

Customer Engagement: The Future of CX Lies in Conversational Chatbots

Speakers



Ramesh Kumareson

Head of Customer Engagement Solutions
ADA



Louis Moynihan

Product-BD
WhatsApp Business Platform

Customer expectations have changed.

The Future of CX Lies in Conversational Chatbots

Digital media consumption of consumers have shifted to mobile...

Then



Now

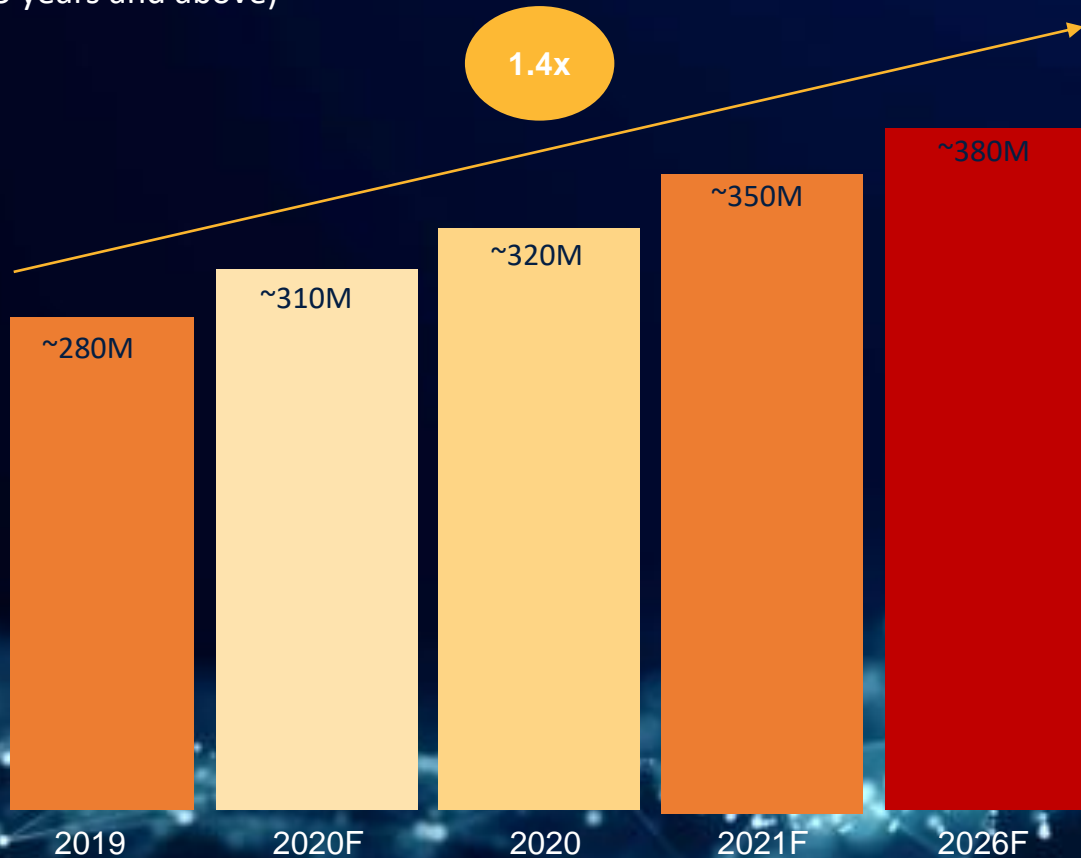


In today's world ...

~30 million more digital consumers vs 2020 – and counting

~70 million new digital consumers since the pandemic began

Number of digital consumers in Southeast Asia
(15 years and above)



- Digital consumers across the SEA region **will** continue to **rise**.
- Southeast Asia's online retail penetration **grows 85% year-on-year**.
- By the end of 2021, the online penetration from every category is projected to grow at least 1.7x (**nearly double**), even faster than what was observed last year.
- Businesses need to adapt to this communication shift as customers are **turning to chat** instead of emails and calls.
- Customers' expectations are **higher** and expect to communicate with businesses **24/7** on messaging apps such as WeChat(1.2 billion users), KakaoTalk(49 million users) LINE (84 million users), Viber (823 million users)* and WhatsApp.
- WhatsApp (2 billion users)* is **the most popular and preferred messaging application in Southeast Asia**.

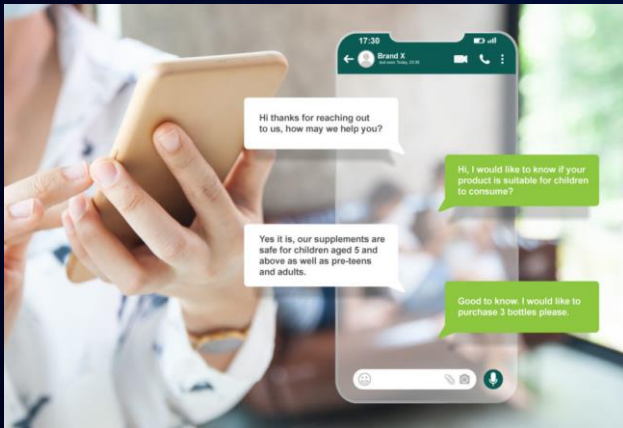
Source: Facebook's "Southeast Asia, the home for digital transformation"

*Monthly Active Users worldwide

What does this mean for medium and large businesses in 2022?

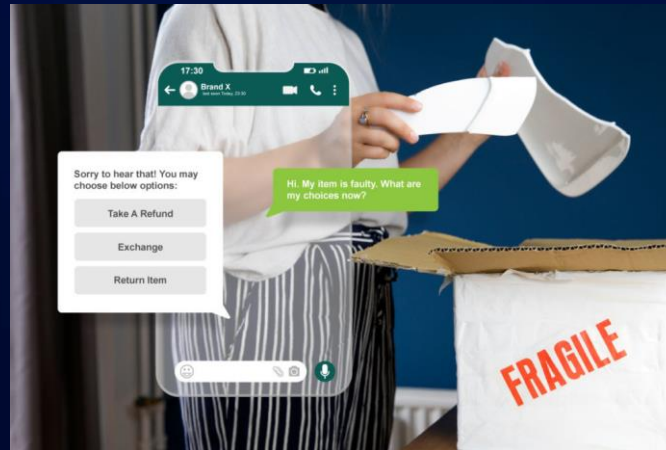
The Future of Customer Experience

It's all about connecting, communicating and having quality conversations with customers.



DESIGN CONVERSATIONAL AI

Sentiment Analysis
NLP, ML & AI-powered
chatbots



SMARTER TARGETING FOR HIGHER ENGAGEMENT

Engage better with customers
Enrich data with XACT



TRANSFORM CUSTOMER EXPERIENCE

Chat Commerce
FAQs Automation

In a 2020 survey conducted by Salesforce, customers had this to say....

70%

70% of customers expect companies to create **new ways** to get existing products and services

71%

71% of customers state that **now** is the time for businesses to **update and upgrade** how they operate, engage and contribute to society across a variety of fronts

80%

80% of customers state that the **experience** a company provides is as **important** as its products or services

88%

Amid the pandemic, 88% of customers expected companies to accelerate their **digital initiatives**, while 68% stated that COVID-19 has elevated their expectations of brands' digital capabilities

What is the WhatsApp Business Platform?

WhatsApp Business Platform

Paid service operated through your company's infrastructure and accessed via custom UI or third-party interface, e.g. CRM.

Can connect thousands of agents as well as build chatbots to interact with customers automatically.

Option to verify account (green check mark).

Can integrate with numerous back-end systems such as call centres, CRM and marketing automation platforms.

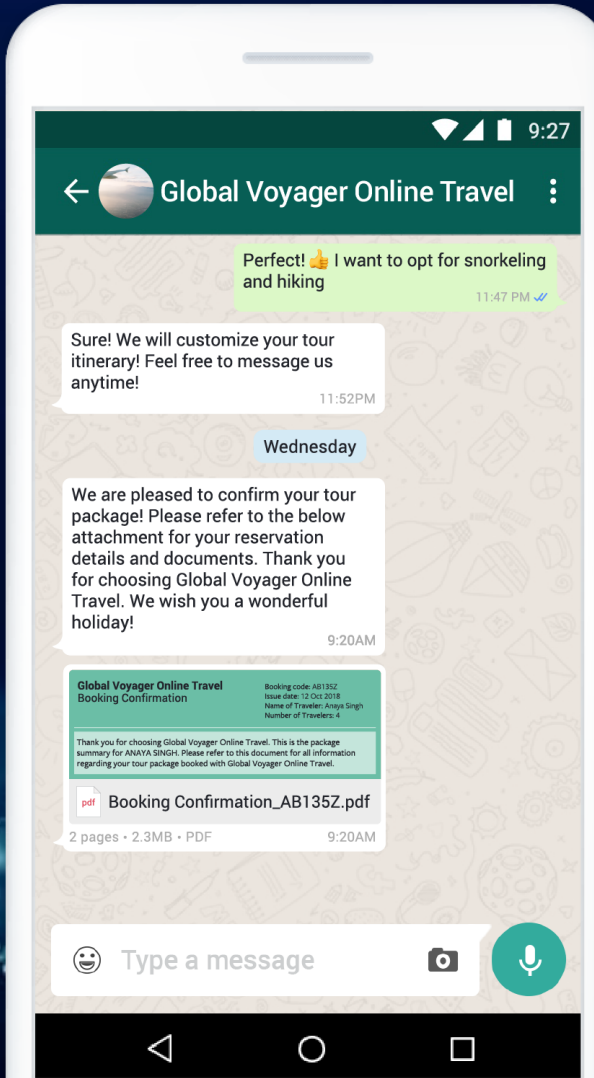
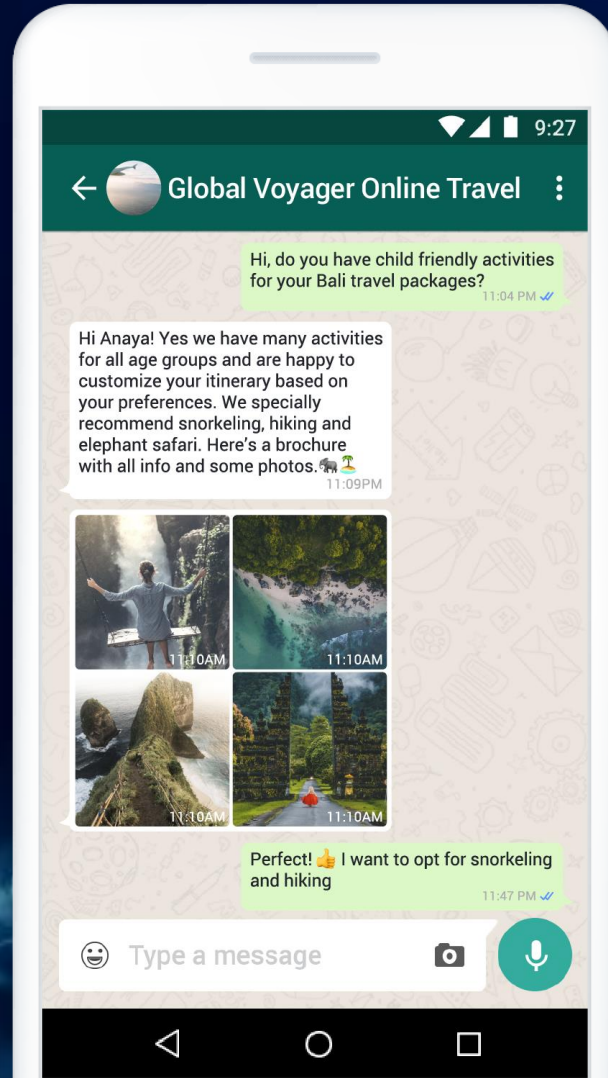
A screenshot of the WhatsApp Business Platform 'Message Templates' interface. The interface includes a search bar, a filter dropdown, and a 'Create Message Template' button. A warning message states: 'Your Templates are Missing Translations. Your message templates have not been translated in all the languages you support. This can cause "structure unavailable" errors when sending template messages using "fallback" language policy.' Below this is a table listing various templates with their categories, quality scores, previews, supported languages, and last updated dates. The table has columns for Template Name, Category, Quality, Preview, Languages, and Last Updated. The templates listed include 'ckpt_captcha_code', 'help_response_link', 'pw_reset_code', 'pw_reset_code_url', 'pw_reset_login_code', 'pw_reset_otp', 'pw_reset_url', 'reg', 'reg_2', 'reg_retry', and 'reg_retry_2'. Each template has a corresponding quality score (High, Unavailable) and a list of supported languages. The interface also includes a sidebar with navigation icons and a top right corner with a 'Facebook' dropdown menu.

Template Name	Category	Quality	Preview	Languages	Last Updated
ckpt_captcha_code	Account Update	High	{{1}} is your Facebook security code...	English, Hungarian, English (US), Portuguese (BR), French, Marathi, Slovene	09/14/2018
help_response_link	Account Update	Unavailable	If you're looking for help with your F...	English (US), Swahili, Polish, Turkish, Urdu, Uzbek, Croatian, Spanish	06/08/2018
pw_reset_code	Account Update	High	{{1}} is your {{2}} password reset co...	English (US), Estonian, Portuguese (POR), Punjabi, Urdu, Finnish, Croatian	06/08/2018
pw_reset_code_url	Account Update	Unavailable	{{1}} is your {{2}} password reset co...	English (US), Telugu, Urdu, Afrikaans, Hebrew, Macedonian, Bulgarian	06/08/2018
pw_reset_login_code	Account Update	Unavailable	{{1}} is your {{2}} login code.	English, Spanish (SPA), Estonian, Polish, English (UK), Bengali, English (U)	06/08/2018
pw_reset_otp	Account Update	Unavailable	{{1}} is your {{2}} one-off password.	English, Danish, Polish, Arabic, Marathi, Ukrainian, Persian, Vietnamese	06/08/2018
pw_reset_url	Account Update	Unavailable	Get back on Facebook by clicking: {{1}}	English (US), Serbian, Chinese (CHN), Portuguese (BR), French, Norwegian	06/08/2018
reg	Account Update	Unavailable	{{1}} is your Facebook confirmation ...	English (US), Estonian, Croatian, Irish, Spanish (SPA), Malay, English (UK)	06/08/2018
reg_2	Account Update	High	{{1}} is your Facebook confirmation ...	English (US), Czech, Tamil, Norwegian, Azerbaijani, Dutch, French, H.	06/08/2018
reg_retry	Account Update	Unavailable	Your code is: {{1}}. Go to Facebook ...	English, Bulgarian, Spanish (SPA), Vietnamese, Gujarati, Korean, Greek	06/08/2018
reg_retry_2	Account Update	Unavailable	Your code is: {{1}}. Go to Facebook ...	English (US), Romanian, Ukrainian, Chinese (CHN), Telugu, French, Polish	06/08/2018

Two Types of Messages

User-initiated messages

- The user/customer starts a message thread by messaging the business.
- No prior opt-in required.



Business-initiated messages

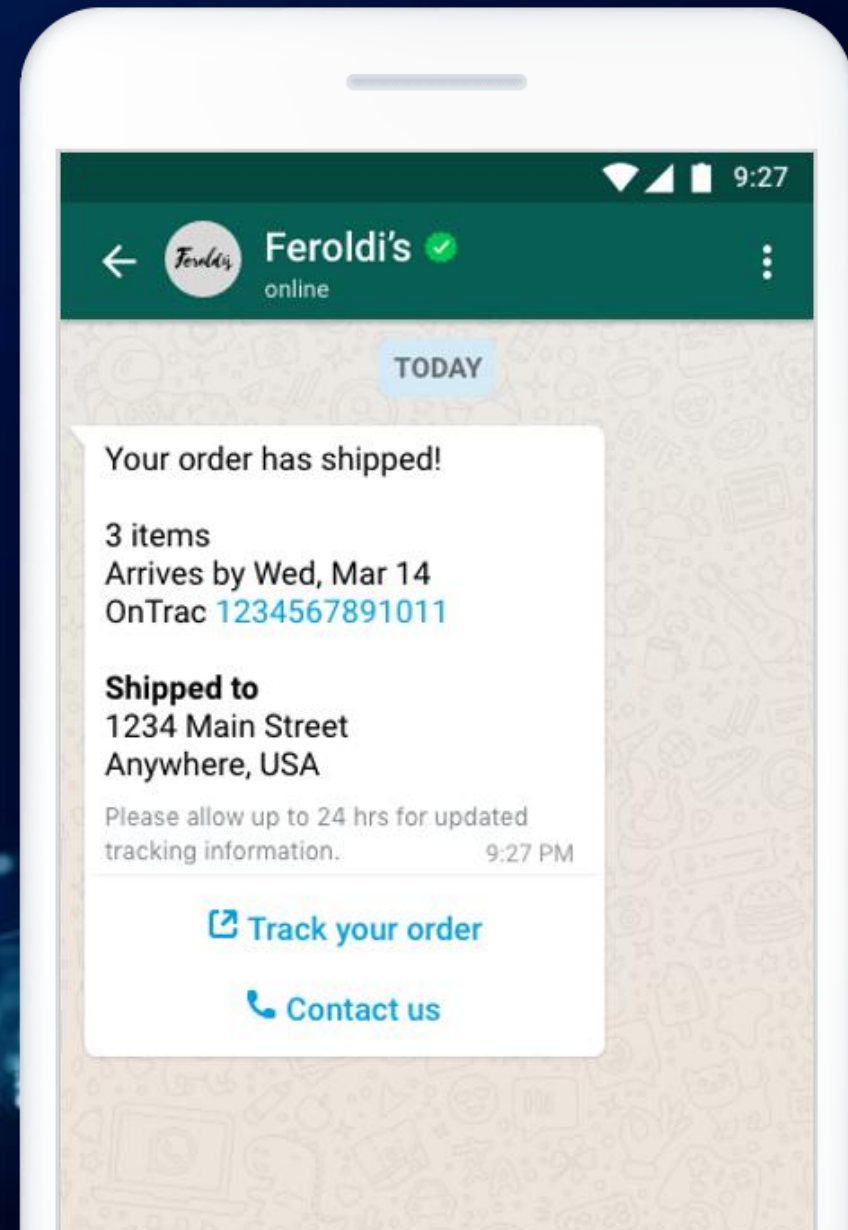
- The business starts a message thread by messaging the user/customer.
- Requires a pre-approved template
- Requires prior opt-in

What are some of the use cases?

Retail

Business-initiated notifications

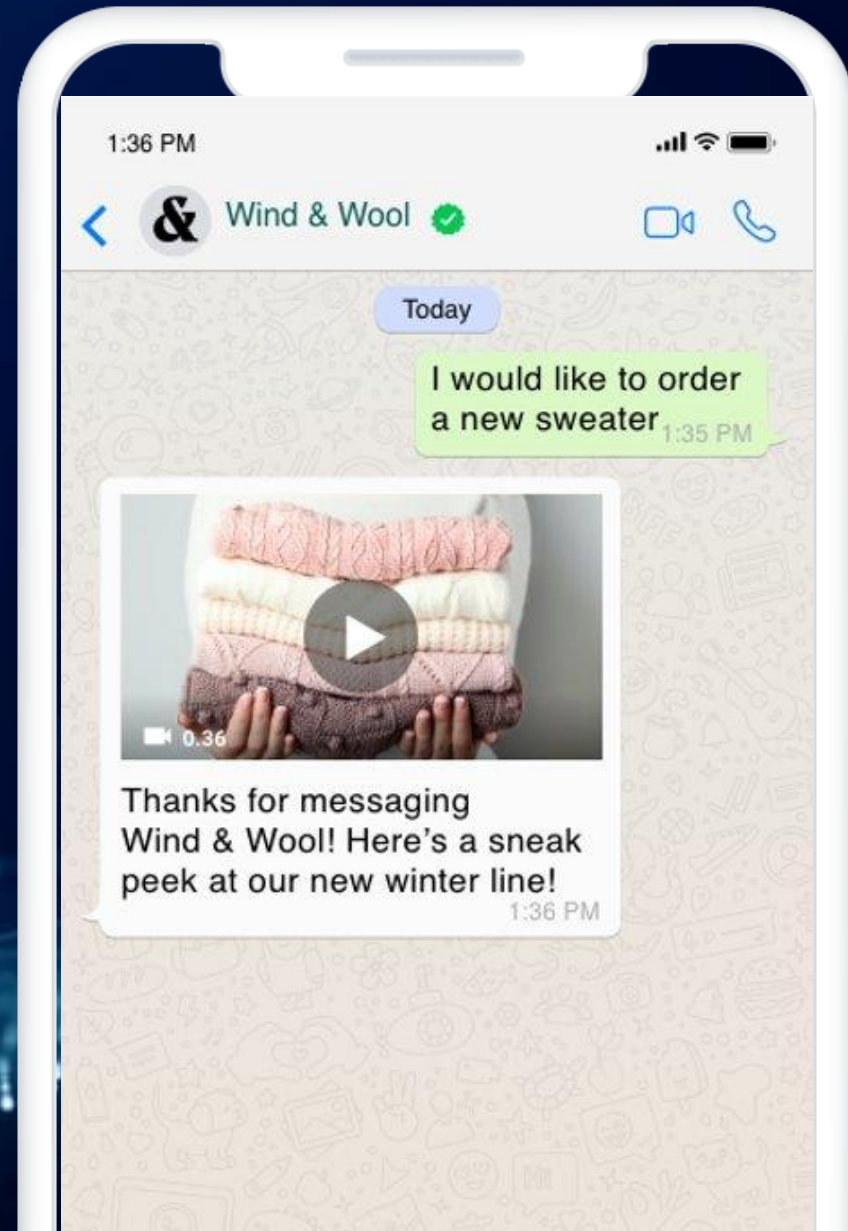
- Order confirmations
- Purchase receipts
- Delivery notifications
- Delivery tracking



eCommerce

User-initiated

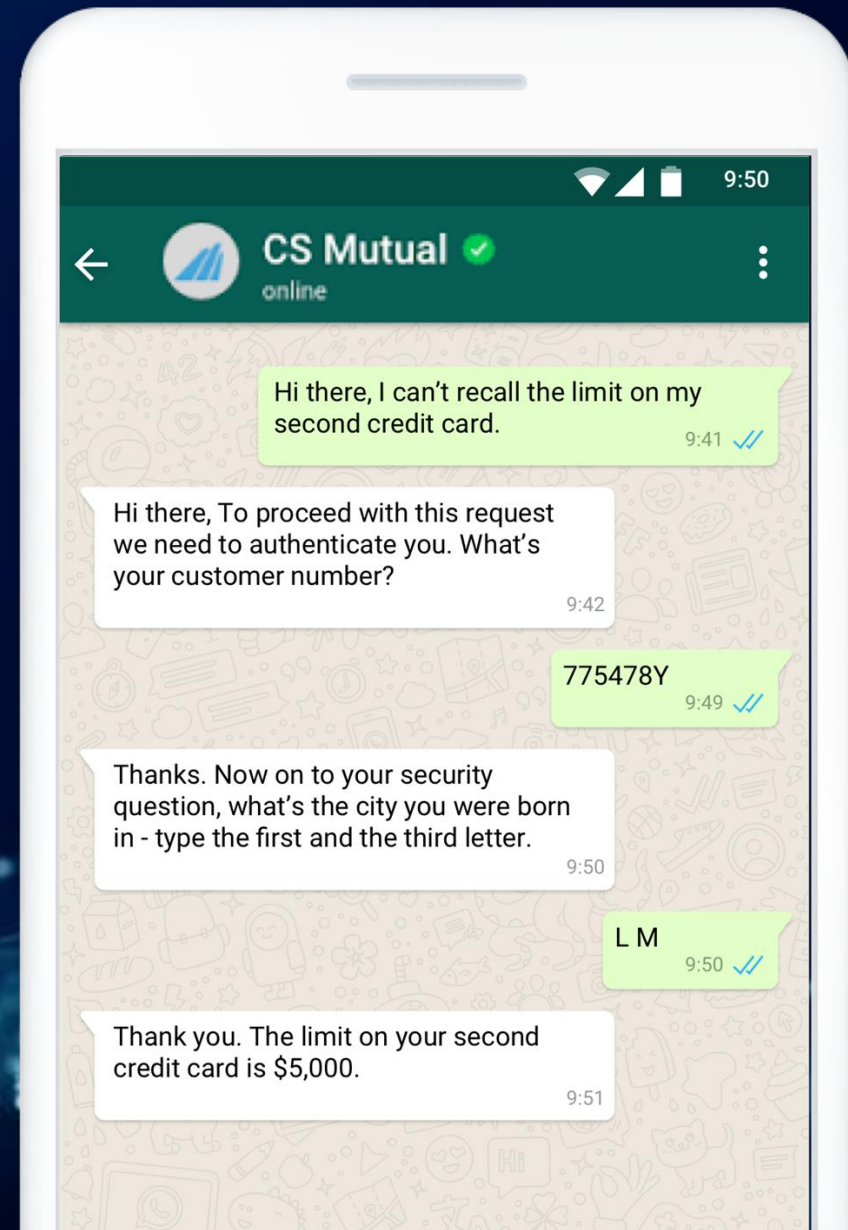
- Return or refund request
- Order update or change
- Product availability request
- Billing or product service inquiry



Financial Services

User-initiated

- Statement request
- Loan balance inquiry
- Credit limit inquiry
- Lost/stolen card reporting
- Account-related service request



How can you start your WhatsApp transformation journey with ADA?

Scan QR Code to try out the WhatsApp chatbot



CONTACT US TODAY.

[ADA-ASIA.COM/CONTACT-US/](https://ada-asia.com/contact-us/)



© 2020 ADA. All rights reserved.

ADA® refers to Adata Digital Advertising Sdn Bhd and all related corporations and subsidiaries. The information contained in this publication is for general guidance on matters of interest only. ADA is not responsible for any errors or omissions, or for the results obtained from the use of this information. Certain links in this publication connect to other websites maintained by third parties over whom ADA has no control. ADA makes no representations as to the accuracy or any other aspect of information contained in other websites. To read more on our privacy terms, or to contact us, please visit www.ada-asia.com