

**popcornapps**

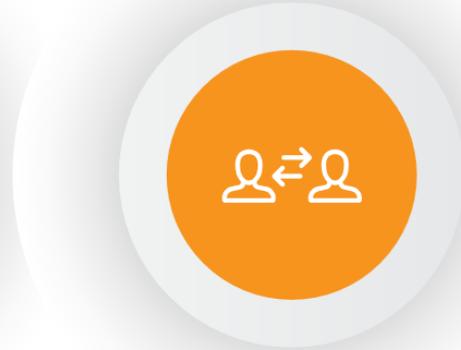
# COMPANY OVERVIEW



# We Enable the Digital Enterprise

## OUR MISSION

Help businesses evolve how they interact with their customers, employees and partners.



### EFFICIENCY

We create a single view of data, customer, product and revenue, using mobility, automation and workflows to drive ecosystem wide insight and productivity.



### EXPERIENCE

We help design seamless interactions delivered through multi-channel touchpoints and compelling interfaces across all Digital and physical channels.



### ENGAGEMENT

We focus technology on strategic business outcomes to drive interest, acquisition, conversion, and loyalty that drives top-line performance.

# Delivering high value outcomes

FOUNDED  
**2011**

LOCATIONS



San Francisco | Toronto | London | Hyderabad | Singapore

ACTIVE CLIENTS

**26**

PROJECTS DELIVERED

**300+**

AVERAGE CSAT

**9.12/10**

KEY PARTNERSHIPS

Gold  
Microsoft  
Partner



# For Organizations Obsessed with Excellence



# From Concept to Creation



## UX / UI

- Design look and feel
- User Experience analysis and refinement
- Optimizing process for touch enabled devices
- Define or redefining process flow



## DEVELOPMENT

- Cloud enterprise apps – CRM, ERP, Transactional Portals
- Native iOS, Android, Universal Windows Platform apps
- Complete test and deployment life-cycle automation



## INTEGRATION

- API Development
- Transactional and process integration
- Use of existing integration framework
- Integration to internal, partner and 3rd party systems
- Cloud based integration



## INSIGHTS

- Analytics & Reporting
- Business metrics driven recommendations
- ROI measurement, productivity enhancements
- Predictive and Preventive Analytics

# Pre-built Templates Made Available on Multiple User Channels

## INDUSTRY TEMPLATES

- Travel & Transportation (Airlines, Train and Hotels)
- Real Estate (Shared Workspace, Brokers and Building Managers)
- Retail (Store associate & consumers)
- Telecom (Wireless and Cable)
- Financial Services (Banking & Wealth Management)

## ENTERPRISE TEMPLATES

### Sales

- Product, Pricing, Plans, & Features (Consumer facing or Agent facing)

### Customer Support

- Self Service (Service Request / Status / RMA)

### Call Centre

- Case creation and escalation
- Bot to Human seamless transfer

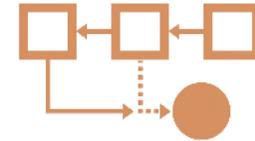


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# Our Bots Measure, Learn and Build on the Most Relevant Technology scenarios



Intent identification & matching



Dynamic Process flow



Extending Intelligent dialog



Understand and map key Entities

Intent and entity matching

Intent extraction from NLP/U scenarios

Logical operations by intent and entity classification

Checking multiple systems of record

Generating intelligent and dynamic response

Combining responses based on inputs

Suggested conversational add-ons

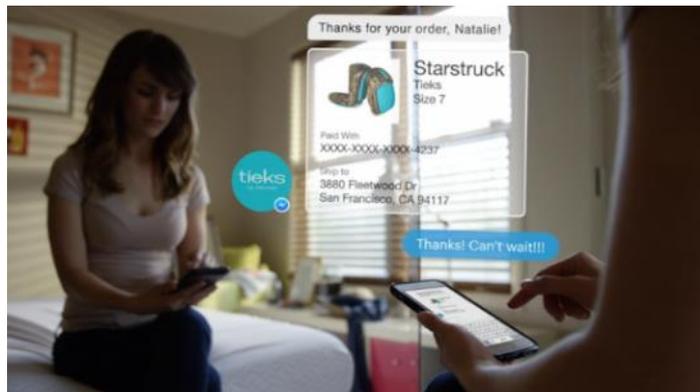
Prompt for input dynamically

# FEATURED CASE STUDIES

# CONVERSATIONAL AI



# Chatbot User Scenarios



# Common sight – crowding near the display boards

Show me trains that get into Cambridge by 10 pm from Paddington

Hang on! I am getting the train details for you.

<b>PAD</b> London Paddington	20:09 Departure
<b>On Time</b>	
<b>CBG</b> Cambridge	21:35 Arrival

Dur: 01h 26m | Changes: 1

[ALERT](#) [JOURNEY PLANNER...](#) [SET AN ALERT](#)

12:03 PM

[Journey planner...](#)

\*London Paddington to Cambridge\*  
Departing: 18:14, Arriving: 19:34  
Duration: 01h 20m, Status: ONTIME

Start

- London Paddington
- London Kings Cross

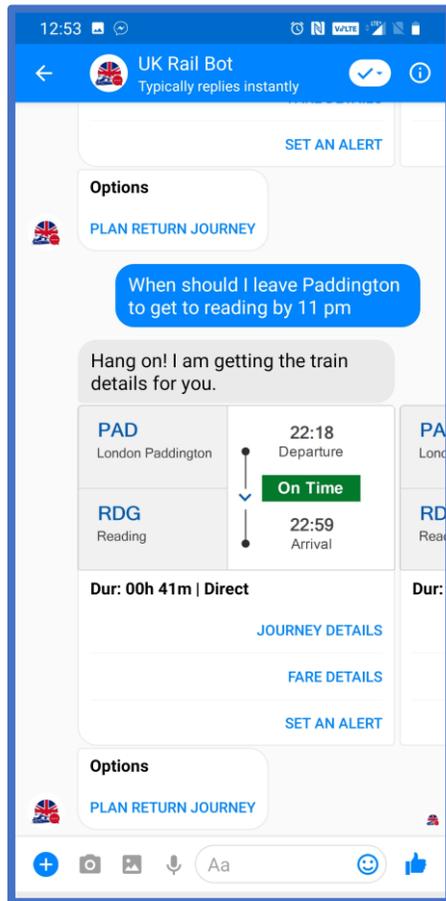
18:14 Departure → 18:29 Arrival

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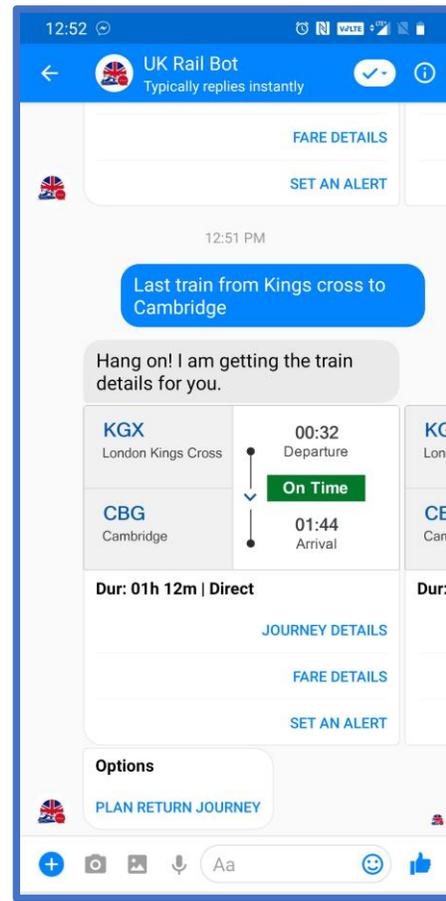


**UK RAIL BOT** available on Facebook  
Messenger and Skype

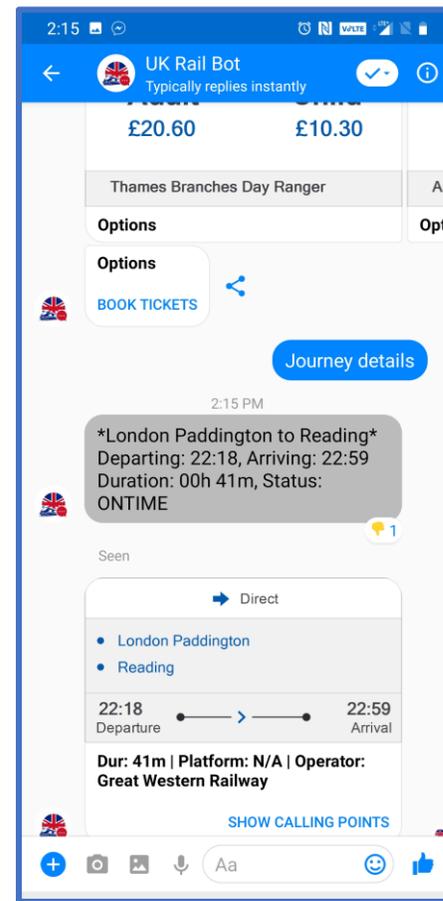
# UK Rail Bot available on Facebook Messenger and Skype



**NLP:** When should I leave Paddington to be in Swansea by 8 pm?



**Location:** When is the next train to Heathrow?



**Alerts:** Your 17:43 to Reading via Richmond is delayed by 7 minutes.

Live Arrivals, Live Departures, Journey Planners, Platform Allocations, Daily Commute Preferences, Proactive Delay and Disruption, Alternate Routing, and much more!

<https://partner.microsoft.com/en-us/case-studies/popcornapps>

# Indian Railways Bot

Here is what I understand. Type PNR XXXX and I will give you the PNR Status Or Trains between FROM Station and TO Station Or Fare Information



- PNR Status
- Trains Between
- Fare Information
- Live Status
- Full Route

22 million passengers a day,  
 through 7,000 railway stations,  
 covering 41,000 miles  
*100,000 users / month*

☆ Indian Railways

Online

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Today

trains between hyderabad and bengaluru

Indian Railways, 3:14 PM

Hey, Looks like there are multiple stations...Please select your station.

Bengaluru Cant - BNC

Ksr Bengaluru - SBC

3:14 PM

Bengaluru Cant - BNC

Indian Railways, 3:14 PM

<p><b>TATA YPR EXP</b></p> <p>18111 Secunderabad Jn 22.30 - Yasvantpur Jn 17.55</p> <p>Runs on Fri</p> <div style="display: flex; justify-content: center; gap: 5px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px 10px; background-color: #e0f2f1;">Fare Information</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px 10px; background-color: #e0f2f1;">Seat Availability</div> </div>	<p><b>WAINGANGA EXP</b></p> <p>12252 Kacheguda 01.35 - Yasvantpur Jn 13.30</p> <p>Runs on Mon Fri</p> <div style="display: flex; justify-content: center; gap: 5px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px 10px; background-color: #e0f2f1;">Fare Information</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px 10px; background-color: #e0f2f1;">Seat Availability</div> </div>	<p><b>GKP YPR EXPRESS</b></p> <p>12591 Secunderabad Jn 15.20 - Yasvantpur Jn 04.20</p> <p>Runs on Sun</p> <div style="display: flex; justify-content: center; gap: 5px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px 10px; background-color: #e0f2f1;">Fare Information</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px 10px; background-color: #e0f2f1;">Seat Availability</div> </div>
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# The Office Group, UK – Meet Bot

The screenshot displays the Meet Bot interface. On the left, there are six room selection cards with photos and prices: MEETING ROOM 4 & 5 (£110.00), MEETING ROOM 4 & 5 & 6 (£200.00), MEETING ROOM 7 (£35.00), MEETING ROOM 8 (£150.00), THE LOUNGE (£0.00), and THE PERFORMING ARTS (£120.00). In the center, a chat window shows a conversation between TOG Admin and a customer (boby@popcornapps.com). The chat includes a 'BOOK ANOTHER ROOM' button and a message asking for the customer's email address. On the right, a 'Booking Summary' window displays the following details:

Customer	Boby Jain
Email	boby@popcornapps.com
Building	Henry Wood House
Room	Meeting Room 10
Booking Date	28 Jun, 2017
Booking Time	10:00 - 11:30
Payment Method	BACS to Pay
VAT	20%
<b>Room Cost</b>	<b>£82.50</b>
<b>Total VAT</b>	<b>£16.50</b>
<b>Total Cost</b>	<b>£99.00</b>

At the bottom of the booking summary, there are two buttons: 'BOOK NOW' and 'CHECK OTHER ROOM'.

**270 meeting rooms across 30 buildings. Over 800 meeting room bookings a day.**

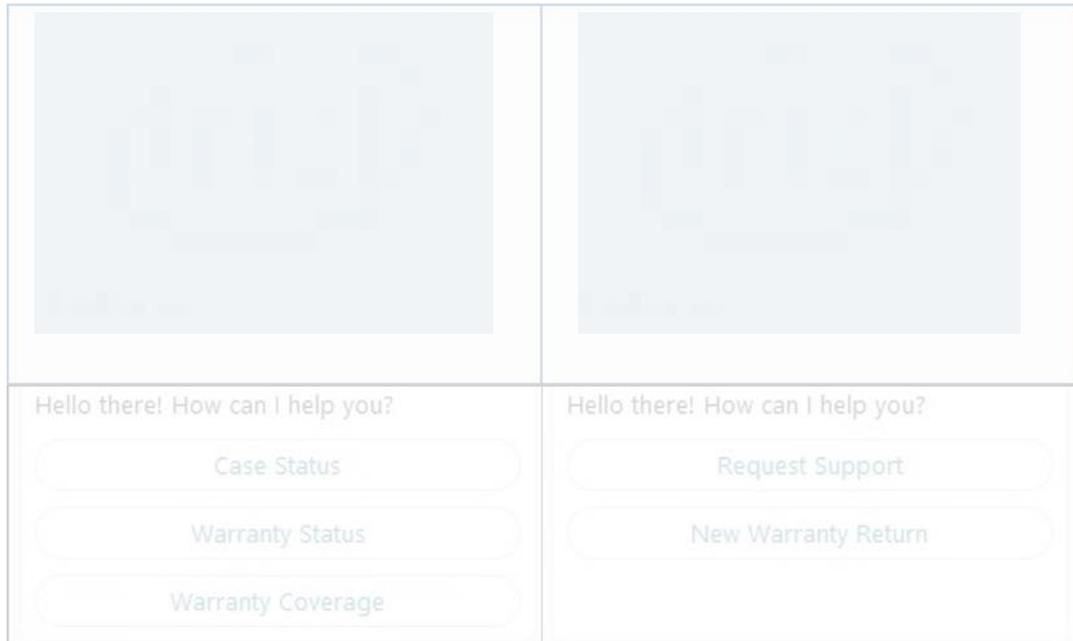
## Employee Facing Functions

- Integration to CRM & ERP
- Book meeting for a TOG Client based on date, start time, duration & no. of attendees
- Show me meetings in my building today, Any special requests?

## Customer Facing Functions

- Self service functions for the customer to book a meeting:
- “Find me a meeting room near me”
- “Book a meeting at my building for 4 people on April 23rd at 10 AM for 3 hours”

# Conversational AI for a Call Center, Live Chat Environment



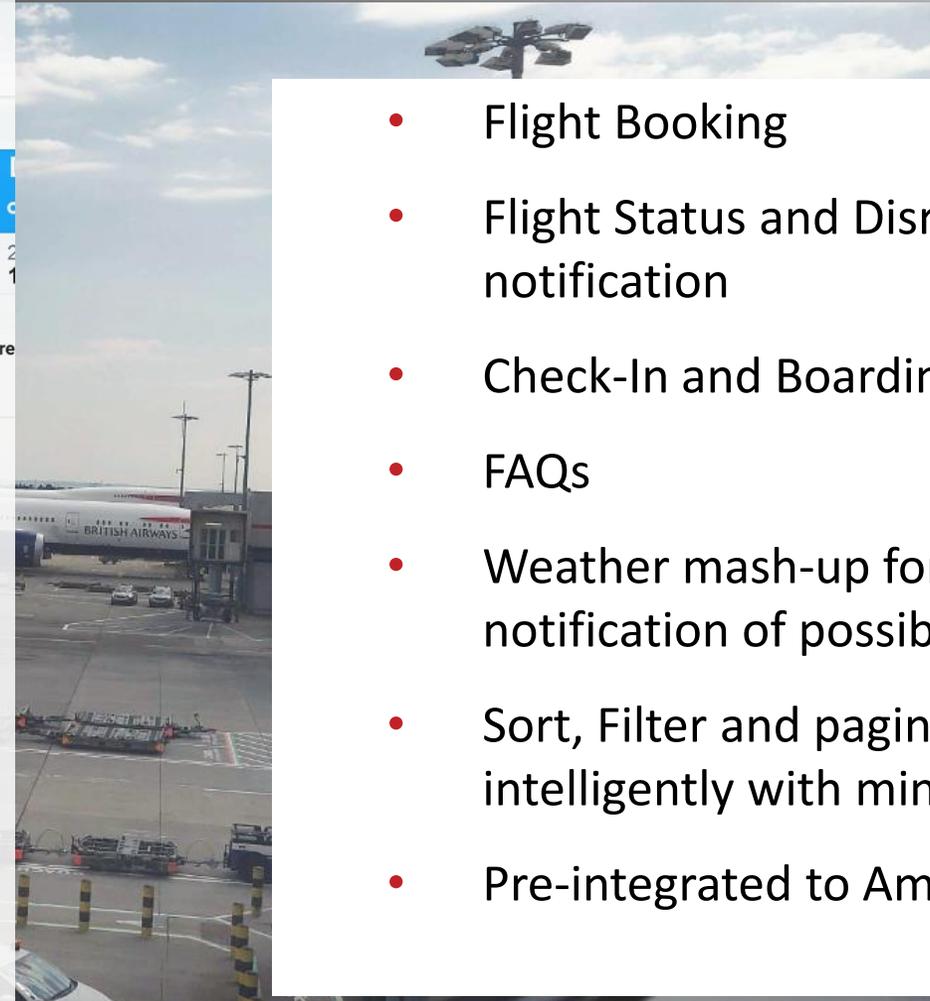
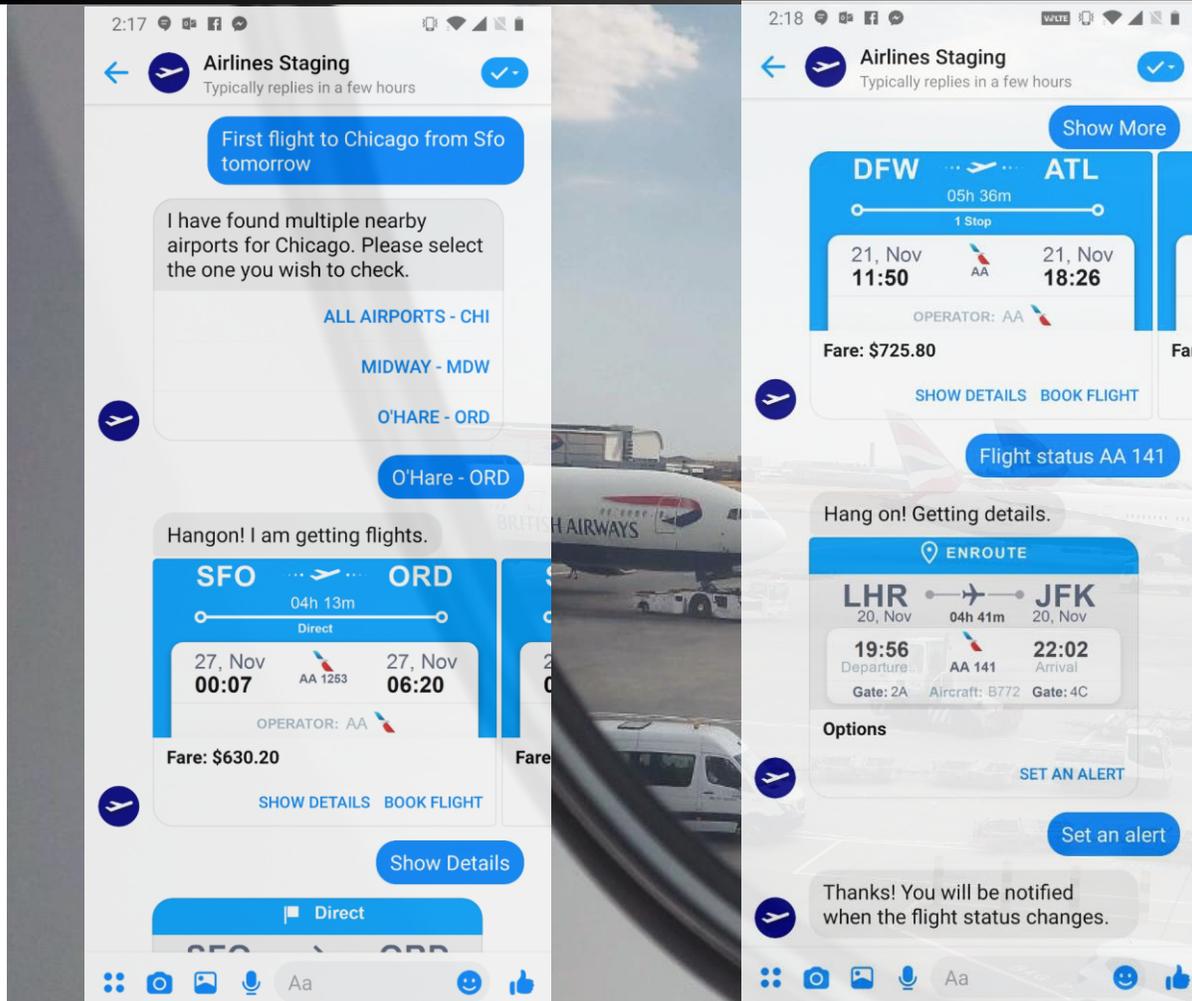
## CUSTOMER FACING FUNCTIONS

- Status of my order
- Status of my warranty claim
- Check if my product / part is covered under warranty
- Authentication mechanism is unique to customer hierarchy & eligibility to view certain information

## EMPLOYEE FACING FUNCTIONS

- Integration to Salesforce.com, multiple backend systems and Live Agent chat
- Case/Service Request Status
- Priorities task list for CSR, Sales personnel
- Warranty status based on Product Id or Serial number

# Airline Industry Template



- Flight Booking
- Flight Status and Disruption notification
- Check-In and Boarding Pass
- FAQs
- Weather mash-up for proactive notification of possible delays
- Sort, Filter and paginate intelligently with minimal user input
- Pre-integrated to Amadeus

**NLP:** Next direct flight from SFO to DFW on American  
One-way flights from SFO to LAX today?

**Alerts:** Your 19:19 flight to LHR is delayed by 45 minutes.

# Common Challenges



## Identity & Authentication

Use of account login, OTP, email based verification



## Integration

To various backend systems where the response sometimes is a curated content based on various systems



## Defining User Persona

We usually work with the customer to define the persona based on the users, geographic and cultural specificities



## User Interface which facilitates a simple User Experience

Use of external tools to showcase custom cards

# We Will Help Mitigate the Challenges

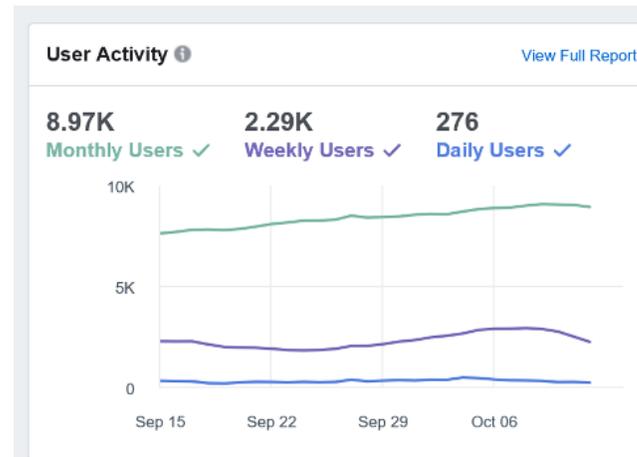
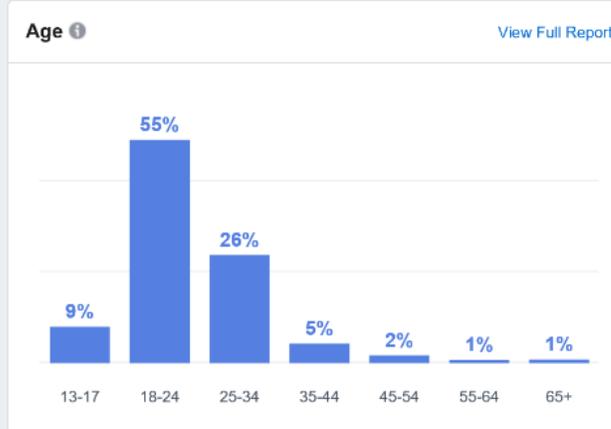
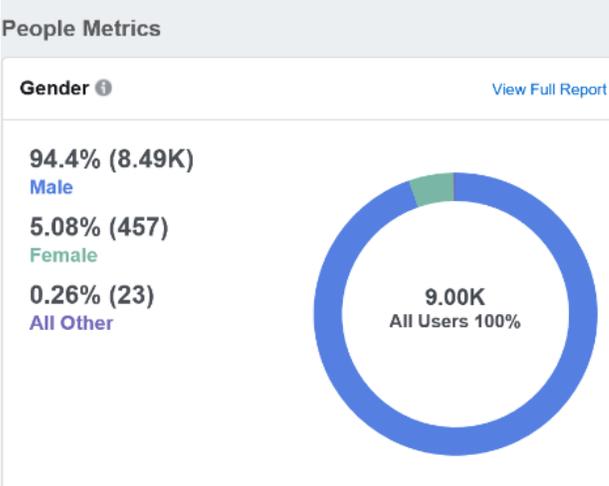
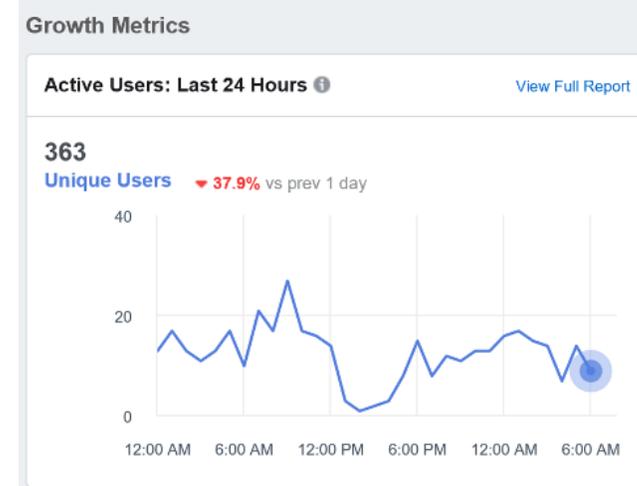
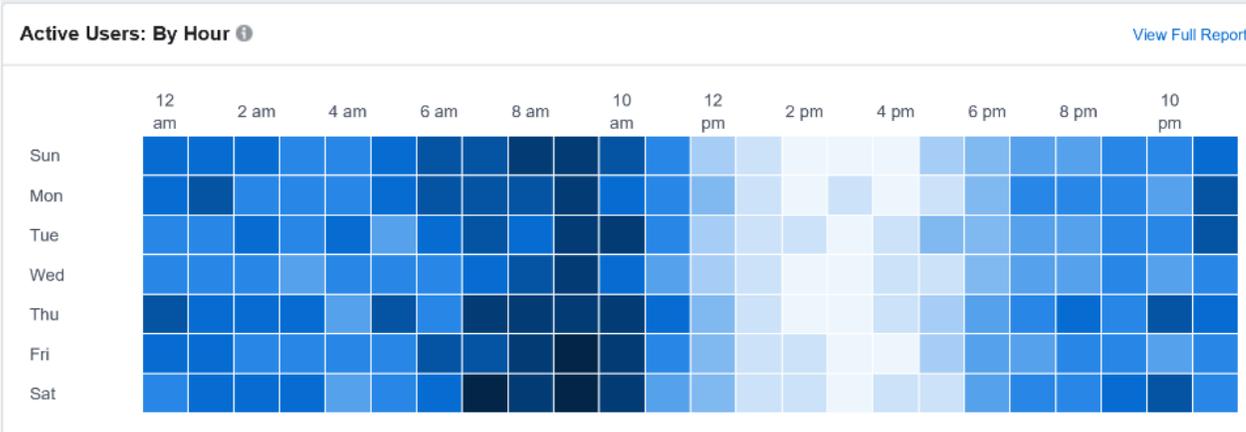
- Have clarity in chatbot userbase – What information can be provided to an anonymous user vs. a Verified user
- Have a good roadmap (progressively addressing complexity)
- Well defined APIs and processes for integration
- Cultural and language specific considerations must be carefully addressed for NLP scenarios
- Response cards cannot be busy and overwhelm a user – It is better to break down into two cards where possible
  - For e.g. : The UK Rail Journey Planning and Journey Detail cards

REPORTING AND STATISTICS

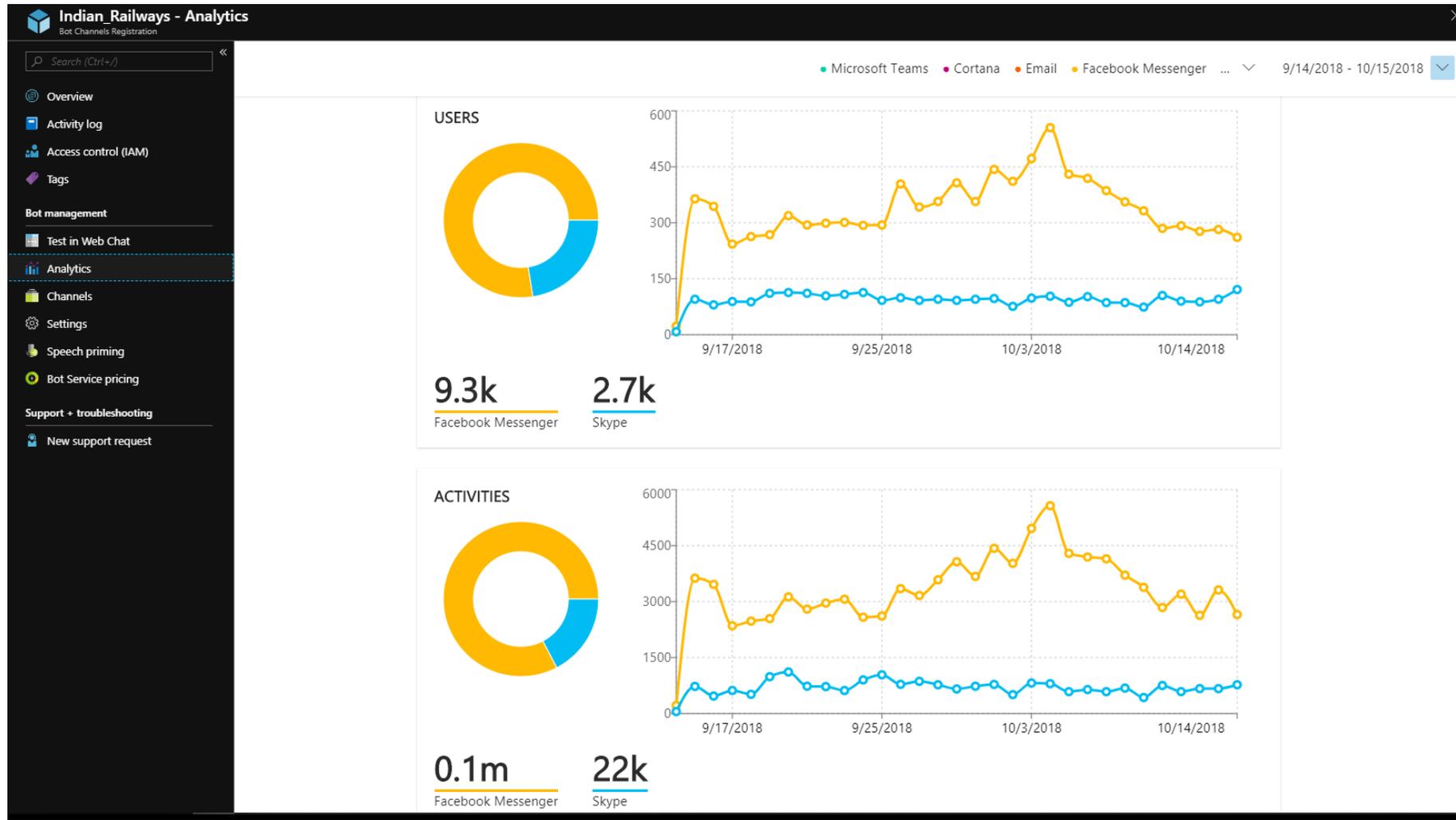
CONVERSATIONAL AI



# Analytics



# App Analytics



# App Insights

