



Introduction to ChatBook

Actively engage with your customers through the use of multichannel communication channels and Chatbook Chatbots.

ChatBook

Who We Are

ChatBook

ChatBook Inc.



Company	ChatBook Inc.
Address	Kokaido 2nd, 4 -2-45 Roppongi, Minato District, Tokyo, JAPAN
President	Maiko Kojima
Investors	Salesforce Ventures East Ventures YJ Capital (Yahoo Japan's subsidiary)
Advisor	Salesforce Ventures Mr. Shinji Asada East Ventures Mr. Eto Batara (Mixi ex -CTO) YJ Capital President Mr. Shinichiro Hori

Integrated API Tools



Record of Activities



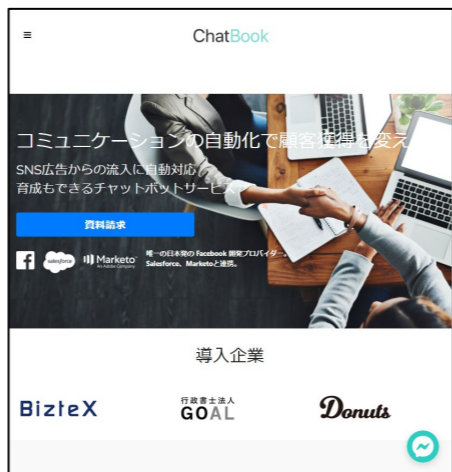
Introduction to Chatbooks, Inc.

ChatBook allows business to grow revenue and provide better customer experiences. Execution of over 300 companies since 2018.

ChatBook Social



ChatBook Web



List of data linkage partners



- ChatBook for SNS supports companies' generating leads activities on social media.
- ChatBook for Web helps companies improve customer experience on their websites

ChatBook

What is ChatBook?

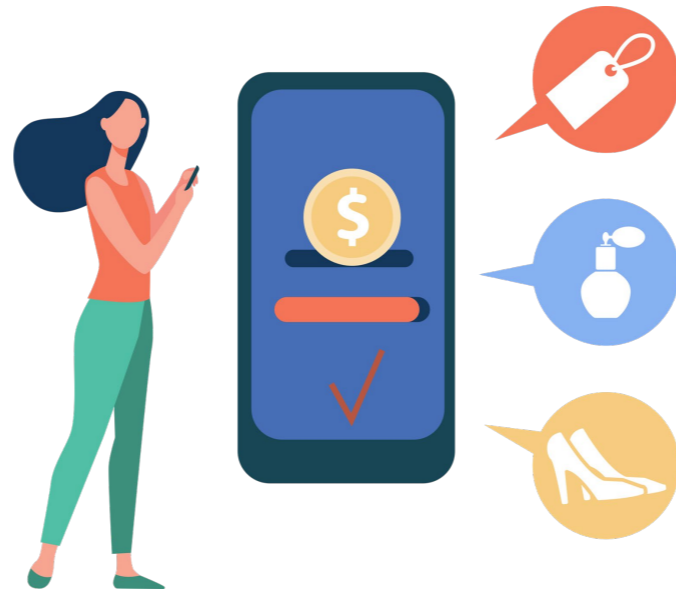
ChatBook

The background features a teal gradient with a white line-art illustration. The illustration includes various business and technology symbols: a globe, a rocket, a clock, a hand holding a paper airplane, a calculator, a lightbulb, a bar chart, a line graph, and a dollar sign. Dashed lines connect these elements, suggesting a flow or process. The word 'GROWTH' is written in a rounded box at the bottom left.

What is ChatBook?



Unified customer data

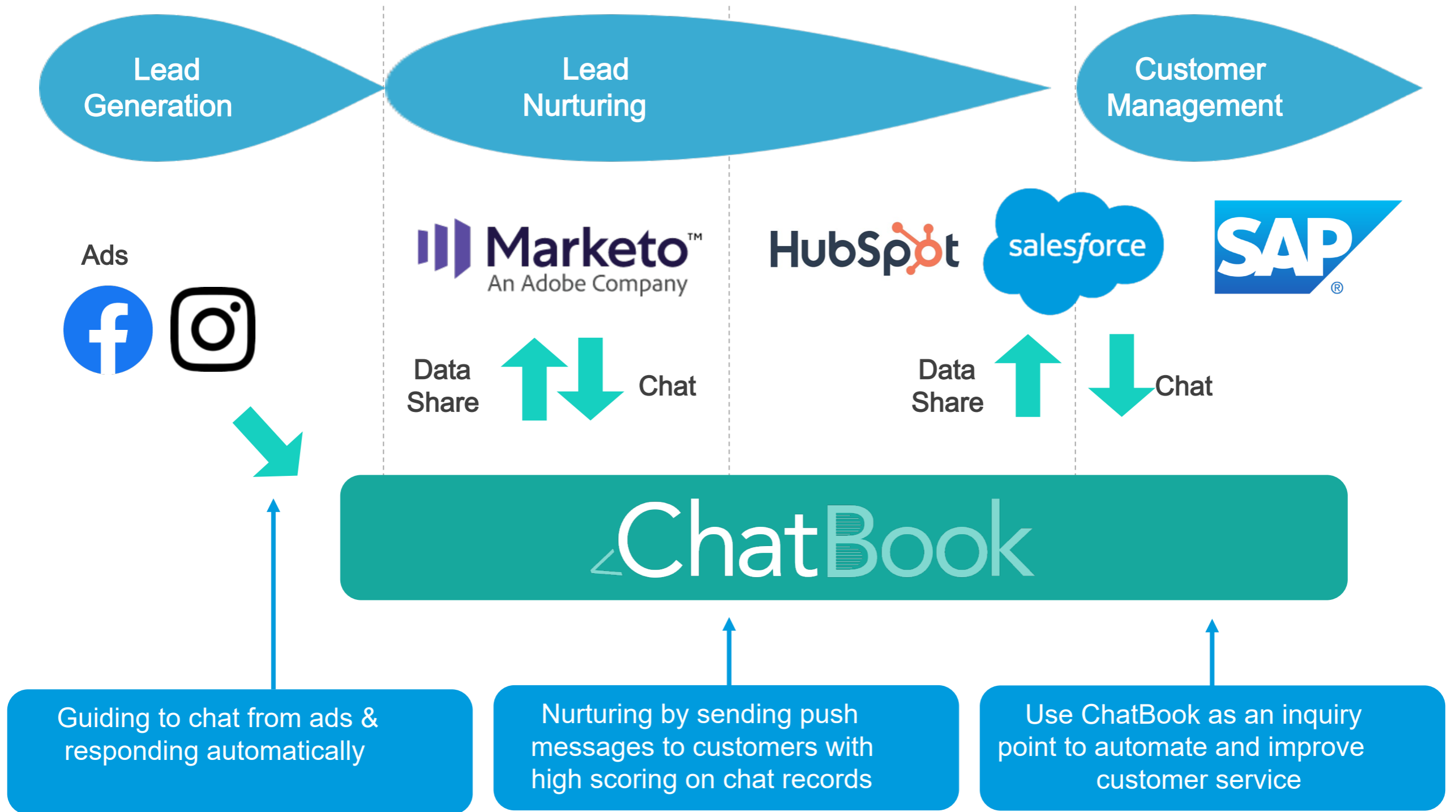


Personalized omnichannel interaction



Automated nurturing based on customer journey

Flow of Using ChatBook



Value of ChatBook

70%
Reduce lead
generation cost

6x
Sales opportunities
increase by 6 times

20-50%
Improved
Conversion

Significant
increase of leads

Working style
is diversified

Shortening
sales cost & time

Standardize
sales process



Comparison Between ChatBook & Landing Page

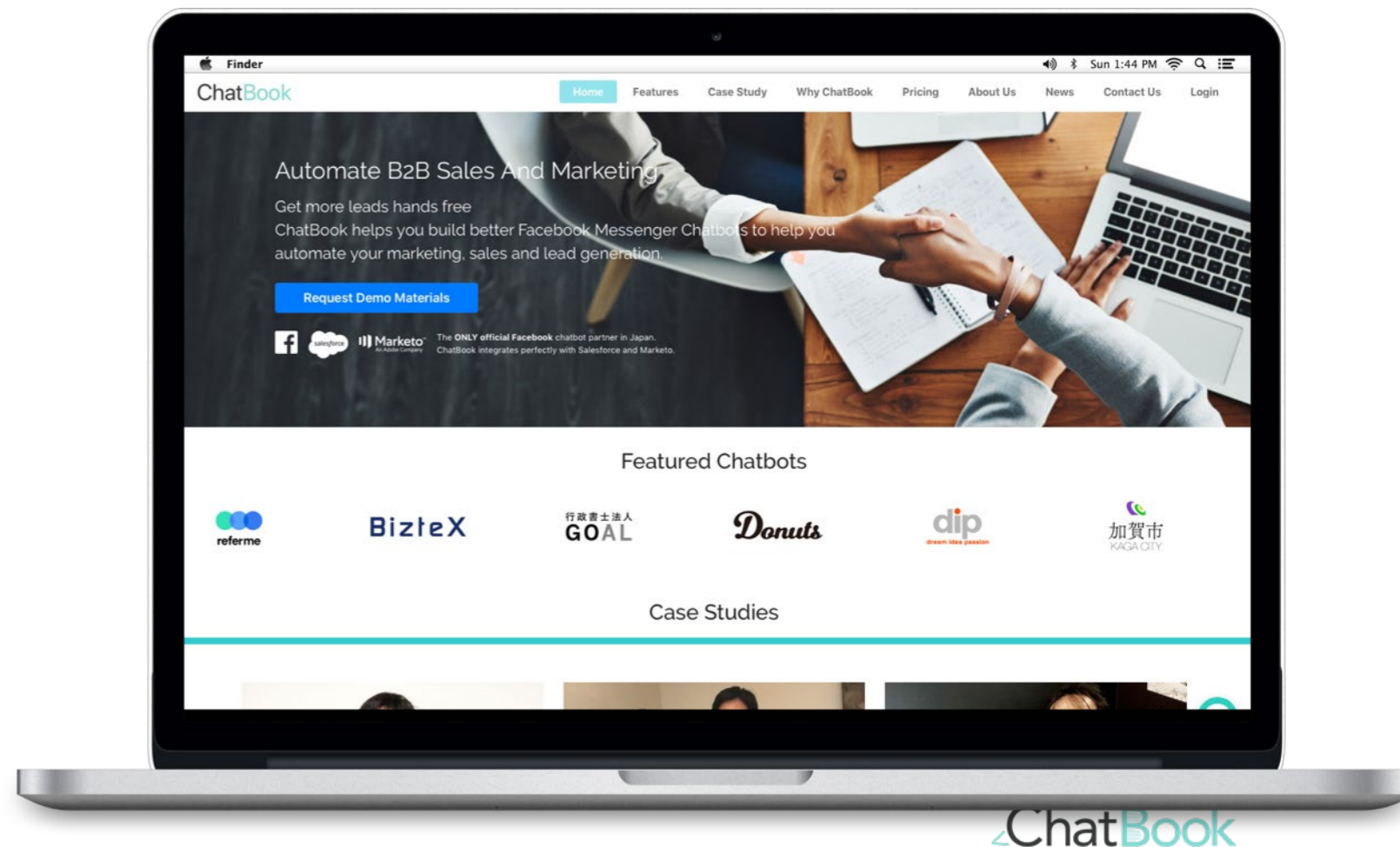
ChatBook

- It is easy for Facebook users to understand a company's service.
- You can choose the information to show according to the user's interest.
- You can improve understanding and elicit needs of the users.



Landing Page

- It is necessary for visitors to actively search for about company's services.
- It is difficult for potential customers to convert as opportunities.



Linkage of information with multiple SFA/MA/CRM

Conversation history can be added to each SFA/MA/CRM tool.
Centralize conversation information for easy sales management.



My Leads (48) ⌵

Name	Contact First Name
Big Deal Q3	Fabian
Q4 Lead for Livepu...	Isabelle
Cross Sell for Rustic	Jackie
Hot Deal for ALPH...	Rachael
Customer Event 4t...	Nick
Q4 Lead for ALPH...	Mark
4th Quarter Custo...	Jill
Customer Event for...	Tom
New up-sell at Indi...	Jack

リード Hong Eugene

会社名: チャットブック | Web サイト | 電話: 090-4813-8806 | メール: eugene@chatbook.ai

リード状況: New (Responded, Dead)

名前: Hong Eugene | 会社名: チャットブック | 役職: 企画・マーケティング | メール: eugene@chatbook.ai

電話: 090-4813-8806 | 携帯 | 評価 | 説明: 採用 | メール配信停止 | 問い合わせの種類

リード所有者: Kenta Saito | Web サイト | 会社名: チャットブック | 業種 | 従業員数 | リードソース: チャットブック | リードランキング | 説明2 | 連絡済み

ユウヤ・オギノ
yuyaogino0419@gmail.com

このコンタクトについて

名: ユウヤ
姓: オギノ
会社名: ノースフェース
役職名
Eメール: yuyaogino0419@gmail.com
電話番号: 05053585213

アクティビティのタ...

日時 (JST)	アクティビティのタ...	詳細
2019/09/25 19:11	Converse on Messe...	お電話番号も教えていただけますでしょうか。もしメールでのご連絡ご希望でしたら、【パス】とご
2019/09/25 19:11	Converse on Messe...	yohi0418@gmail.com
2019/09/25 19:11	Converse on Messe...	ありがとうございます。お仕事のメールアドレスをご記入いただけますか。
2019/09/25 19:11	Converse on Messe...	11-20名
2019/09/25 19:11	Converse on Messe...	データ値の変更... 部門を [null] から "開発" に変更済み
2019/09/25 19:11	Converse on Messe...	所属の会社は、どのくらいの規模でしょうか。
2019/09/25 19:11	Converse on Messe...	開発
2019/09/25 19:08	Converse on Messe...	ありがとうございます。次に、仕事でどの部署に入っていますか。一番近いものをお選びください。
2019/09/25 19:08	データ値の変更...	企業名を [null] から "チャットブック" に変更済み
2019/09/25 19:08	Converse on Messe...	チャットブック
2019/09/25 19:08	Converse on Messe...	ありがとうございます。それでは、会社名をご記入いただけますか。テキストで入力してください。
2019/09/25 19:08	Converse on Messe...	ご依頼A
2019/09/25 19:08	Converse on Messe...	それでは、この中で何でご依頼内容はありますか。
2019/09/25 19:08	Converse on Messe...	仕事を依頼する
2019/09/25 18:08	Converse on Messe...	ありがとうございます。お仕事のメールアドレスをご記入いただけますか。
2019/09/25 18:08	Converse on Messe...	11-20名
2019/09/25 18:08	Converse on Messe...	所属の会社は、どのくらいの規模でしょうか。
2019/09/25 18:08	Converse on Messe...	開発
2019/09/25 18:08	Converse on Messe...	ありがとうございます。次に、仕事でどの部署に入っていますか。一番近いものをお選びください。
2019/09/25 18:08	Converse on Messe...	チャットブック
2019/09/25 18:08	Converse on Messe...	ありがとうございます。それでは、会社名をご記入いただけますか。テキストで入力してください。

他

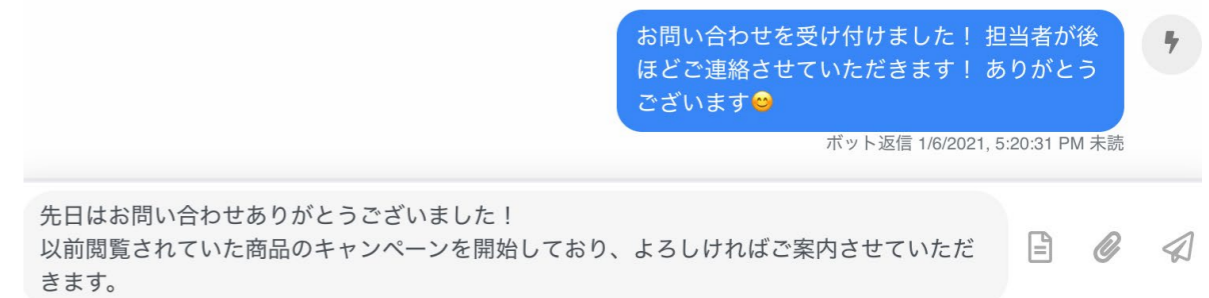


keyword judgment & scenario & human hybrid type

Scenarios can be changed by specific words or action conditions
Human response can be instantly switched



Tree structure and mapping

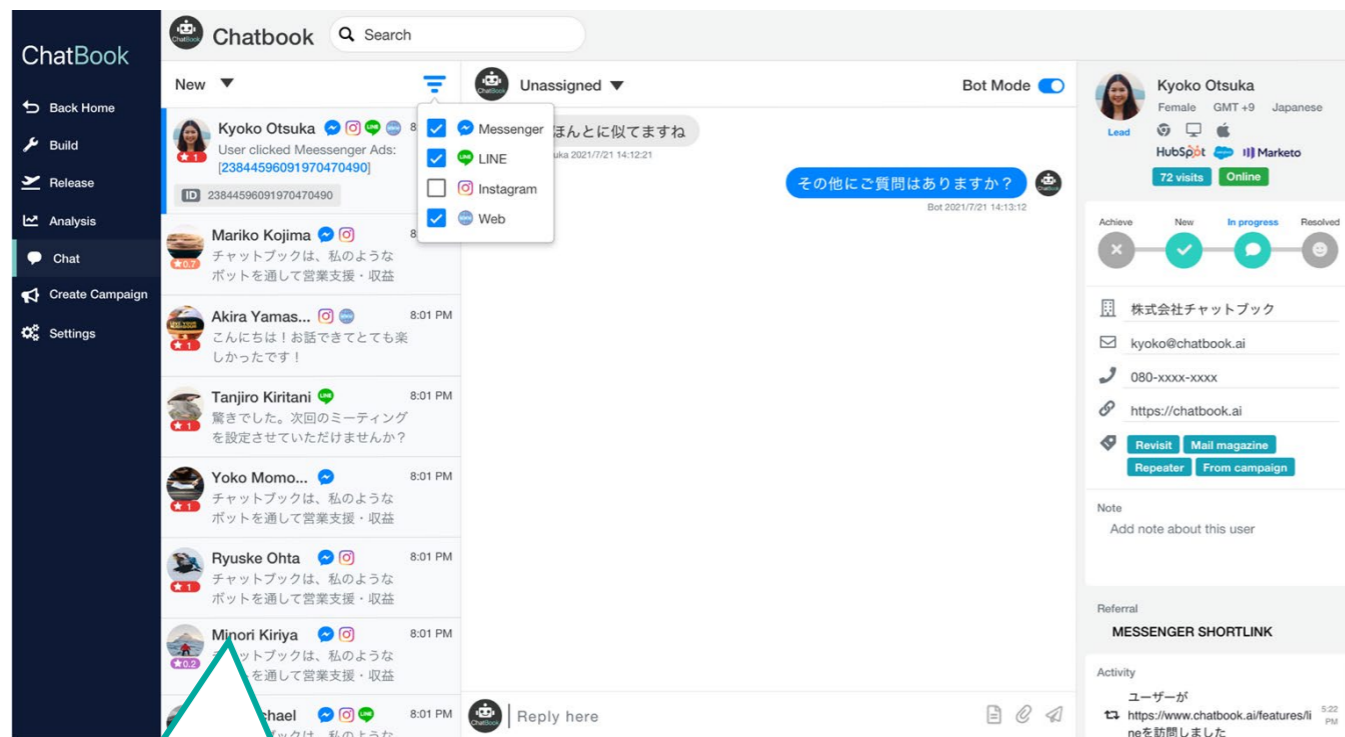


Can also be switched to manned on the way.

Multiple people can manage the system.

Manage customers by their status.
Optimal offline customer service with memo function and past response history

View the list of customers from the administration screen



Action history, tags, memos, and response history



Easy customer management at the click of a button

Convenient for phone calls and business meetings after checking influx routes and labels

Analysis and chat functions for easy improvement

Visualize the effects of each scenario

View transition rates for each step and easily manage PDCA



Visualization of the effects of each scenario

ChatBook

Features & Functions

ChatBook

Why ChatBook

Estimate the conversion probability of customers based on scores from over 1M chat data

Status management through the whole business process

Make operation efficient through visualization of bounce points

Easy integration with CRM and MA tools

Main Features of ChatBook

Create/Publish Chatbot

- Abundant templates by industry/purpose
- Easy creation in 2 steps
- Flexible setting for answers choices
- One -click release
- Website plugin available
- Web popup available

Chat

- Unmanned or automatic response possible
- Status management
- Record share with CRM
- AI Scoring on chats
- Realtime test

User Management

- User segment following attribute info., status, conversation progress, inflow source, etc.
- Automatic tag assignment/distribution
- Activity history by user
- Download data by CSV

Analysis/Reporting

- Summary report
- KPI quantification by ads
- Analysis for conversion
- Report email notification
- Tracking for URL click
- Tracking for website visit

Push Message

- Batch push message for each segment
- Immediate delivery
- Conditional delivery of messages
- Setting delivery schedule

Integrated Tools

- Salesforce (CRM)
- Marketo (MA)
- Zoho (CRM)
- SAP (Commerce Cloud)
- Hubspot (CRM)
- Google Calendar
- Slack

Easily build an automated bot

ChatBook Enter The E様 デモボット

Home Build Web Messenger Line Instagram Release Analyze Chat (1) Campaign Segments Broadcast Keywords Settings Help

Type here to filter by group name

Message Groups

- Ask Material
 - 1. Name
 - 2. Category
 - 3. Email
 - 4. Thanks
- Questionnaire
 - 1. Overview
 - 2. Seminar1
 - 3. Seminar2
 - 4. Seminar3

Referral

- First time user
- Default message
- Story DM
- Ad
 - Ad1
 - Ad2
- Campaign

おすすめ商品

Messages created here will be sent at once

ありがとうございます♡
こちらの商品が今話題のおすすめです💡

+ Three/URL

+ Multiple + User Input

商品名A

商品名A

今流行りのアメリカンカジュアルスタイル🌟

https://item.URL

商品を見る (URL)

+ Three/URL

Test Group

Home Manage

ありがとうございます♡
こちらの商品が今話題のおすすめです💡

商品名A 商品名B

今流行りのアメリカンカジュアルスタイル🌟 ナチュラル分を分け

商品を見る (URL) 商品

The ChatBook Dashboard Allows to Respond to Customers

The screenshot displays the ChatBook dashboard interface. On the left is a dark sidebar with navigation options: Back Home, Build, Release, Analysis, Chat, Create Campaign, and Settings. The main area is divided into a list of chat threads and a detailed view of a selected chat.

Chat List:

- Kyoko Otsuka** (Lead): User clicked Meessenger Ads: [23844596091970470490]. Bot response: "ほんとに似てますね".
- Mariko Kojima**: チャットブックは、私のようなボットを通して営業支援・収益
- Akira Yamas...**: こんにちは！お話できてとても楽しかったです！
- Tanjiro Kiritani**: 驚きでした。次回のミーティングを設定させていただきませんか？
- Yoko Momo...**: チャットブックは、私のようなボットを通して営業支援・収益
- Ryuske Ohta**: チャットブックは、私のようなボットを通して営業支援・収益
- Minori Kiriya**: チャットブックは、私のようなボットを通して営業支援・収益
- Koji Michael**: チャットブックは、私のような

Chat Detail View (Kyoko Otsuka):

- Profile:** Kyoko Otsuka, Female, GMT +9, Japanese. Lead status. Integrations: HubSpot, Marketo. 72 visits, Online.
- Activity:** Achieve, New, In progress, Resolved. Progress bar shows 'New' as active.
- Company:** 株式会社チャットブック
- Contact Info:** Email: kyoko@chatbook.ai, Phone: 080-xxxx-xxxx, Website: https://chatbook.ai
- Actions:** Revisit, Mail magazine, Repeater, From campaign
- Note:** Add note about this user
- Referral:** MESSENGER SHORTLINK
- Activity Log:** ユーザーが https://www.chatbook.ai/features/li neを訪問しました (5:22 PM)

Bot Mode: Enabled (toggle switch). Bot response: "その他にご質問はありますか？"

Integration with



Incoming visitors added to Sales Cloud as a lead

The screenshot shows the Salesforce interface for a lead record. The top navigation bar includes 'Opportunities', 'Leads', 'Tasks', 'Accounts', 'Contacts', 'Dashboards', 'Reports', 'Chatter', and 'Calendar'. The lead details are as follows:

Company	Mana・ローズ
Website	
Phone	+819073589798
Email	megu.truelove@gmail.com
Lead Source	チャットブック
退職済み	<input type="checkbox"/>

The lead is in the 'New' stage. The 'Details' tab is active, showing fields for Name (真愛恵), 経営 (megu.truelove@gmail.com), and a mobile number (+819073589798). The 'Lead Owner' is Saito Daniel. Other fields include Company (Mana・ローズ), Industry, No. of Employees, Lead Source (チャットブック), リードランキング, 説明2, and 退職済み (checkbox).

The screenshot shows the 'Activity' tab for the same lead record. It displays a list of activities:

- Log a Call, New Task, New Event, Email
- Recap your call... (Add)
- Filters: All time · All activities · All types
- Refresh · Expand All · View All
- Upcoming & Overdue: No next steps. To get things moving, add a task or set up a meeting.
- March 2020: This Month
- 12:39 | Today: Messengerチャット (接客...) Saito Daniel had an event
- 5:52 | Today: Messengerチャット (リー...) Saito Daniel had an event
- 5:52 | Today: Messengerチャット (リー...) Saito Daniel had an event
- 5:52 | Today: Messengerチャット (ボツ...) Saito Daniel had an event
- 5:52 | Today: Messengerチャット (ボツ...) Saito Daniel had an event
- 5:51 | Today: Messengerチャット (ボツ...) Saito Daniel had an event
- 5:51 | Today: Messengerチャット (リー...) Saito Daniel had an event
- 5:50 | Today: Messengerチャット (リー...)

Answers such as an e-mail address and a business phone number with incoming potential customers (leads) are automatically recorded in Sales Cloud

All chat records are displayed as activity history

Integration with



1. Automatic Saving of Data

- Add leads registered on ChatBook to Marketo
- Add chat records on ChatBook to Marketo as user activity
- Add answers of potential customers as lead information to Marketo



Integration with



2. Push Message

Send messages to potential customers (leads) registered on ChatBook database via Webhook using a function of smart campaign

1. Create a New Webhook

新規ウェブフック

ウェブフック名: * ChatBook送信

詳細:

URL: * トークン挿入
https://api.chatbook.ai/v1/messages/{{my.camId}}

リクエストタイプ: * POST

テンプレート: トークン挿入
{ "senderKey": {{lead.LB Facebook ID}}, "source": "marketo", "apiKey": "<1-1で取得したapiKey>",

リクエストトークンのエンコード: JSON

応答タイプ: JSON

キャンセル 作成

2. Create a New Campaign

新規プログラム

キャンペーンフォルダ: * ChatBook DirectMessage

名前: * ChatBook送信イベント

プログラムのタイプ: * デフォルト

チャンネル: * Content

詳細:

キャンセル 作成

Send Message From Marketo

新規作成 | キャンペーン アクション | キャンペーンメンバーの表示

すべて縮小表示 | すべて展開

1- ウェブフックを呼び出し

Webhook: ChatBook連携

ChatBook for



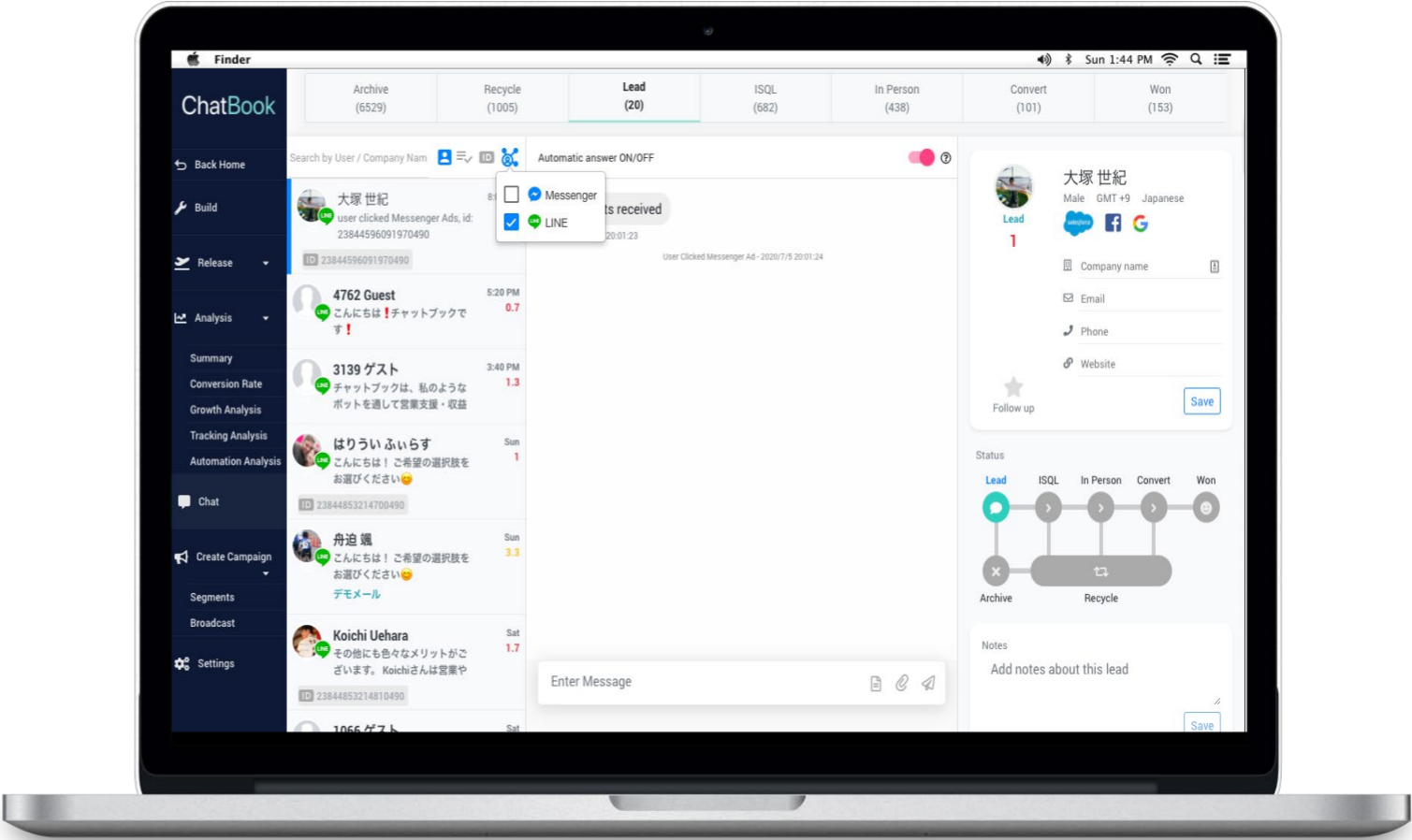
Reach out to a platform used by more than 50 million people in Japan to automate customer support. Automate DM, reaction to story mentions with chatbots. Feel free to chat to encourage customers to buy and improve customer satisfaction. Enjoy Instagram shopping.



ChatBook for



Reach out to 84M MAUs. Enables detailed targeting based on variety of dataset. The widespread reach enables you to pursue a variety of branding and customer acquisition opportunities with your marketing efforts.



Differences From the Competitors

	Website -installed Chatbot	ChatBook	Company Z
Reachable Customer	Only users who visited the website	Potential customers based on SNS info.	Potential customers based on SNS info.
Acquirable Info. Volume	△ Inability to obtain info of unregistered users	○ User Info. from SNS	○ User Info. from SNS
Way to Get Personal Info.	Acquirable when chat is completed	○ Automatically acquired at the start of chat after approval	○ Automatically acquired at the start of chat
Lead Nurturing	X	◎ Detailed nurturing is possible.	○
Service & Products Proper to Use	-	Services and products that take time to close.	Products that takes short decision-making time to close.
Industry Proper to Use	-	IT, HR, Finance, Insurance, Education, etc.	Consumer goods, product sales, cosmetics, D2C, etc.
Integrable MA · CRM	X	◎ Salesforce, Marketo, Zoho	X

ChatBook

Case Studies

ChatBook

Wantedly, Inc.

MARKETING

Visualizing sales process with Salesforce integration

Objective

- To acquire new corporate customers on its own business platform
- To improve CVR of Facebook Ads

Target Customers

- SMB companies and start-ups
- Recruitment managers who want to hire candidates in line with its corporate values

Use Example

- Guided users from FB ads to chat
- Converted users to request the service material or use free trial
- Visualized the business flow from marketing to sales by integrating with Salesforce and Marketo

CPA
reduced
by **40%**

Contact with
users increased
by **22%**



Entre Co., Ltd.

MARKETING

The biggest HR company in Japan, also the owner of Indeed, is using ChatBook as a new line to increase customers

Delivery cost reduced by **60%**

Read rate of message is **72%**

Rate of user registration increased by **2.3x**



Objective

- To acquire applicants of 'ENTRE Franchise Academy'

Target Customers

- Potential entrepreneurs
- Mainly seniors and women, etc.

Use Example

- Provided benefits of the service to make users applying for the Entrance Franchise Academy
- Realized the pull-type customer service which provides the content desired by users through mutual communication.

Use Example

- The rate of user registration via chat is 2.3 times higher than that from the web application forms.

Kaga City, Ishikawa Prefecture

MARKETING

While collaborating with the local government, we help the labor shortage in a local hot spring village.

Objective

- To recruit successors of inns located in Kaga City, Ishikawa Pref.
- To acquire awareness and topicality of the city

Use Example

- Set up a chatbot on the 'Kaga Route' administered by the city that offers employment at hotels in Kaga City.
- Recommended quizzes about Kaga City and work styles to suit the tastes and wishes of visitors.

User Comment

- In the future, we will aim to solve the labor shortage in the lodging industry by appealing to young people and promoting various ways of working, so that they may be interested in Kaga Onsen Village and the accommodation business.

Japan's first chatbot to promote employment for regional revitalization



GOAL Group (Administrative Scrivener)

Use to build long -term relationships with customers

Cost of lead
acquisition is
200 JPY
(1.8 USD)

1on1
Communication



Objective

- To approach potential customers whose needs have not become apparent

Target customers

- Startups seeking financing

Use Example

- Sending newsletters, event information, etc. by chat to foster long-term lead and responding to customers when their needs emerge.

User Comment

- ChatBook is easy for us to use in that it is providing useful information to potential customers who want to learn about us.

BizteX, Inc.

INSIDE SALES

FIELD SALES

Improved negotiation efficiency by acquiring more probable leads

Negotiation
cost
reduced by
83%

CVR
increased
by
32%

Cost of lead
acquisition
decreased
by **67%**



Objective

- To acquire new potential customers interested in the company's cloud RPA 'BizteX cobit'

Target Customers

- Marketers, sales managers

Use Example

- Guiding FB users to chat from FB ads.
- Identifying 'interesting solutions' through selective conversation.
- A company's inside sales member decides the priority based on the answers collected in the chat and make a phone call to customers
- Using Salesforce, the company secure the flow line for inside sales team members to operate business negotiations smoothly.

Fine's INC.

INSIDE SALES

CUSTOMER SUPPORT

Use for both customer acquisition & customer support

ChatBook significantly reduced the workload on sales teams.



Objective

- Efficient response to customer (lead)
- To reduce work hours for customer support

Use Example

- Guiding FB users to chat from FB ads.
- Acquiring lead information by asking questions that capture customer's needs.
- Adding a chat link to the download material to automatically obtain high-responsive inquiries from customers.
- Realizing efficient sales activities by linking ChatBook with Salesforce.
- By using as a contact point for existing customers, realizing automatic response system.

Sapporo Breweries Limited

CUSTOMER SUPPORT

The oldest beer company in Japan is using to create contact with fans at event venues!

Read rate
of message is
80%

Average CTR
is
25%



Objective

- To create new communication points with customers at the company's 10th Ebisu Beer Festival 2018.

Use Example

- Visitors read the QR code at the event venue and started chat via ChatBook.
- Visitors were asked to wear AR glasses in the hall according to the instructions of the chat, and answered the quiz given by the chatbot based on the hints obtained through the AR glasses.

Effect of Use

- Read rate of articles sent with thanks for visitors of the event increased by 78%.
- The result is far much higher than that in using email.

Japan VISA support

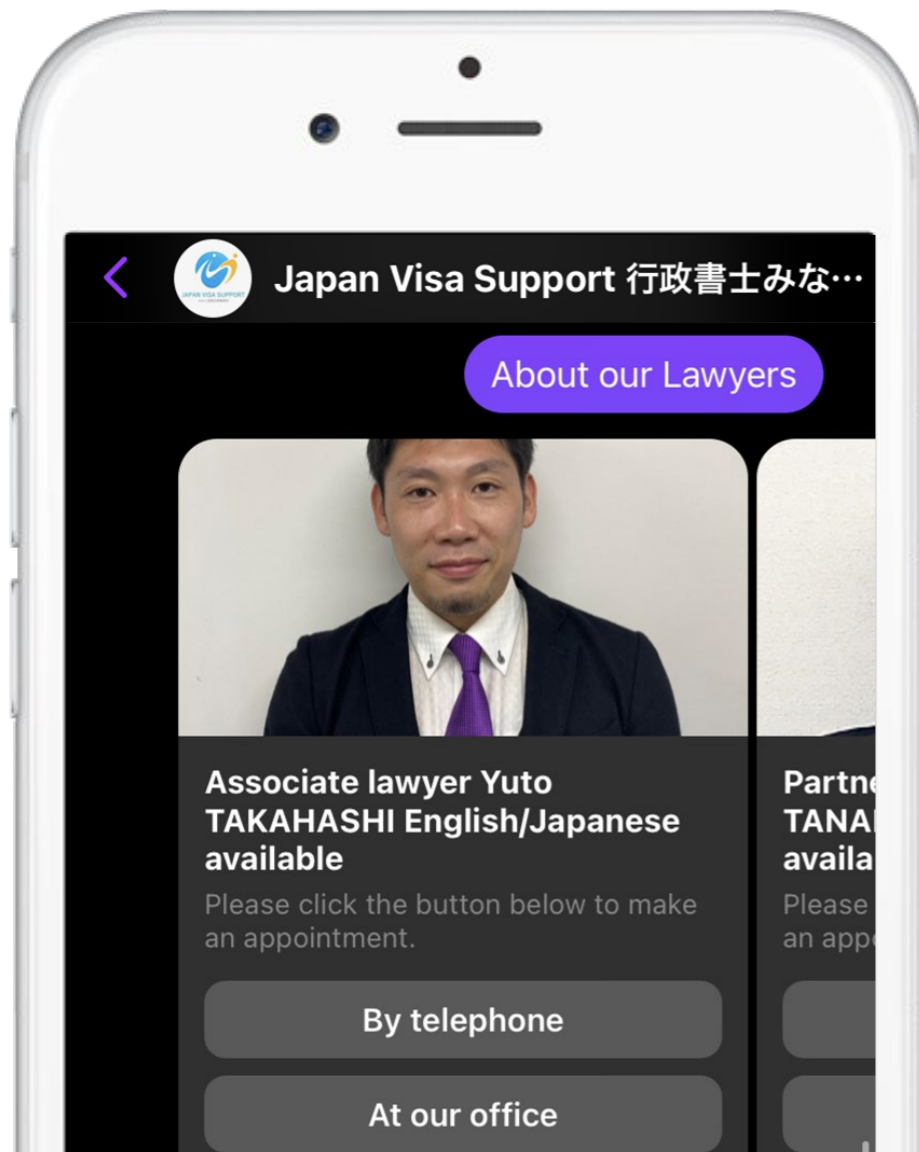
CUSTOMER SUPPORT

Generating double revenue, saved 80% of cost, 3X increase in conversion rate

Revenue Increase
200%

CVR increased by
3X

Cost of customer support decreased by
80%



Objective

- Supporting people living in Japan to request VISA
- Automating new leads contacts and questions

Use Example

- Automating all messages on Facebook page from people
- Enable answering technical questions about VISA on chatbot
- Allow users to visit web for final submission

Effect of Use

- Doubled the revenue by responding to customers quickly
- Decreased 80% of their customer support cost
- 3 times better conversion rate

ChatBook

Price & Implementation Periods

ChatBook

Lineup & Prices

Initial Cost

1,200 USD (tax excluded)

Breakdown

- Initial tutorial
- Invitation to ChatBook User Conference
- Support for Messenger Ads
- Other supports

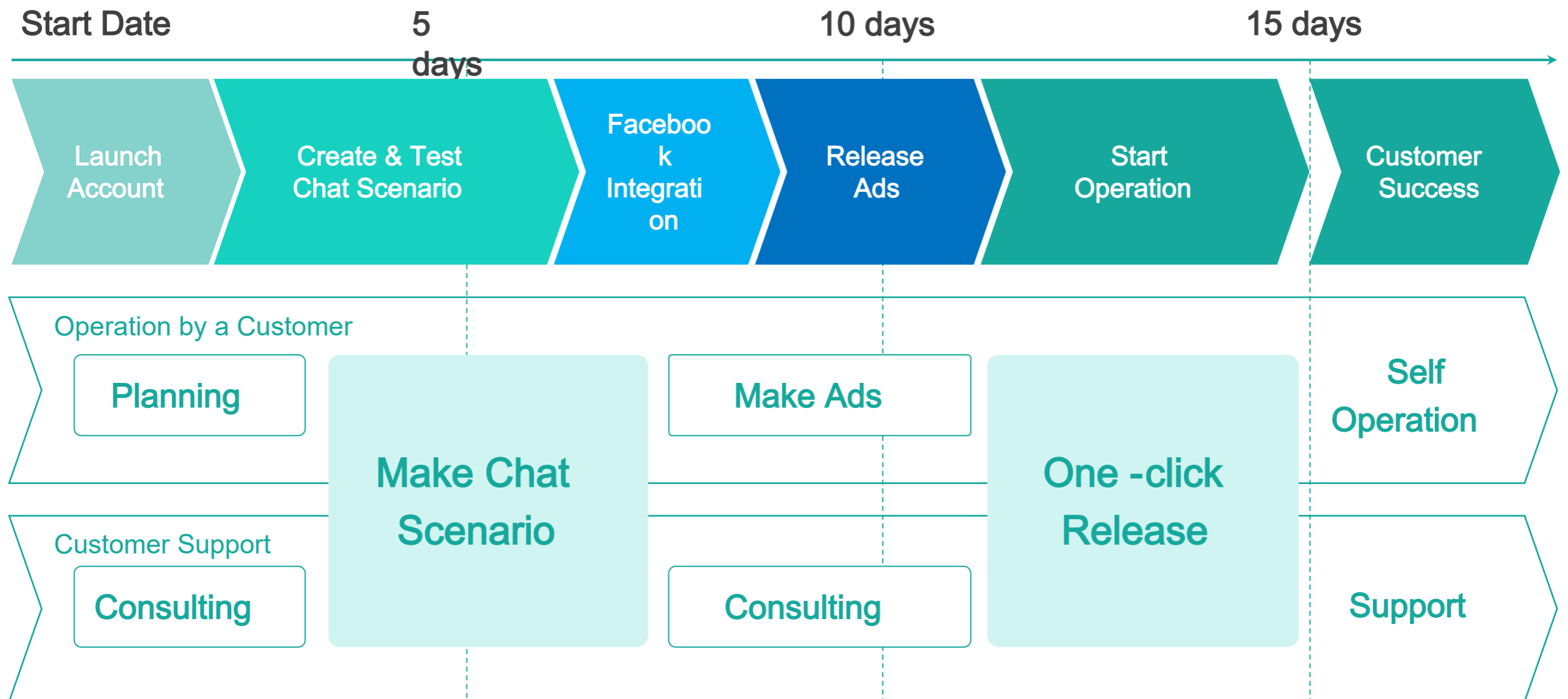
Lineup & Prices

		Recommended	
Lineup	ChatBook Light	ChatBook Standard	ChatBook Enterprize
Price	1,200 USD (tax ex.)	2,000 USD (tax ex.)	TBD
No. of Admins	3 users	5 users	More than 5 users
No. of Push Delivery	To 300 FB users	To 500 FB users	To 2,000 FB users
Facebook Pages	3 accounts	5 accounts	More than 5 accounts
Customer Support	E-mail	E-mail & Phone Call	E-mail & Phone Call

- * Number of Push Delivery = The maximum number of users an admin can send push messages to at once.
- * The contract is basically an annual -based one. (*Payment are monthly or annually.)
- * In the case of annual lump -sum payment, the initial cost is exempt.

Implementation Flow & Periods

Release own chatbots in 5 -10 days after ordering.



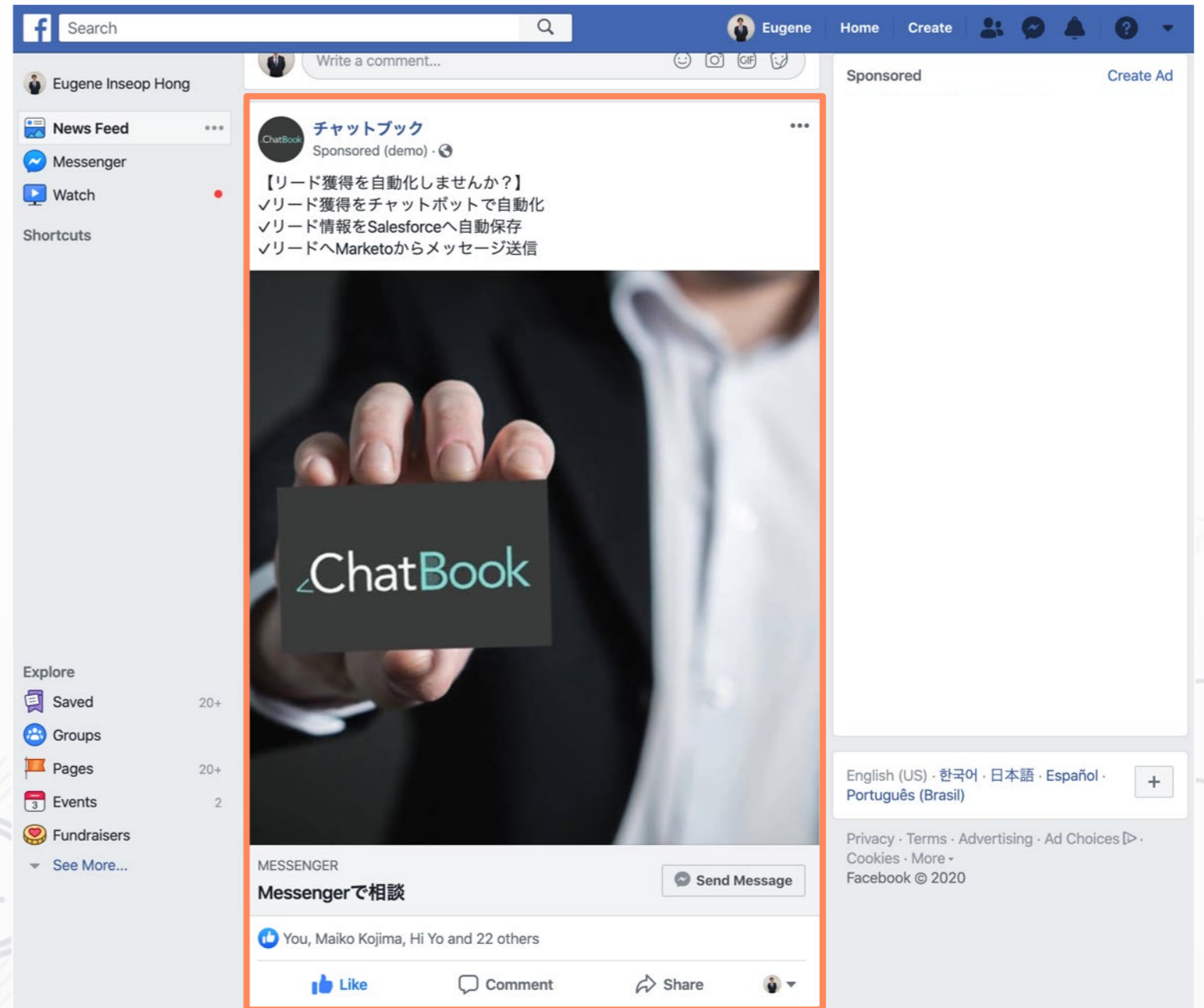
ChatBook

ChatBook Demonstration

Potential Customer Inflowed From Facebook Ads

How FB ads is operated

If a user clicks on the banner in the red frame in the left figure, the user is to be transited to the advertiser's landing page or inquiry form.



Potential Customer Inflow From Facebook Ads

How FB ads is operated

If a user clicks on the banner in the red frame in the left figure, the user is to be transited to the advertiser's landing page or inquiry form.

When using ChatBook?

If a user clicks on the banner in the red frame on the left, Facebook Messenger will be popped up and a chatbot will automatically start and send a message to users.



Stay In Touch with your Customer with the Facebook Inbox

The screenshot shows the Facebook inbox interface. On the left, there is a sidebar with navigation options: Messages (11), All Messages (11), Messenger, Instagram Direct, Comments & More (2), Facebook (2), Instagram, and Automated Responses. The main area displays a list of messages from various users, including names like 小野様, 吉田様, 林様, 神吉様, 和田様, 佐々木様, and 田原様. A blue callout box highlights a message: "ハングアウトで大丈夫ですが、以下のようなメール内容が来ていまして一度ご確認いただければと思います。". On the right, the profile of a user is visible, with a green callout box stating: "You can see information of the user who clicked the". Below the profile, there are sections for "About", "Activity", and "Notes".

- Check information of FB page
- Check the company's name & post or if it is a competitor.

FB users who clicked on the ad are displayed in a list

You can see information of the user who clicked the

ChatBook

Contact Us

Please feel free to contact us if you have any questions.

contact@chatbook.ai

ChatBook Inc.

Kokaido 2nd, 4 -2-45 Roppongi, Minato District, Tokyo, JAPAN

www.chatbook.ai (English Website)

ChatBook