THINK LIKE YOUR CUSTOMER

In this presentation, we aim to adress some burning issues…

#OneToOne@not

Customer's Digital Journey

Key Factors & Challenges In Digital Communication

Ways to Unlock Your Customer's Digital Experience (AI experience)

Case Study: Groupama

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> **Marketing personalization** is a strategy that uses data to target and retarget leads with a brand message that speaks directly to specific customers' interests, demographics, and buying behavior. With a personalized marketing strategy, your customers should feel like the brand message was made just for them.
>
> **Personalized customer journey** is all about offering relevant and customized omnichannel engagement to customers throughout their lifecycle, powered by advanced technology such as data analytics, AI, and automation.
>
> With the potential to evolve into a completely automated customer journey, from product research to sales and even claims processing, personalized marketing offers customers a data-driven, targeted user experience that is entirely customized to their specific requirements

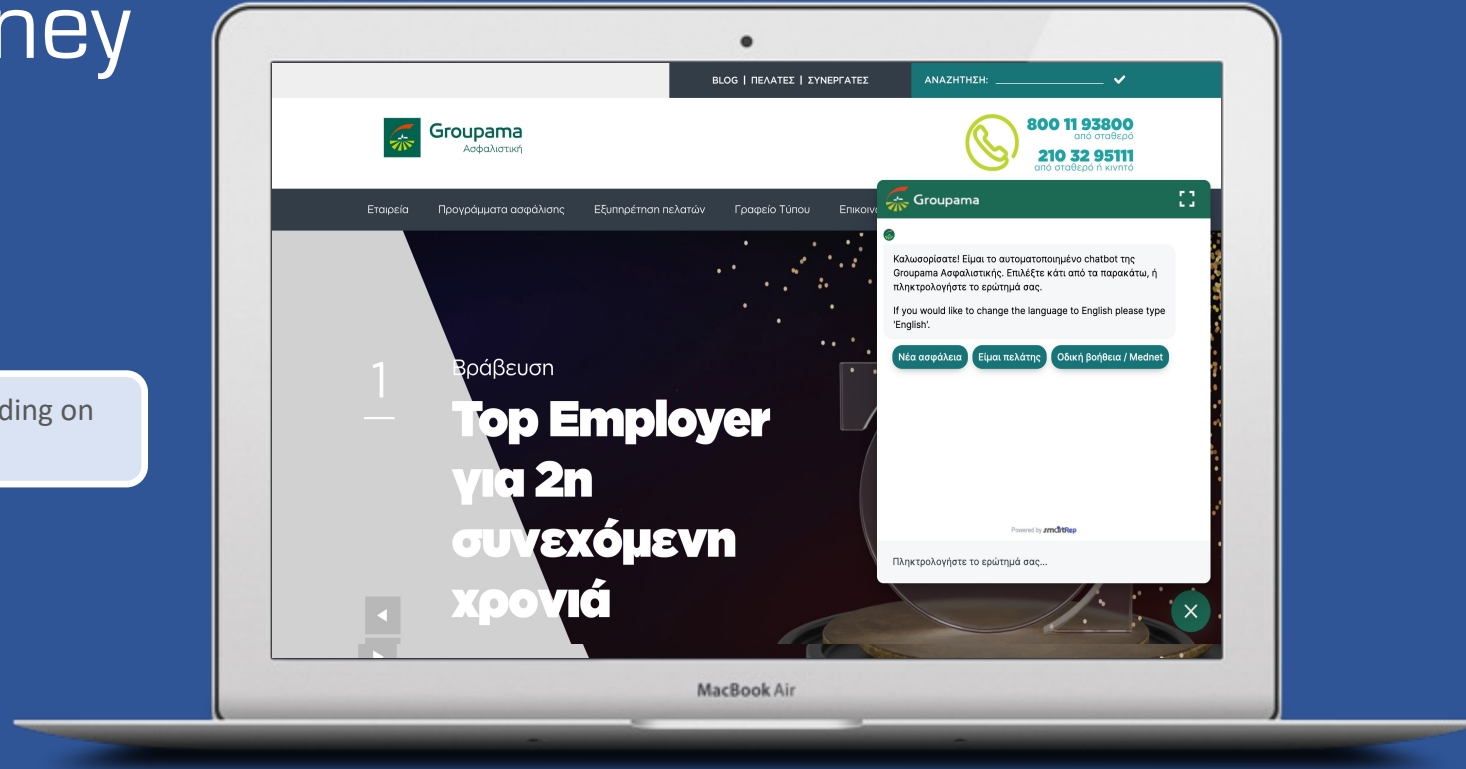# High Bounce Rate
Can be quite costly!

Online visitors leave web pages after 10-20 seconds if they don't find what they are looking for...

Engage them with a premium virtual concierge service, and they will stay...

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Customer's Digital Journey

Let's say that **100K visitors** landing on your site
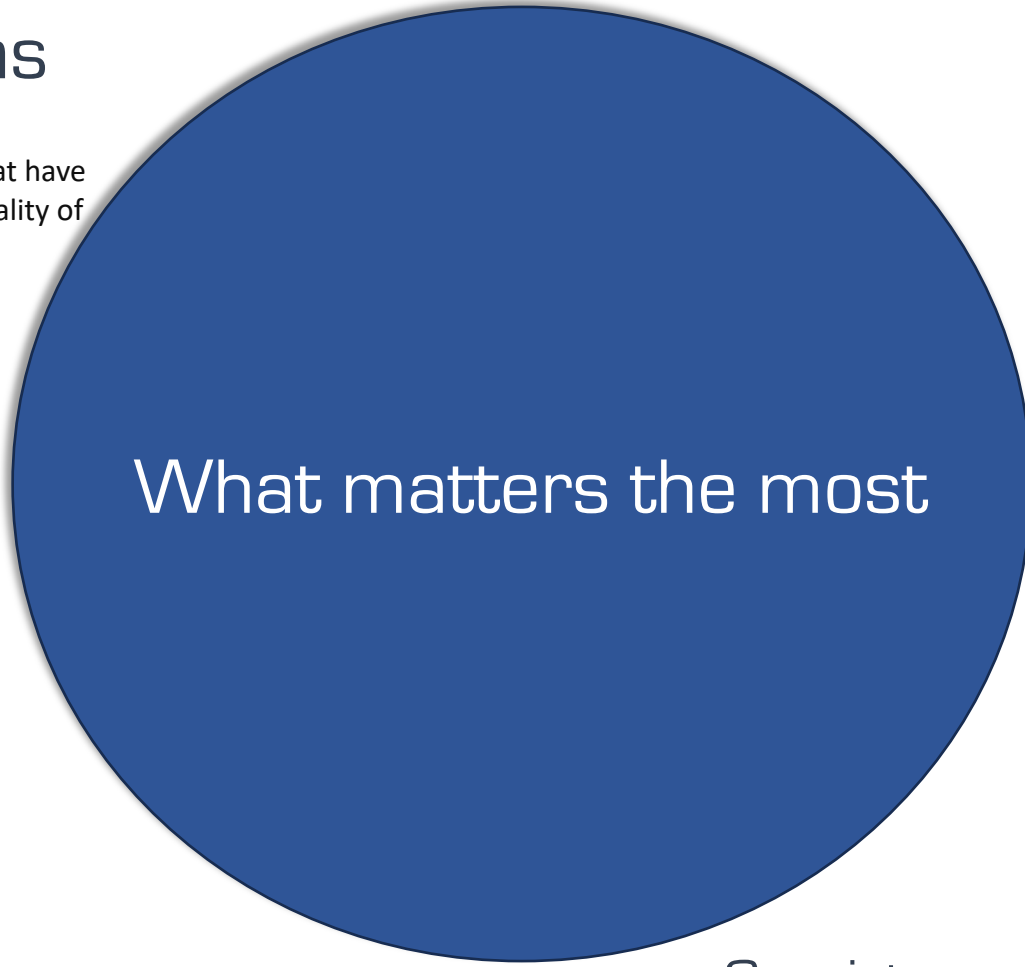
+ 20K customers
+ 20% VA's effect

- 50K customers based on average Industries' bounce rate

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Key factors and challenges in digital communications

There is a long list of critical factors that have an impact on the perception of the quality of service, but these five are essential

What matters the most

Response Time
Responding to incoming queries promptly demonstrates a heightened level of attentiveness, enhancing the likelihood of sustaining the conversation. This, in turn, can contribute to increased customer satisfaction.

Accuracy
Consistently delivering accurate and verified information in a clear and understandable manner, irrespective of the language employed.

VIP essence
Demonstrating attentiveness by addressing guests by their names and referencing specific details from their inquiries.

Professionalism 24X7
Exhibiting goodwill and a problem-solving attitude, employing inclusive and friendly language when addressing any concerns.

Consistency across all channels
Maintaining a comprehensive knowledge base or guide for your teams to ensure consistent responses, regardless of the communication channel.

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On the flip side, there's a list of key challenges (many of them amplifying one another) that can get in the way of achieving excellence in all the aforementioned areas:

Volume of queries

Multichannel Communications

Lack of Personalization on digital channels

Are there any obstacles in our path?

Staff shortages

Knowledge gaps

The integration of chatbots in the customer journey is a strategic advancement that brings a host of benefits to both companies and their customers.

24/7 customer support: Always available, always responsive

Engaged and satisfied customers

Easy claims processing and settlement: Simplifying complexity

Let's explore how digital assistants are revolutionizing the insurance sector.

Enhanced security: Safeguarding sensitive information

Effective lead generation

Multilingual support: Breaking language barriers
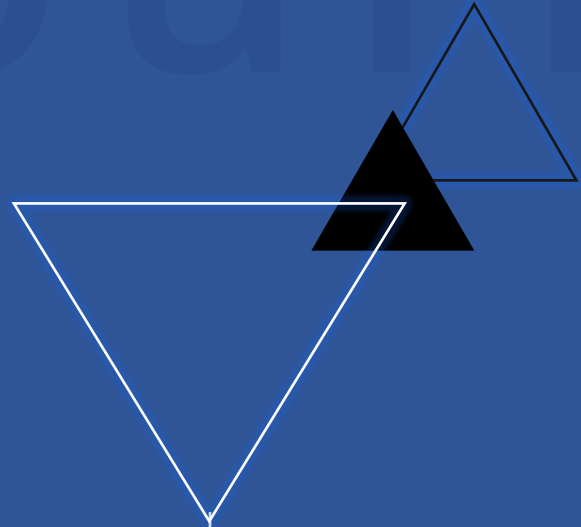
Boosting agent productivity: Focus on what matters

Cost reduction: A financial game-changer

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The Journey...

Awareness

SmartBanner
SmartVideo

This is where the customer becomes aware of the existence of a product, service, or brand. It can be triggered by various factors such as advertising, word-of-mouth recommendations, or online research.

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Research and Consideration

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SimpleRep
SmartBanner

The customer explores the website to gather information or find specific content.

Decision & Transaction

SmartRep
SimpleRep
SmartVideo

In this stage, the customer has narrowed down their options and is ready to make a purchase. They may evaluate factors such as product availability, pricing, promotions, and delivery options before making a decision.

Post-Purchase Stage

SmartSurvey
SmartVision

After the purchase, the customer evaluates their experience and satisfaction with the product or service. They may provide feedback, share their experience with others, or seek assistance if they encounter any issues.

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Retention and Loyalty Stage

SmartSurvey
SmartVision

If satisfied, the customer may become a repeat customer and develop loyalty towards the brand. Businesses can nurture this relationship through loyalty programs, personalized communication, and excellent customer service.

LOYALTY CARD
1234 5678 9012 3456
NAME SURNAME

ustomer Loyalty Progra

Retention

Loyalty

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Unlock the experience now...
How many of us have truly embraced it?

- What's the interest level among our visitors in learning about

our services?

- How many seek our products/services? Which ones?

- What portion of communication occurs during working hours

versus off-working hours?

- Among existing customers, how many anticipate a

personalized experience?

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Let's make a deep dive...

- What percentage of customers anticipate interaction?

- What percentage discontinue conversations due to dissatisfaction? What aspects trigger disapproval?

- How many unanticipated customer queries remain unaddressed? Who documents, analyzes, and refines our approach?

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From Data to Information...

Ask yourself...

Who among us takes a closer look at what customers expect and makes their experience better?
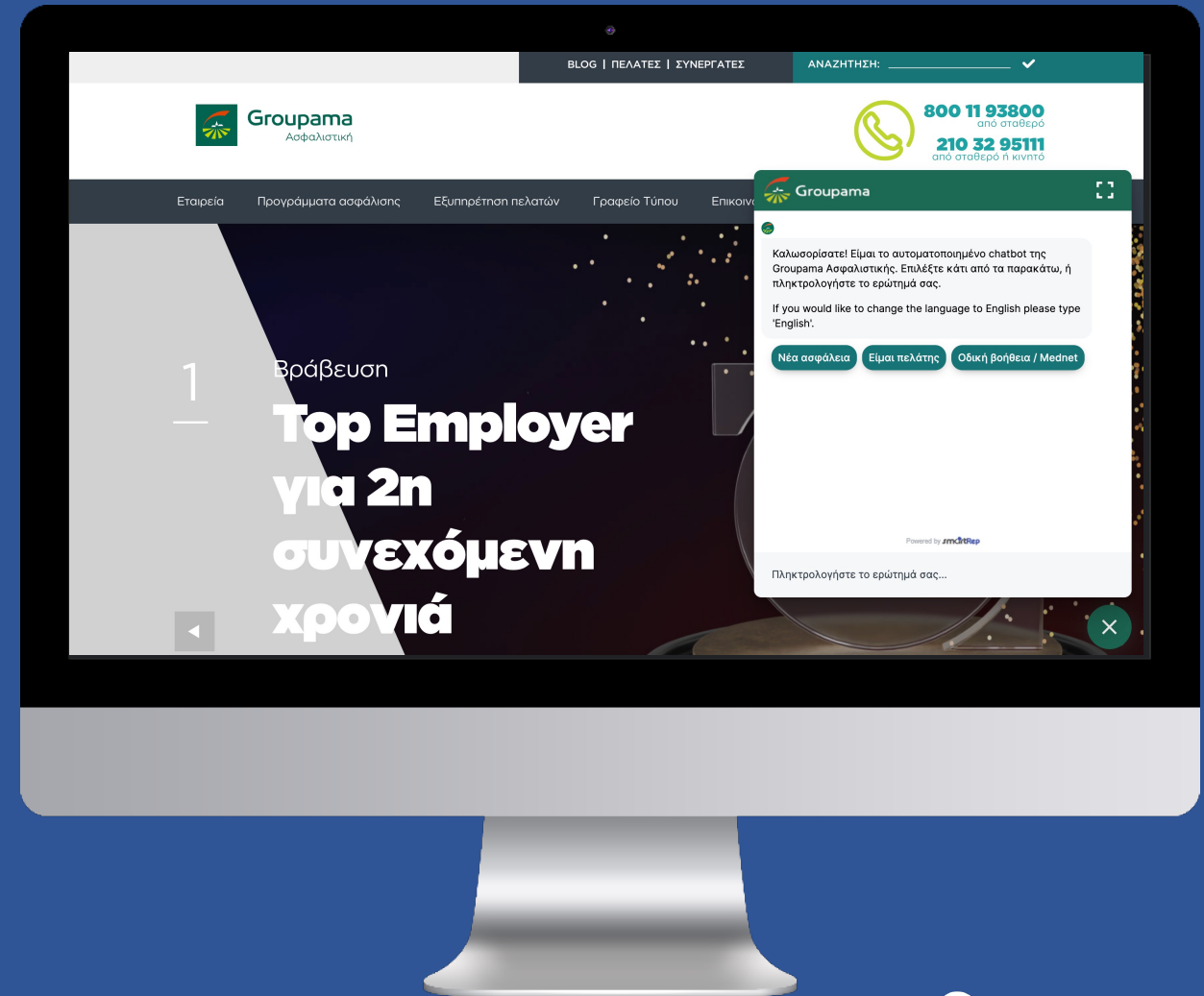Who on our team is actively transforming raw data into key performance indicators (KPIs) that hold the potential to unveil crucial insights about our company's trajectory and the quality of our services?

...and finally, **do you think like your customer?**

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Case Study: Sonia by Groupama

Name	Sonia
The owner	**GROUPAMA**
The reason	<u>Campaign and lead generation.</u>
The knowledge	• **Generate Leads:** Potential customers can request tailormade insurance based on their needs and receive quotation. Our Virtual Assistant has an integration with Groupama's backoffice systems, extracting information whenever required. • **Authenticate**: 2-factor authentication with OTP mechanism, allowing Virtual Assistant to authenticate customers and provide information with respect to active contracts. • **Provide support:** Provide answers to FAQs.
The challenges	• High volume of integrations. • Journeys with high complexity.
The results	• Replied to over **500.000** questions. • **57%** of customers interacted on off-working hours.

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Case Study: Sonia by Groupama (Some numbers)

#1 Total people interacted > 250.000

#2 Total number of leads > 5.000

#3 Success Rate > 99%

#4 Off working hours percentage > 57%

#5 Existing Customers > 15%

#6 Areas of improvement/opportunities > 60

#7 conversion rate > 10% - 30%

About SmartRep

SmartRep is a technology enterprise with a concentration on **Artificial Intelligence**, **Natural Language Processing**, and **Machine Learning**, with the objective of emulating human communication and forecasting Business Process Reengineering models.

From our inception, we have been steadfast in our pursuit to create proprietary technology with the potential to revolutionize the way in which organizations interact with their customers. At present, we offer advanced, holistic **Conversational Virtual Assistants embodied in Chatbots**.

With a proven track record we have demonstrated our ability to deliver our services with consistent professionalism across a multitude of engagements and a variety of projects.

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Key Differentiators

Our Consulting Services

We strongly believe that Virtual Assistants without continuous consulting will lead to a dead-end.

We constantly monitor how users interact with our Virtual Assistants and provide valuable feedback to our clients, allowing us to persistently improve the Virtual Assistant.

Experienced Team

Our team members have experience on **AI and Natural Language Processing**.

Our team is **hand-picked** to ensure that we have the best team in place to support you in this important initiative.

We've done this before

► **Significant** experience in the field

► We have deployed many **Virtual Assistants** and delivered **consulting services** with respect to efficiency and continuous improvement of the Virtual Assistants.

Fully customizable solution

► Our solution is **not based on any off the shelf product**.

► We have the capability to **customize the Virtual Assistant** based on your specific needs and requirements.

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Credentials

2M +
Happy Customers

10M +
Answered Questions

98%
Conversation success rate

15% -30%
Cost reduction

55%
Off-working Hours

Trusted By leading organizations Worldwide

ACS

OBRELA SECURITY INDUSTRIES

METRO CASH & CARRY

IOET

SPEEDEX

seasmiles LOYALTY SCHEME

ICAP GROUP

Groupama

HELLENIC AMERICAN UNION

EY Building a better working world

BCO BUSINESS CENTER OFFICES
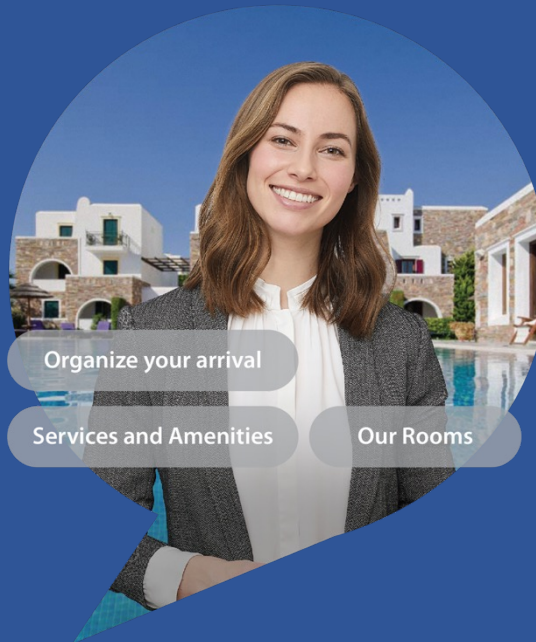

INDICE

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We wish you success in a mission to address every customers' inquiry and ensure that each one feels the personalized experience they expect to receive.