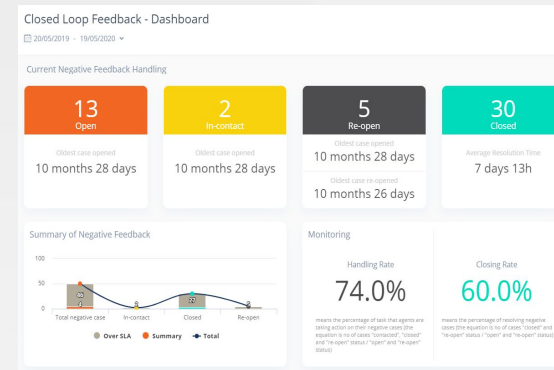
Evaluate your media spending with real sale; from real customers

Customer Insight



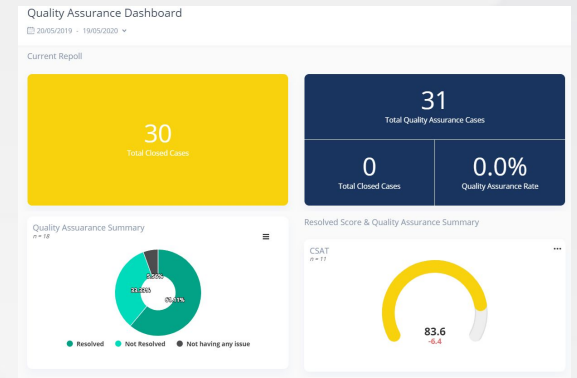
Get understanding of your business from real Voice of Customer; powered with our most powerful AI

Case Management



Handling all negative experience customers in real-time; within the platform

Case Handling Quality Assurance



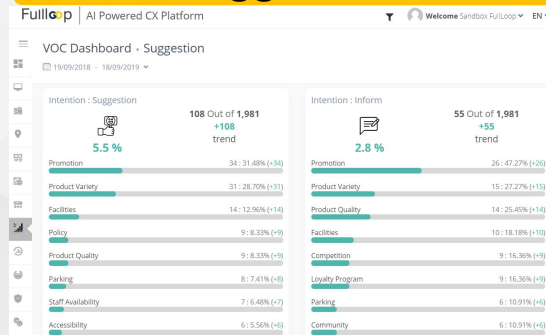
Understand how your problem solving team truly perform, automatically all the time

Consumer Survey



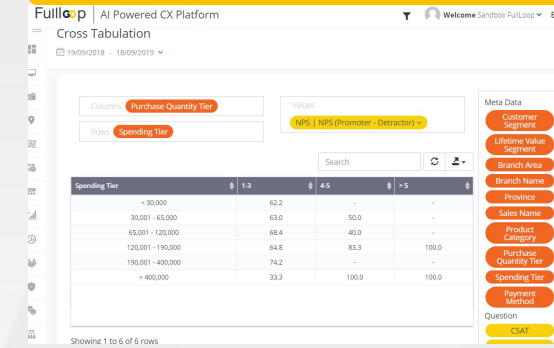
Do mini market research with your own customer; any time with real time dashboard

Suggestion



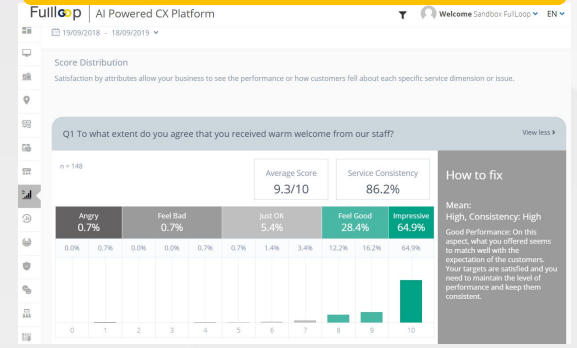
Unlimited insight learning from Free Form Suggestion; thanks to our powerful NLP, Bizcuit Text Power

Crosstabulation



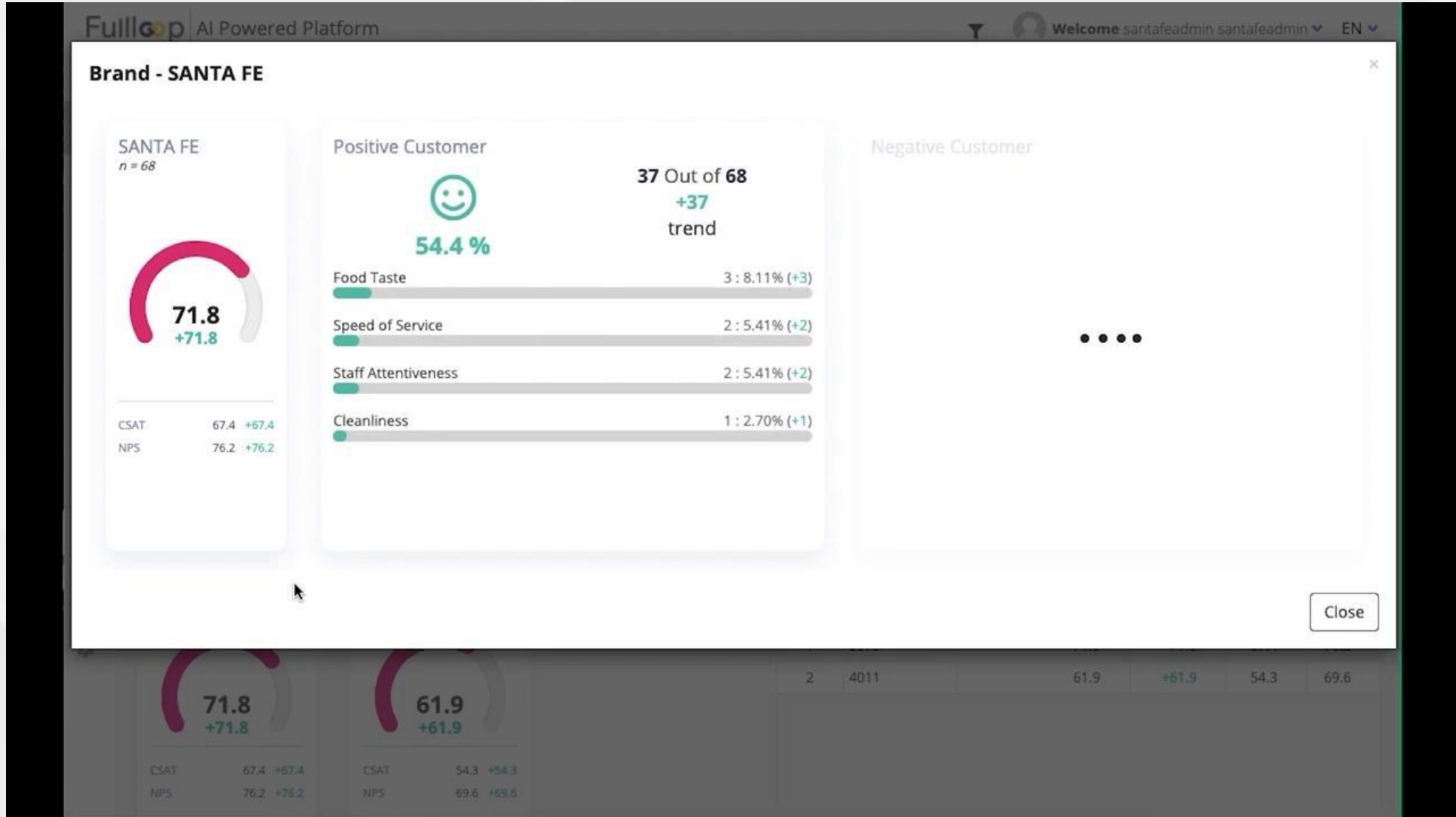
Freely crosstab Engagement Score ; any way you want

KPI



Support Attribute-base KPI; we understand the need to keep measuring certain things and we help makes them better

DEMO



Two Versions of Fullloop CX

CUSTOMER EXPERIENCE PLATFORM

Integrated Version



POS



API



FTP

- Most powerful synergy between Fullloop and your IT system
- Utilized your own metadata and seamlessly integrated into your organization

Non-Integrated Version

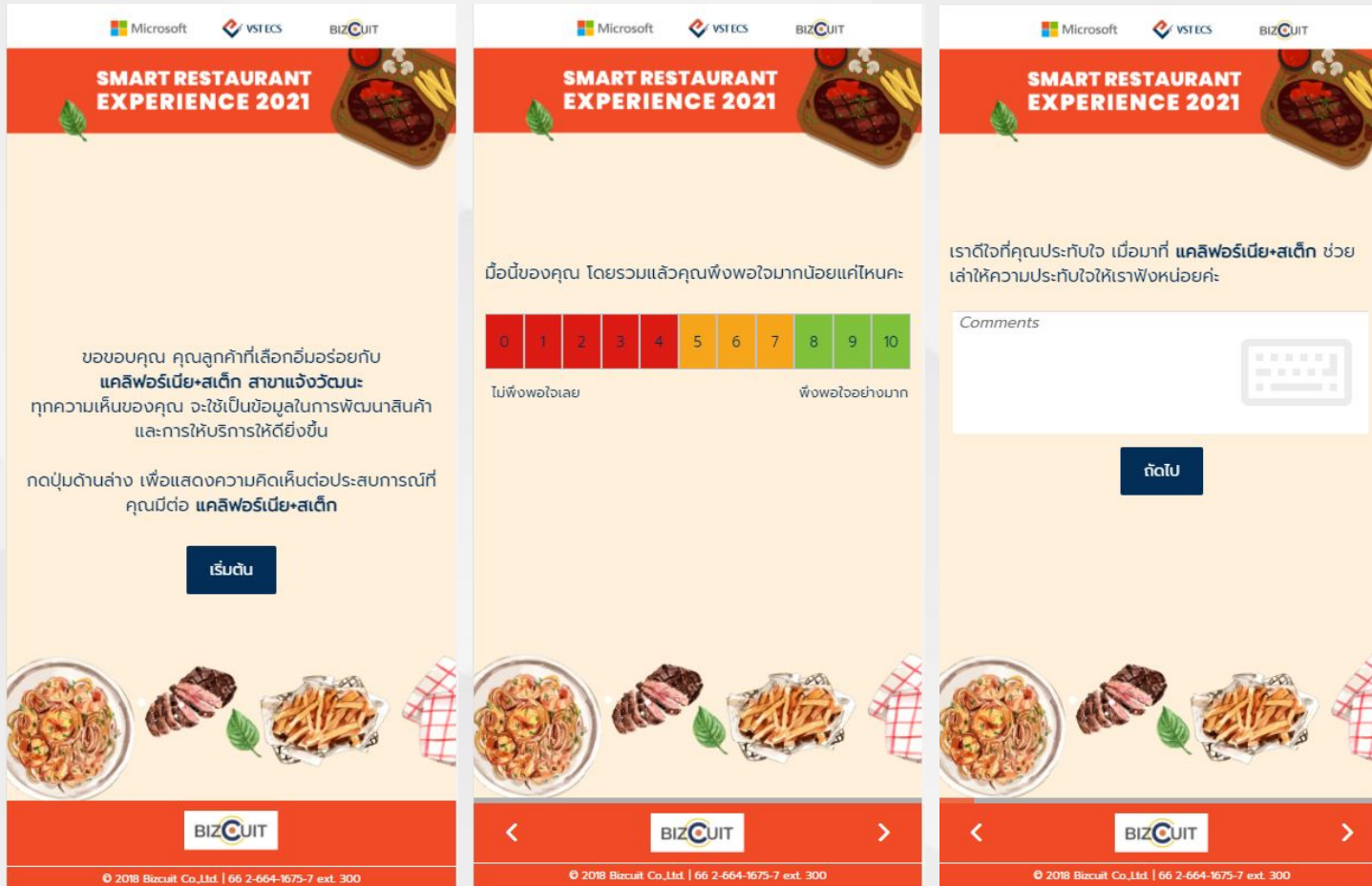


- Only 10 business days to go live after requirements
- Enjoy full benefit of the AI Power CX Platform even your IT Infrastructure is not quite ready

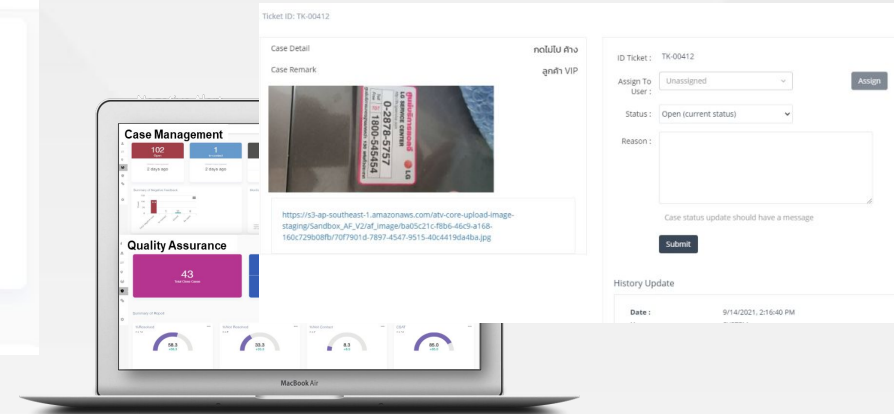
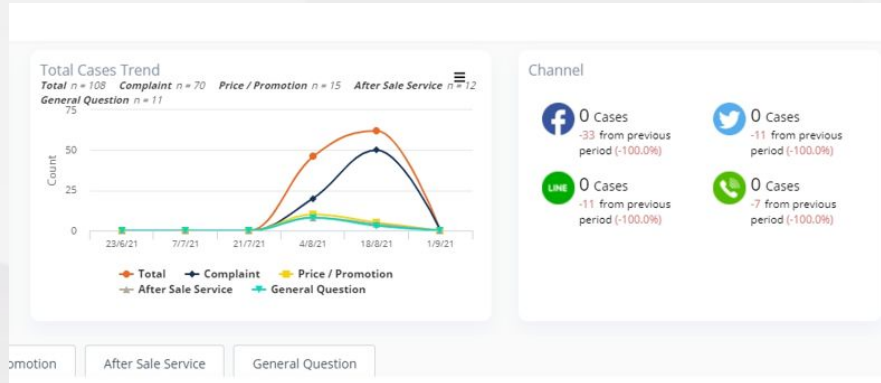
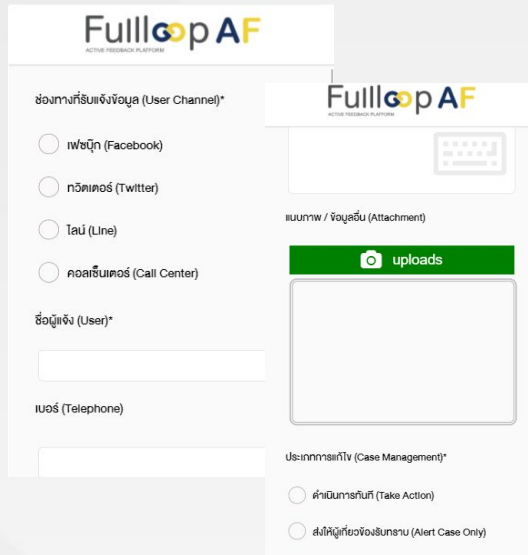
Fullloop CX

CUSTOMER EXPERIENCE PLATFORM

User Interface Mock up



Get your customer chats feedback into one place



Get all active feedback from our customer

- QR Code at store or area (direct feedback)
- Static Link for Call Center Agent (indirect feedback -record by agent)

Collect all active feedback case

- Real-time monitor on customer active feedback
- Monitor the concern issues of each touchpoint or journey

Manage all negative cases automatically

- Real-time alert on any unhappy customer
- Force brand to take action immediately
- Have QC function to ensure quality

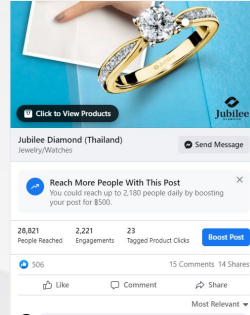
Fullloop

CUSTOMER EXPERIENCE PLATFORM

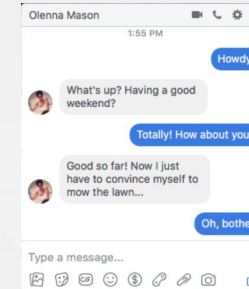
got your feedback covered on all channels



Feedback from your transactions



Feedback from your social media



Feedback from your chats

Fullloop CX

CUSTOMER EXPERIENCE PLATFORM

Fullloop SX

SOCIAL EXPERIENCE PLATFORM

Fullloop AF

ACTIVE FEEDBACK PLATFORM

Choose what to talk with each customer

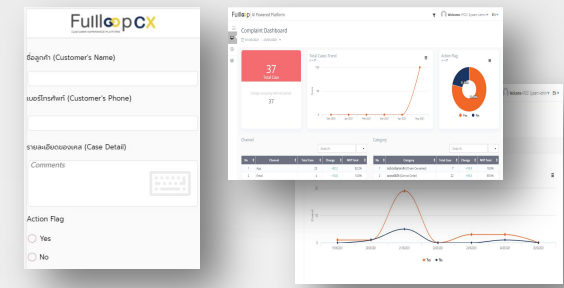
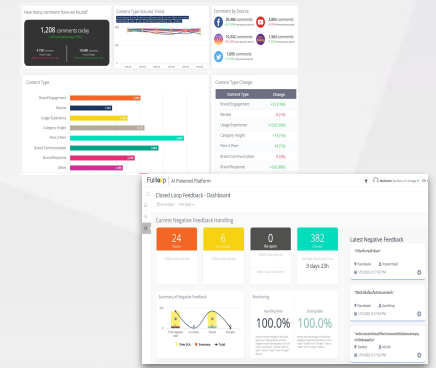
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- Enable personalized message flow and offers
- Support multimedia

Manage all cases automatically

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Learn and improve

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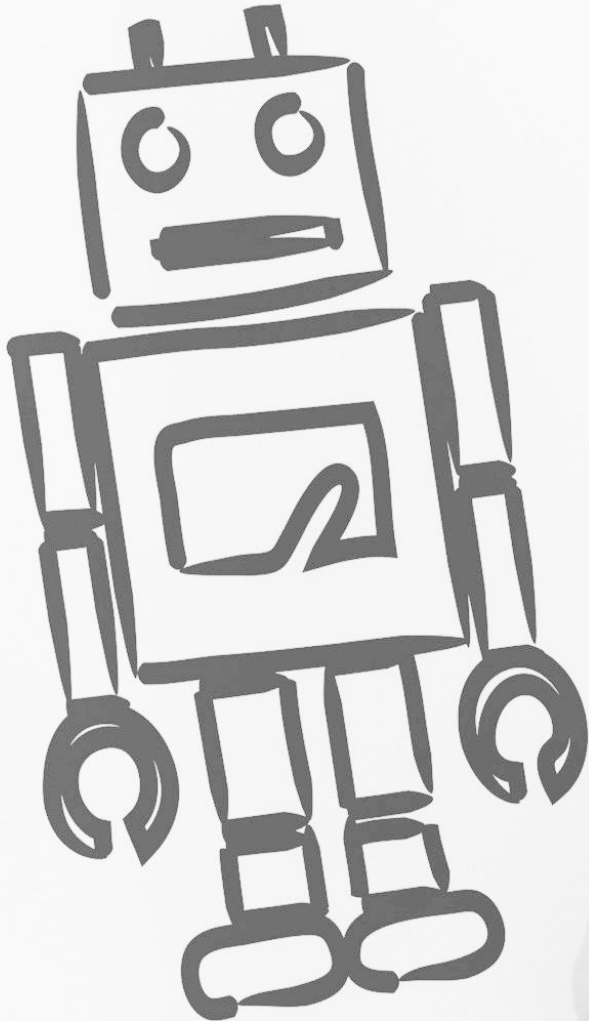
Start today, Stay Ahead of Your Competitors

with Fullloop CX

CUSTOMER EXPERIENCE PLATFORM

www.fullloopcx.com





THANK YOU

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