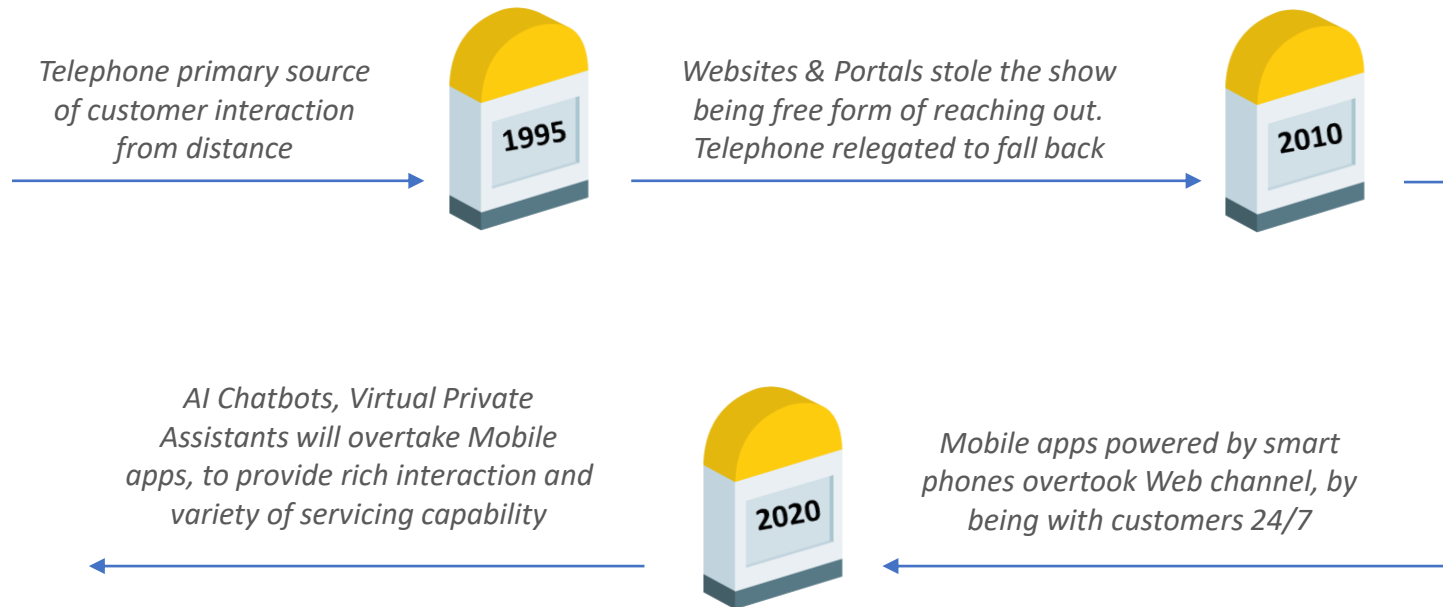




AI ChatBot for Digital Marketing

By Julien Innovations India Pvt Ltd

How Artificial Intelligence (AI) transforms our lives?



Service Automation will reach new highs with AI, which leverages all previous technologies to provide rich customer interaction and services, while improving productivity of businesses.

Why Conversational AI?



Never miss a Customer -no busy telephone lines, No missed calls; its 24/7 Virtual Sales Assistant (VSA)



@ half the cost of manual service



All conversational **data captured real-time** for most insightful analytics

Real conversational AI can address ~70% of customer interaction and work along with your manual operations to optimize service as well as costs

TRUASSIST

Virtual Sales
Assistant
(VSA)
by
TruAssist

Never miss a Customer with Virtual Sales Assistant (VSA)



24/7 VSA

On your **Website,**
WhatsApp*, or
Telegram

for all visitors



VSA Engages Visitors

- Greetings & Small Talk
- Inquire property requirements
- Collect contact information
- Fetch properties matching requirements
- Prompt for site visit or call back

All in a natural chat conversation



Service Process Completion

- Posts visitor's details into CIS**
- Fetches any information from Database or CIS or other source on prices, promos etc
- Chat scripts
- Live report ***

Out of scope (OOS) queries passed to live agent/or call centre

**Organization to have a WhatsApp Business API*

*** One time API integration needs to be done with CIS*

**** Live reporting as additional feature*

Advantages of TruAssist over Livechat

- 1** *Available **24/7**, no busy lines, no waiting times*
- 2** ***Accurate information** provided as defined. TruAssist will do exactly what you ask it to do*
- 3** *Works on all channels – **Website, WhatsApp, Telegram, FaceBook, Skype, Mobile App and more***
- 4** *Captures all information on CIS automatically, **no errors or delay in capturing information***
- 5** ***Chat scripts** capture entire conversation. **Live reporting** provides summarized reports instantly*

Advantages of TruAssist over templated ChatBots

1

TruAssist (**AI Bot with NLP**) understands natural chat conversation and **responds like a human agent**. Templated Bots are s/w programs fitted into small chat window. They do not engage visitors/customers. They may rather drive them away.

2

Contextual conversation (**Dialogue Management Engine**), understands pauses, change of query, of pronouns, change of requirements, collecting required information during a conversation and on.

3

While collecting required information like email, phone, currency amount, data, time, place; **Data Validations** are checked and conversation steered accordingly.

4

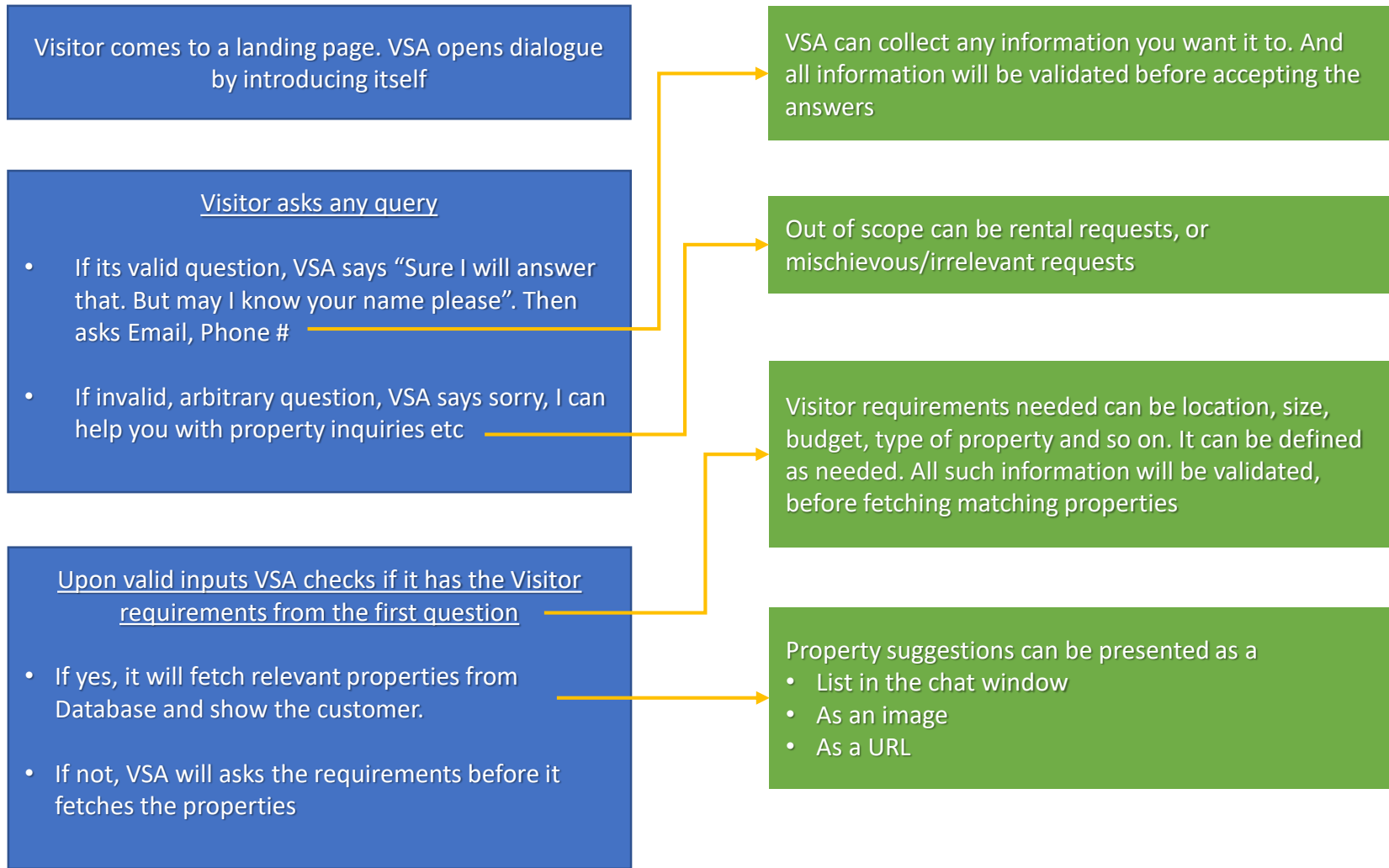
One AI Bot that works on all channels- **Website, WhatsApp, Telegram, FaceBook, Skype, Mobile App and more**. Templated BOTs usually are specific to limited channels, limiting your options now and in future.

5

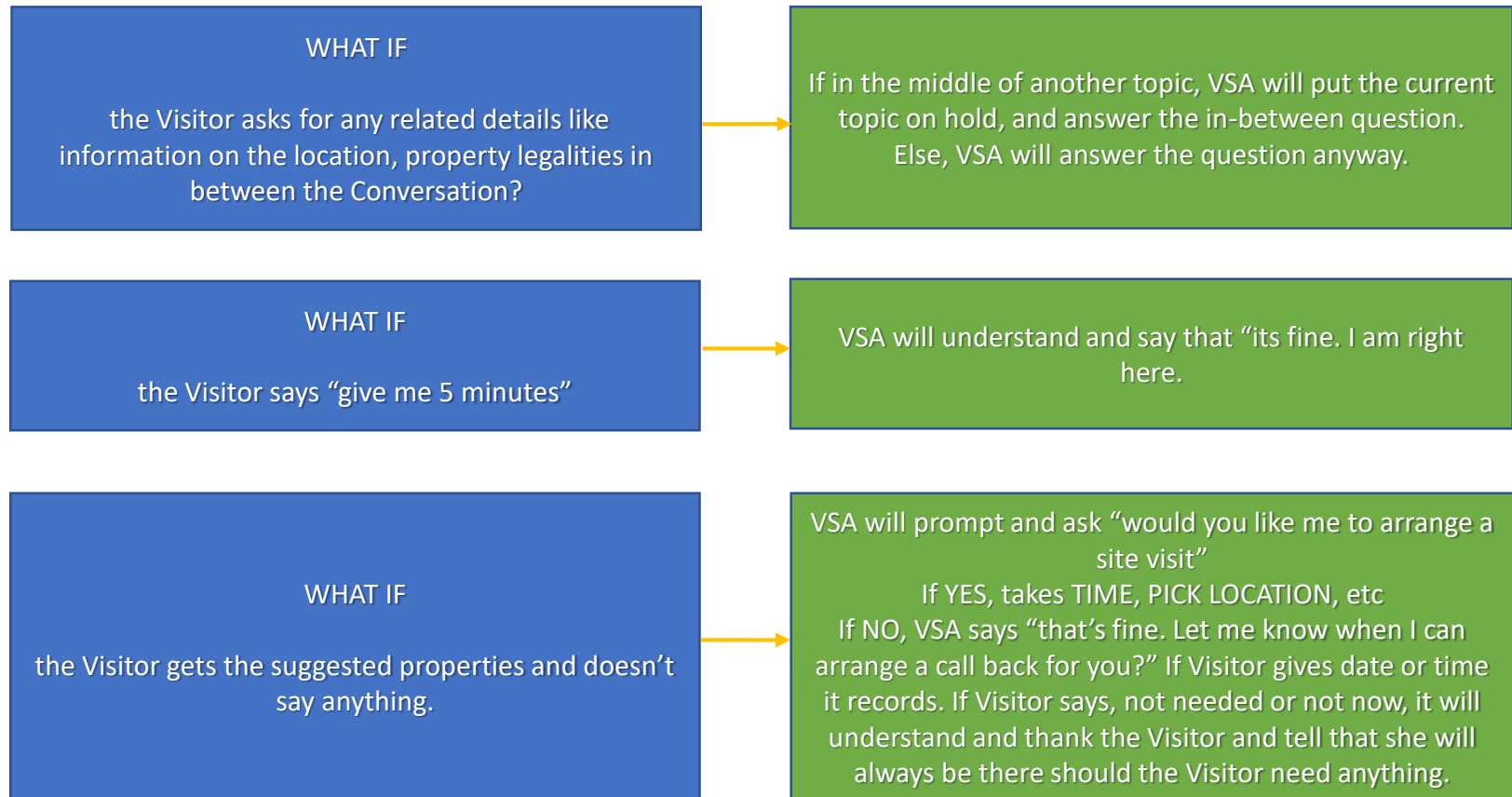
TruAssist is a AI engine which can **evolve as per requirements** and also be trained for **Sales, Service, Front-desk/Reception, Scheduling Appointments and more**. Templated BOTs are rigid and force-fitted to do only one process. TruAssist is a capable long-term partner for you.

TruAssist – is one of the best AI Chatbots in the world!

Typical interaction with a Visitor



Sample exception handling during a Conversation...



Commercials

INR (1,000s)	6 Mon	12 Mon	Remarks
One -time Sign-up	Waived		
Primary channel (Web-based)	12,500	10,000	<i>Billed annually or semi-annually. If discontinued within first 3 months, prorated amount will be refunded</i>
Additonal channel	4,000	3,000	<i>WhatsApp or Telegram or Facebook*</i>
API (One-time)	20,000		<i>If integration with CRM is needed</i>
Chat scripts	Free daily scripts		<i>Sent subsequent working day</i>
Live reporting	1,500	1,500	<i>Summary data on requests, users, traffic and such parameters**</i>
* WhatsApp requires Business API from Modi Properties. Facebook BOT may have some limitations			
** Reporting will have summary statistics of guest interaction. Any further customization may need additional charges			

Assumptions:

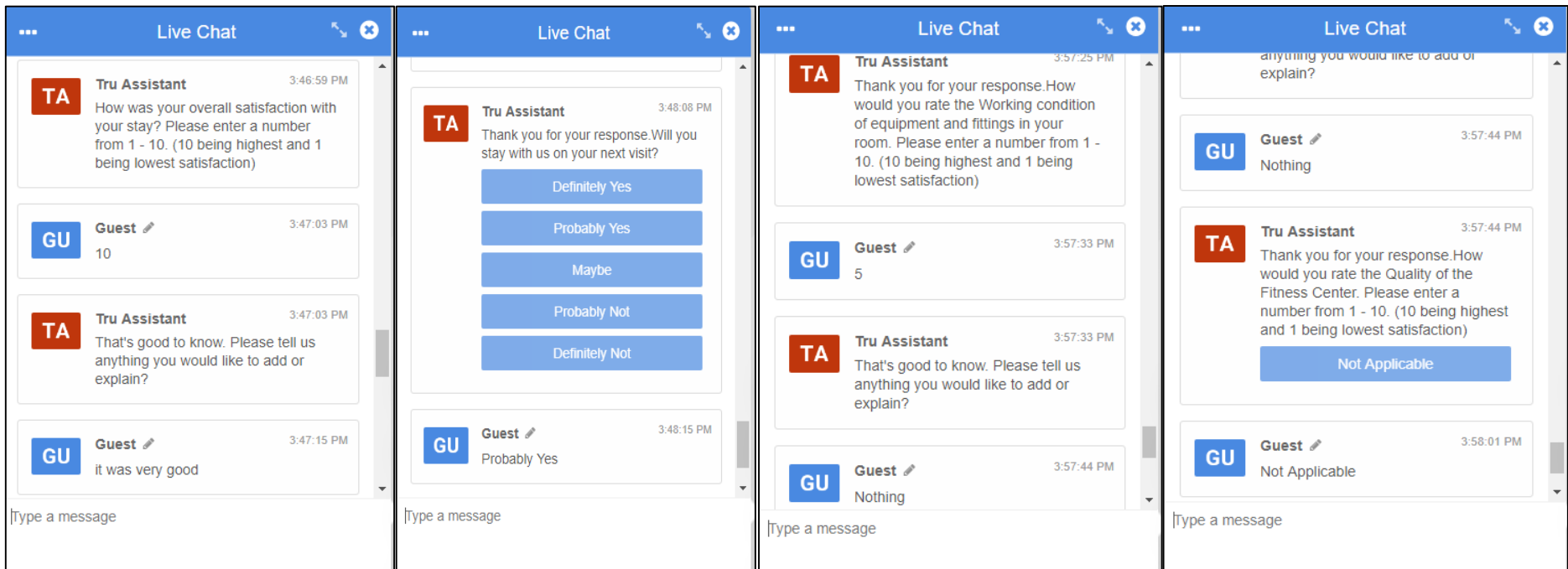
- Prices are exclusive of applicable taxes.
- The scope of TruAssist is to provide automated conversation services, and interact with CRM for posting requests or fetching information
- All required information is assumed to be made available for TruAssist in specified format to fulfil services
- Internet connectivity to support chat is required.

TruAssist taking Room Service request in a Hotel

NA	Nancy Please tell us your Room number for us to proceed	2019-05-17 04:21:24
G6	Guest 6952 123	2019-05-17 04:21:27
NA	Nancy Let me know how I can help you. I can take down all your service requests for house keeping, laundry, front-desk, travel desk and more. Please note that I am not taking in-room dining requests at the moment. For that you call 112. Also, for any emergency, call 123.	2019-05-17 04:21:32
G6	Guest 6952 Can we do this later	2019-05-17 04:21:47
NA	Nancy Sure, You can get back to me any time. I'm always available at your assistance.	2019-05-17 04:21:49
G6	Guest 6952 I will check out soon send help	2019-05-17 04:21:52
NA	Nancy I have got your request for Checkout Assistance in time soon. Let me have someone get back to you and help you with this.	2019-05-17 04:21:55
G6	Guest 6952 when will you send this	2019-05-17 04:24:01
NA	Nancy I have already notified the respective people. They would get back as soon as possible. Alternatively, you can call 9 on this.	2019-05-17 04:24:03
G6	Guest 6952 I need to know if its premium transport	2019-05-17 04:24:14
NA	Nancy We have all options. Travel desk can tell exactly based on when and where you want it. You need a drop or pickup?	2019-05-17 04:24:17
G6	Guest 6952 Can I know the availability of ride to Pathargatti	2019-05-17 04:24:24
NA	Nancy Sure can take your request and ask Travel Desk to confirm. You need a drop or pickup?	2019-05-17 04:24:26
G6	Guest 6952 I need help right now	2019-05-17 04:24:34
NA	Nancy What can I do for you?	2019-05-17 04:24:37
G6	Guest 6952 Want medical attention	2019-05-17 04:21:59
NA	Nancy For emergency please call: 123.	2019-05-17 04:22:01
G6	Guest 6952 any msg i got?	2019-05-17 04:22:04
NA	Nancy Here are your messages: [{"Message 1: Call me, From room num: 282"}]	2019-05-17 04:22:09
G6	Guest 6952 need xerox copies	2019-05-17 04:22:12
NA	Nancy Got your request for Photocopy. Will get Front-desk do the needful for you.	2019-05-17 04:22:15
G6	Guest 6952 what are the pool timing?	2019-05-17 04:22:19
NA	Nancy Here are the timings for pool: [{"7:30AM - 7PM"}]	2019-05-17 04:22:23

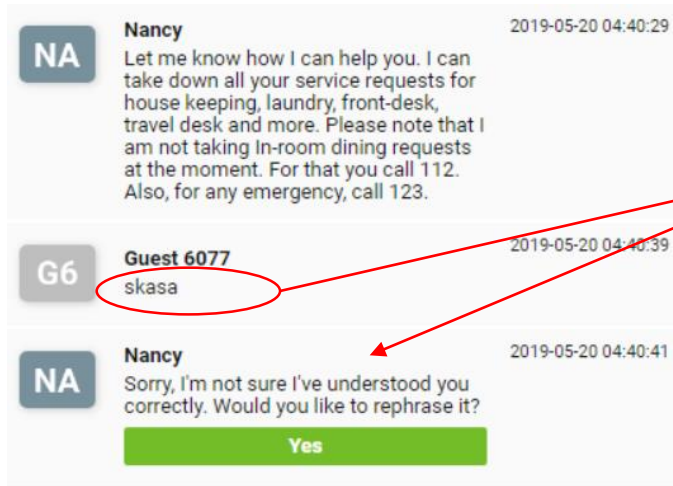
- This is screen capture of Room Service Automation
- Can handle exceptions, ambiguous requests, spelling mistakes, out of scope requests, greetings, chit chats and more

TruAssist taking customer feedback for a Hotel



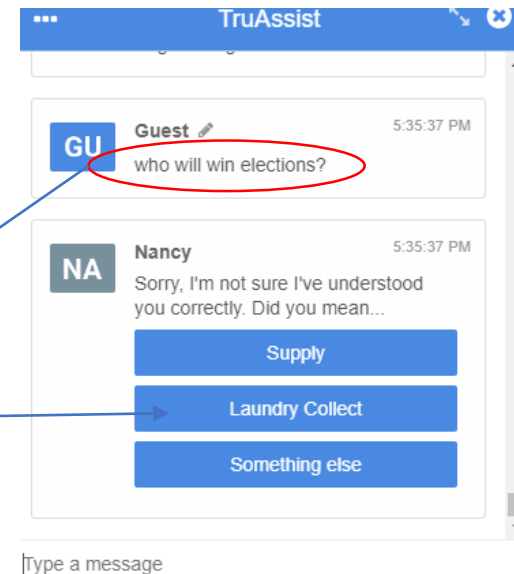
- Standardized questionnaire executed in an interactive form
- Can execute interaction feedback also
- BOT can handle distractions, mistakes and unexpected interactions

TruAssist is an intelligent BOT – handles off and out of scope conversations



Gibberish or typos are understood and responded appropriately

Out of Scope discussions are also identified and responded appropriately



TruAssist is an intelligent BOT – knows what all to ask, and can query and fetch information from DB

G6	Guest 6077 i need a cab	2019-05-20 04:43:08
NA	Nancy May I know what time would you like to the get the service?	2019-05-20 04:43:10
G6	Guest 6077 at 2 am today	2019-05-20 04:43:15
NA	Nancy May I know what is the location? Please mention only location and nothing else. You can change or revisit later.	2019-05-20 04:43:17
G6	Guest 6077 I need to go to Gachibowli	2019-05-20 04:43:26
NA	Nancy I have confirmed your request for a drop to gachibowli at 2 am.	2019-05-20 04:43:29



All required information is collected before responding to such requests as Travel Desk

G6	Guest 6077 need xerox	2019-05-20 04:43:49
NA	Nancy Got your request for Photocopy. Will get Front-desk do the needful for you.	2019-05-20 04:43:52
G6	Guest 6077 I need photocopies	2019-05-20 04:43:59
NA	Nancy Got your request for Photocopy. Will get Front-desk do the needful for you.	2019-05-20 04:44:01
G6	Guest 6077 gym charges?	2019-05-20 04:44:13
NA	Nancy Here are the Charges for gym: [('Charges are as follows: 1hour : 1000Rs 2Hours : 1500Rs 6Hours : 3000Rs Full Day : 4000Rs',)]	2019-05-20 04:44:17
G6	Guest 6077 what are the charges for gym?	2019-05-20 04:44:29
NA	Nancy Here are the Charges for gym: [('Charges are as follows: 1hour : 1000Rs 2Hours : 1500Rs 6Hours : 3000Rs Full Day : 4000Rs',)]	2019-05-20 04:44:32



Query database and fetch dynamic information

About us –Julien Innovations

“We build technology products in AI, NLP, Speech, RPA, and Analytics that solve specific business problems for our customers”



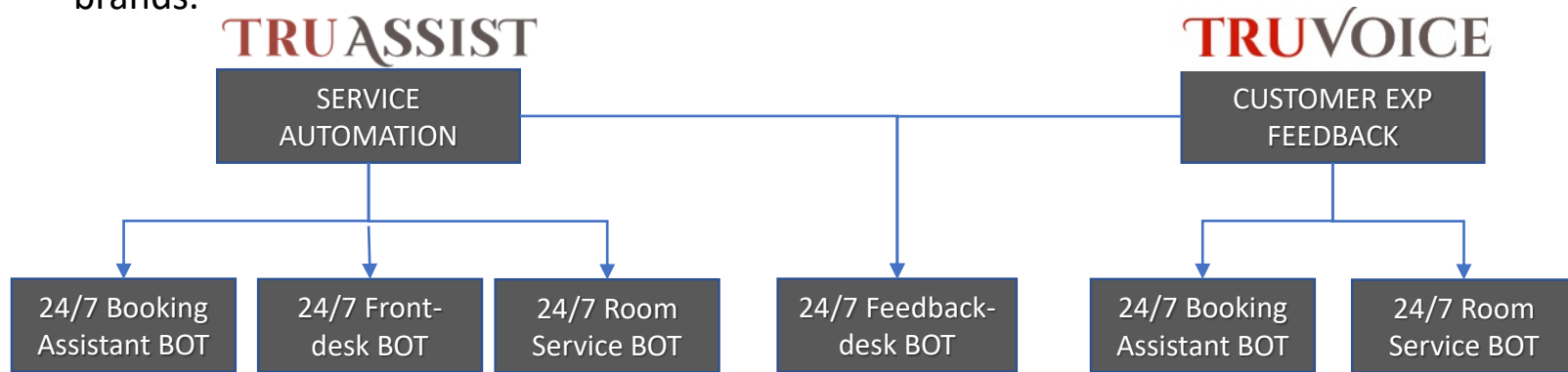
Founder: Vamsi Krishna K V

- PDGM (MBA) IIM Calcutta
- 20+ years of experience in analytics, strategy, marketing, credit risk and sales
- Leadership experience in ABN Amro, Citibank, Standard Chartered, Equifax
- Set-up analytics in Max Bupa, Bajaj Finserv, Federal Bank and more as a consultant
- Serial entrepreneur

- 1000 man months of team experience in data science
- Proprietary technology with deep AI and product capabilities
- Deep capabilities in conversational AI, robotic process automation (RPA), and analytics
- Built world class IT products www.healthscribes.com, buymash.com, HS Symptom Checker: A google for symptom checker using NLP (world's 2nd of its kind), Information extraction and attribute level sentiment analysis for Electronics categories using NLP

About us - products

Julien Innovations provides easy to use, advanced AI powered Service Automation and Analytics solutions for Hospitality businesses in name TruAssist and TruVoice brands.



- All are Chat-based, PLUG & PLAY
- Can be used as additional channel for customer interaction
- Works with any back-end system
- Can operate IOT devices also in guest rooms
- Makes general chit chat
- Tracking of all requests also possible

- Real-time analytics
- Instant Alerts
- Make your own Questions – IT help not needed
- Change any Question/survey any time – no hard coding
- Put your own Logo

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