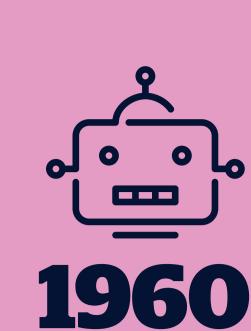
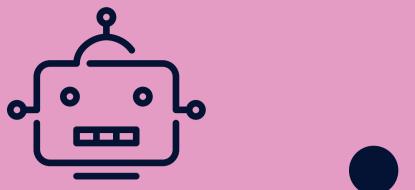
BOTS ARE NOT ONLY CHAT BOTS! BOTS AND A VIRTUAL ASSISTANTS ARE SOFTWARE PROGRAMS CONSIDERED INTELLIGENT ENOUGH TO NATURAL LANGUAGE REQUESTS, GIVE ANSWERS AND HOLD A CONVERSATION. BOTS BECOME A NEW CHANNEL OF INTERACTION THAT CAN USE TEXT, VOICE AND VIDEO TO CONVERSE. IT CAN BE ALSO **PROACTIVE** TOWARD END USERS.

History



First bot experiments







Today

Bot era

NEWS

Vocal servers

Virtual agents As it turns out, the subject

of bots is not exactly new!

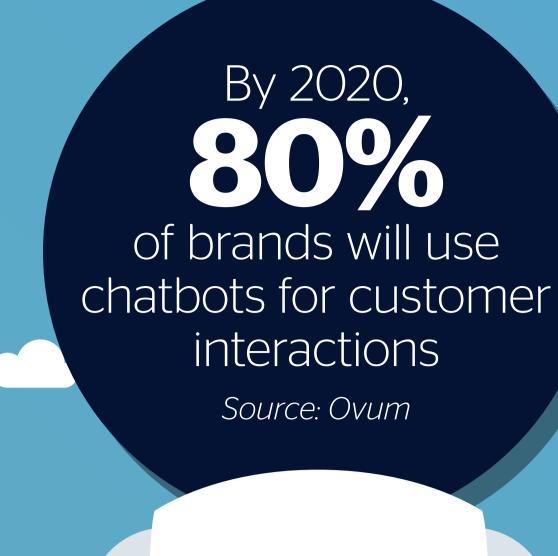


Bottypology



ADVISORY OR

INFORMATIONAL for channels that are centralized and (already) used e.g. answers to questions about the weather or holidays



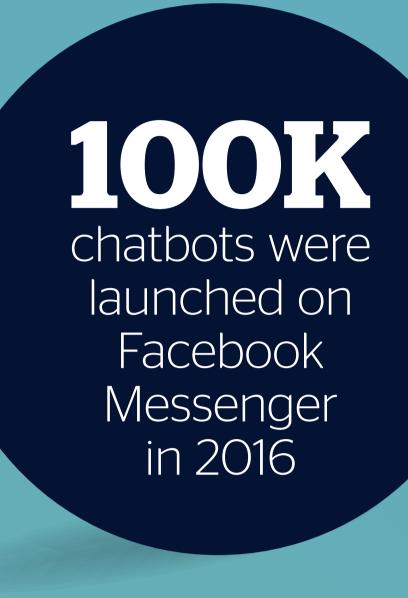


The latest news

selected for you

SHOPPING

ASSISTANT Help during online shopping, validation and management of transactions or even payments





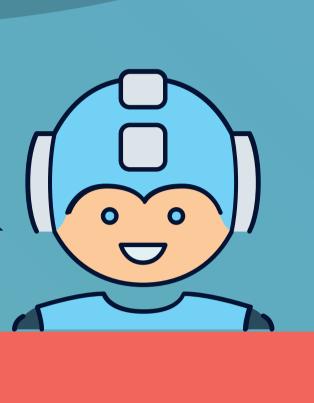


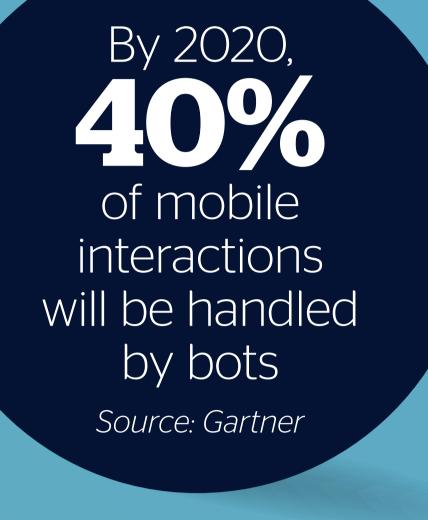
and sent to your phone



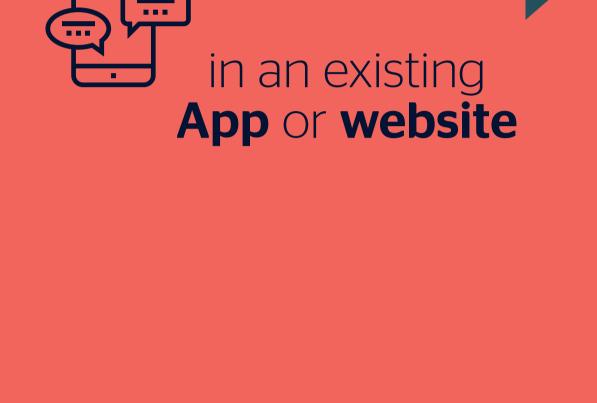
own CV for self-service without the complexity of the web/app organization







Bots can be everywhere







By 2020, of browsing will be done through voice rather than screens Source: Gartner - 2017



Cross-Channel continuity is really innovative











7billion*



1billion*

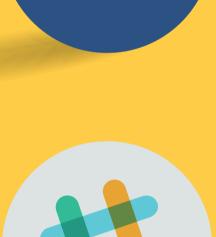






(SMS)

74 million*





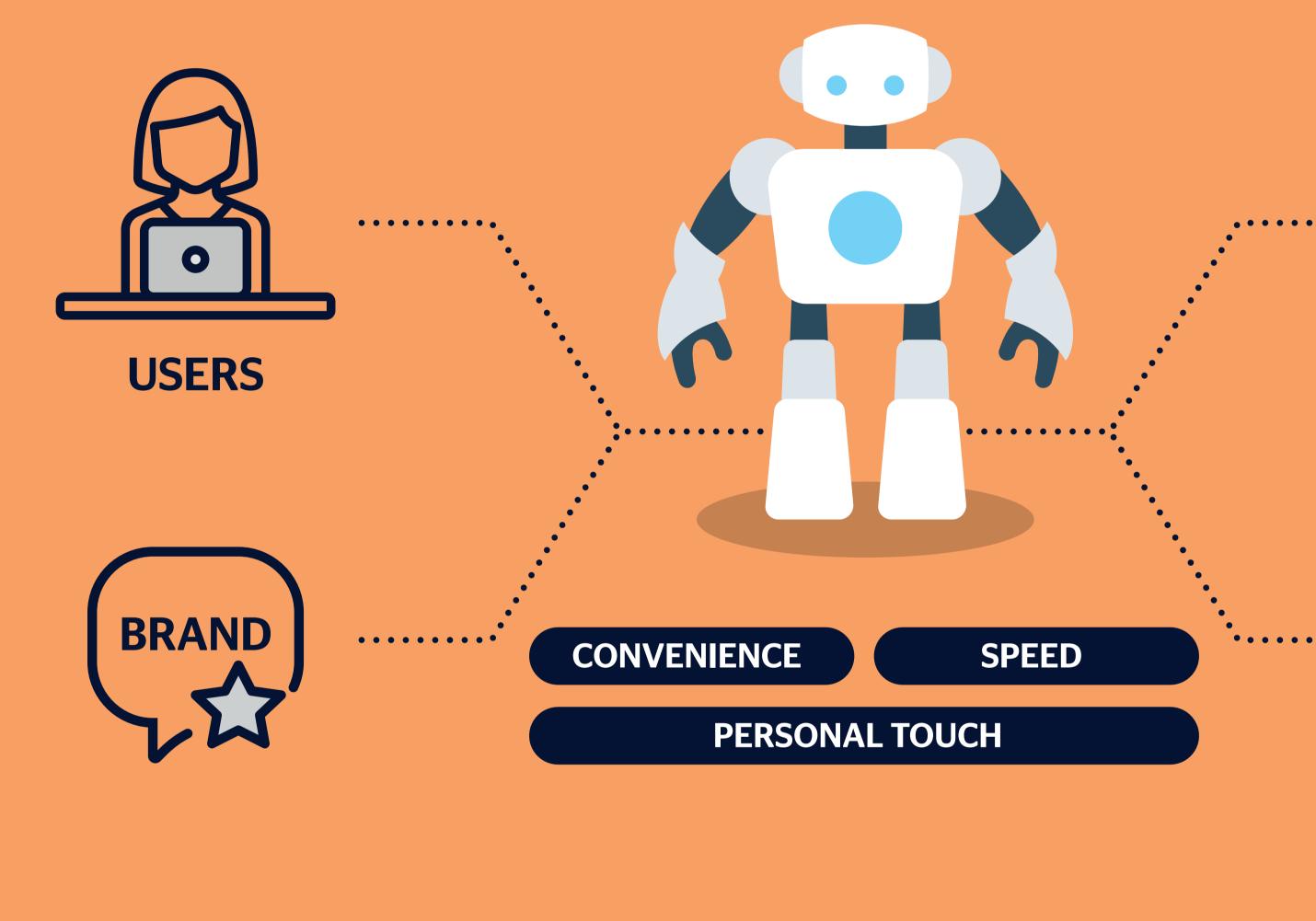




3 million*

*Number of active users per month

Bots benefits







BOTs will not replace human contact



Are cheap to develop

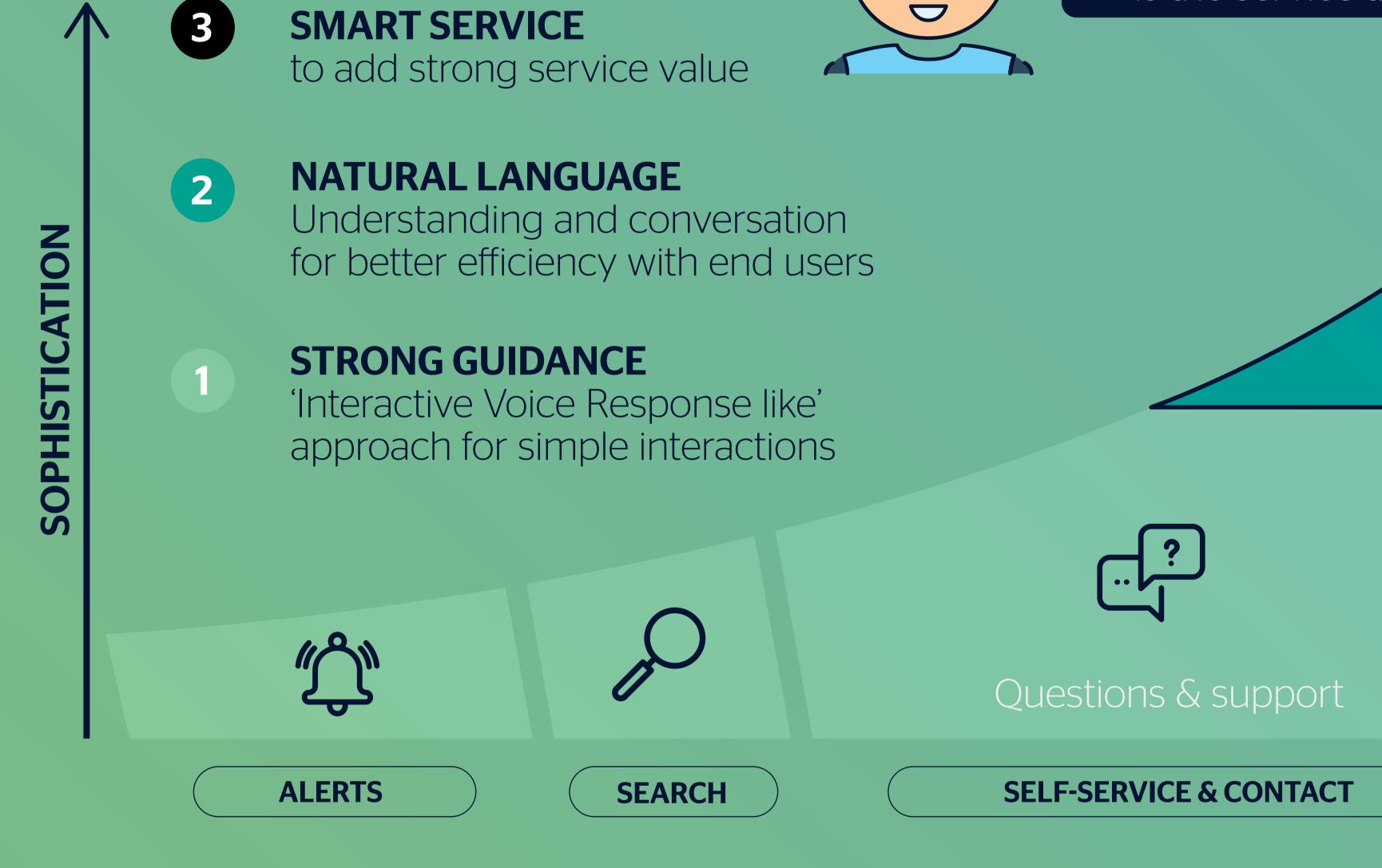
Regardless of my sophistication

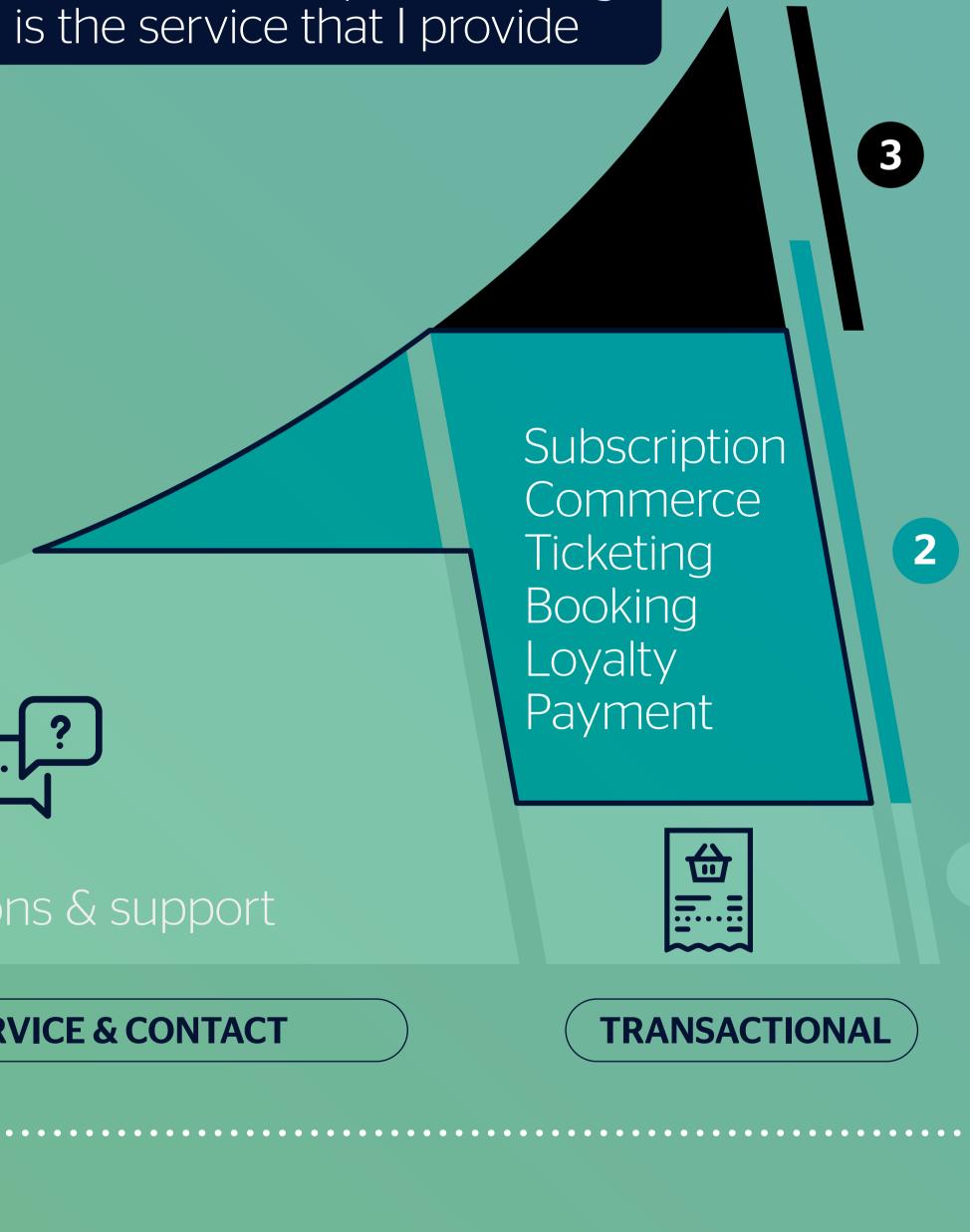
level, the most important thing

Always welcoming

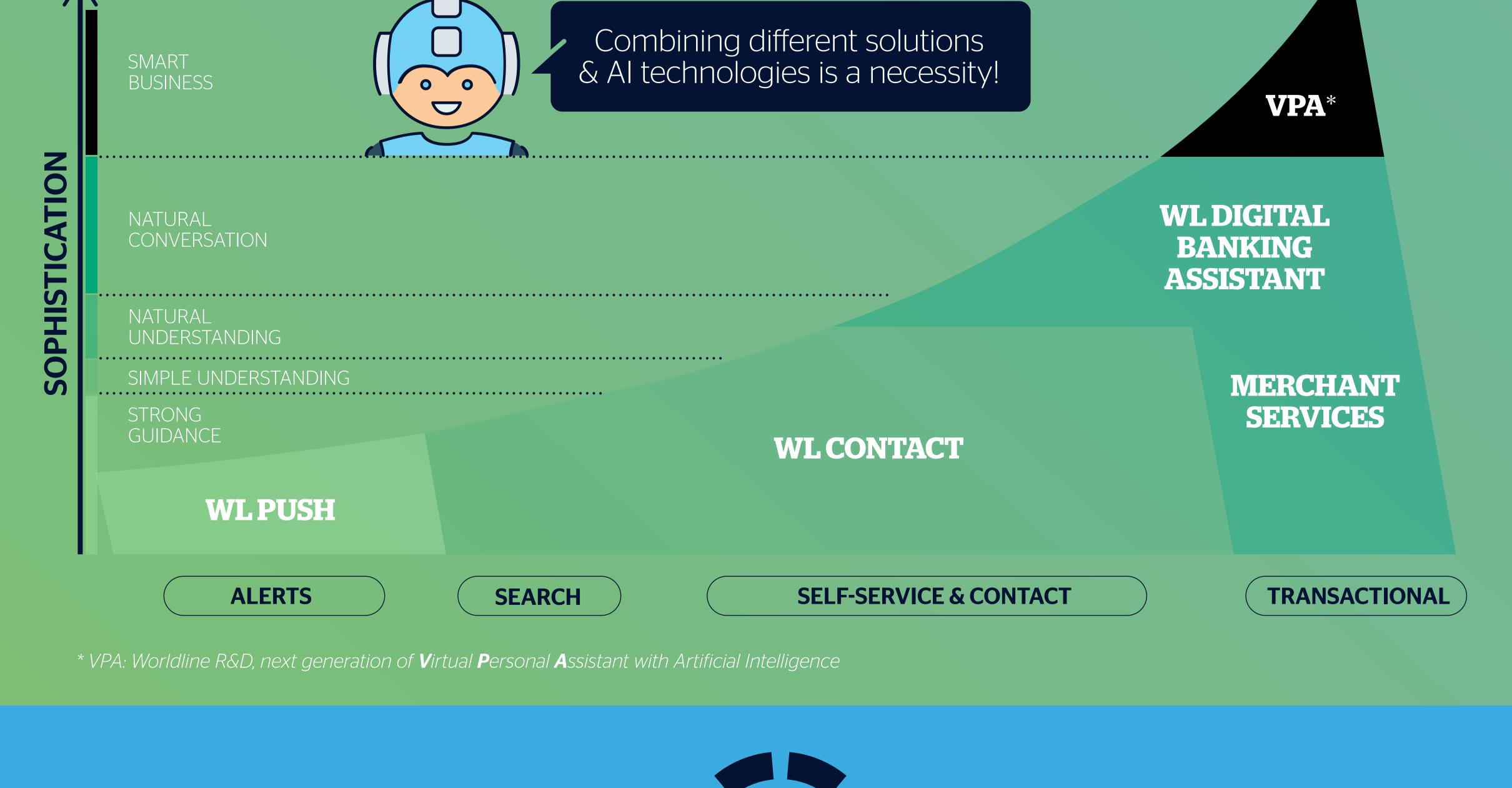
BOTS Generate more interactions than human advisors Can redirect advisors so they handle high value-added contacts







Worldline's expertise



and interact with multiple visitors at a single time.

INTERACTION

Bots can respond to

RESPONSE The collected data must help improve your services.

You can use the feedback

collected from the visitors to provide additional information.





GUIDANCE A bot provides

QUALIFICATION & CONTACT

and route the qualified visitors

to your sales or marketing teams.

Bots filter leads

valuable insights for

with your products.

customers to get started

of the global population will use messaging apps. Source: eMarketer

of messages sent through a chatbot are read by its user. Source: BabyCenter

CONTACT US

63% of consumers believe businesses should be available on messaging apps. Source: ubisend

FOR FURTHER INFORMATION