

# ***Conversational AI for Digital Marketing***

**campaign**

AUSTRALIAN/NEW ZEALAND DIGITAL AGENCY OF THE YEAR

**FINANCIAL REVIEW**

TOP 50 AFR BOSS MOST INNOVATIVE COMPANIES

**Great Place To Work<sup>®</sup>**

NO 7 GREAT PLACES TO WORK (1-100)

**FAST COMPANY**

TOP 50 BEST WORKPLACES FOR INNOVATORS

***Conversational AI is an entirely new way for brands to build valuable relationships with consumers & for them to interact with retailers.***

THE DATA

# Market Trends

"83% of consumers are actively using voice search, 76% of consumers are using voice search to make a purchase."

Forbes 2019

This shift in behavior and adoption of AI and NLP technologies have created the need for companies to invest in AI to gain competitive advantage."

Business Insider, Jan 2020

Research shows that the failure rate of AI projects is high. The failure rate of AI projects is high."

Forrester, 2020



WELCOME TO VERSA

# Conversation centric

***At VERSA, we are Conversation specialists helping brands to have conversations with their customers right where they are.***

Conversation moves us forward, drives our relationships and helps to establish meaningful interactions.

Being able to have a conversation with customers on whatever medium they spend their time is the future of digital customer interactions.

At VERSA, we help our clients with an omni-channel, digital communications strategy and platform, enabling their customers to engage on in the language and channel most natural to them because conversations don't just happen on websites.

All your customers should need to do is ask.





# Half-Day Workshop Overview

## Discovery

- Project overview, goals and conversational strategy for Retail

## Ideate

- Identify intended audiences
- Creative Exercises i.e HMW's/Crazy 8's

## Define

- Business Needs and challenges/opportunities
- Use-case definition - Alignment with overall business value
- Technology discovery

## Delivery Feedback & Inform

- Top-level technical discussion
- Top-Strategy rollout plan (completed post workshop)

## Optional

- Prototype Delivery
- Technical design



# Engagement



## Workshop

*Define customer goals and desired outcomes*

*Identify intended audiences*

*Understand user needs and challenges*

*Align with business needs and opportunities*

*Creative exercises (HMWs)*



## Document

*Review existing documentation, data, and research*

*Record and refine the outcomes of the stakeholder workshops*

*Detail actionable insights that can be further developed into an implementation roadmap*

*Human Centered Design roadmap*

*Customer journey mapping / storyboarding*