

Building Value Driven Customer Experience with BotCore

The Smart Chatbots with Heart and Mind

Enhance Customer Experience and Value Exchange with AI-driven chatbots and BotCore



Combining Empathy with Context for Value Based Customer Engagement

Customer delight is earned. Seamless experience and value driven online interaction pave the path to loyalty and bridge the gap between intent and action. Building closer ties with customers require insights on their behavior and interests. Brands collect first party data to drive effective campaigns and stay within the circle of influence. With imminent death of the third-party cookie, brands around the world are scrambling to keep hold on the voluntary data sharing. Their best bet is to offer consent-based value exchange to consumers. Convenience married to empathy creates a winning combination. Acuvate BotCore platform is designed to roll out well rounded chatbots, intelligent by design and intuitive by intent. Brands across industries have been winning hearts and wallets with these super smart, intricately integrated, NLP enabled multifunctional bots, acting as personal assistants in enriching online experience. A global CPG major with over 400 brands and footprint in 190 countries has adopted BotCore as their prime customer experience platform, rolling out as many as seven chatbots to converse with customers on varied topics, from haircare to beauty product recommendation and more.

Equipping Global CPG Major with Personalized Customer Communication on Unified Platform

The client is a global CPG giant with a vast footprint across 190 countries and consumer products across almost all segments from beauty care, homecare, healthcare to personal care. Committed to drive flawless customer experience, the client was exploring the best means to build interactive communication channels and retain customer interest on their digital platforms. Their multichannel strategy was largely driven by live support, creating a stress on cost and resources. They were keen to explore out of box solutions to create unique experience for the end customers. However, given the scale and complexity of their operation, they needed more than standard unidimensional chatbots with limited functionality.

Acuvate's BotCore platform provided them the ease of one unified solution for multiple chatbots, aligned to the nuances of individual products. Multi-lingual, multi-platform and multi-cultural chatbots, built on reusable components were faster to replicate and accelerated Go To Market plans for new roll outs.

The client currently uses 25 different chatbots for customer service and customer engagement and has a few more in the pipeline to completely humanize the online experience for their customers.

Key Platform Features



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, BotCore 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

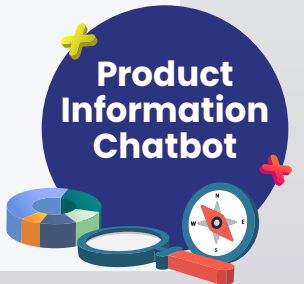
- **4000+** Marketing subscriptions
- **1000 +** BIN Clicks
- **95%** Customer satisfaction on shopping experience
- **4.3x** sales uplift
- **836000+** Users

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



25
Live Chatbots



1.02M
Total Users



65%
Live Agent Effort Reduction



11%
of total users Total Profiles Catured



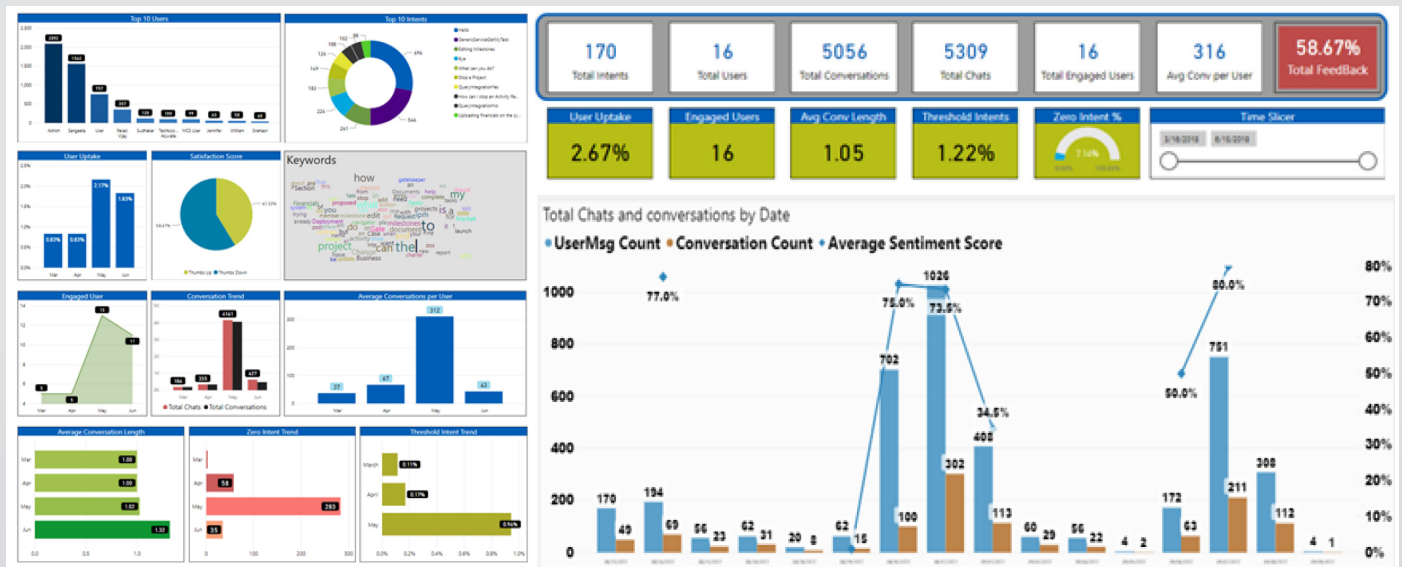
4.3x
Sales Uplift



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.



Creating Ever New Experiences Across Industries

BotCore has emerged as the preferred platform to create new experiences. Continuous innovation is driving new use cases. The client is already preparing to roll out chatbots for their home care

and personal care categories. Easier to configure, intelligent to train and quicker to roll out, the platform is now being used in healthcare, retail, entertainment and other sectors.