

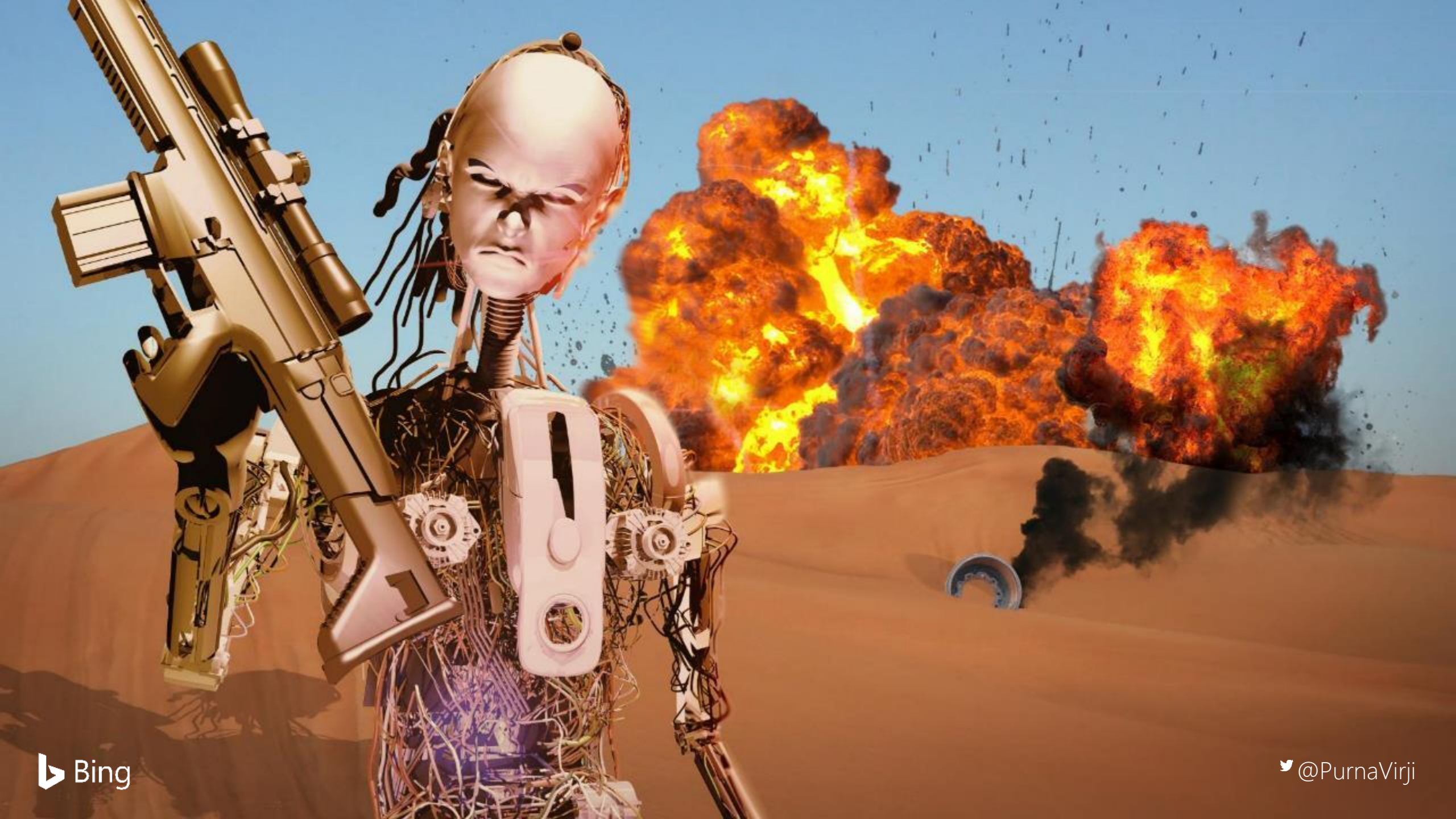


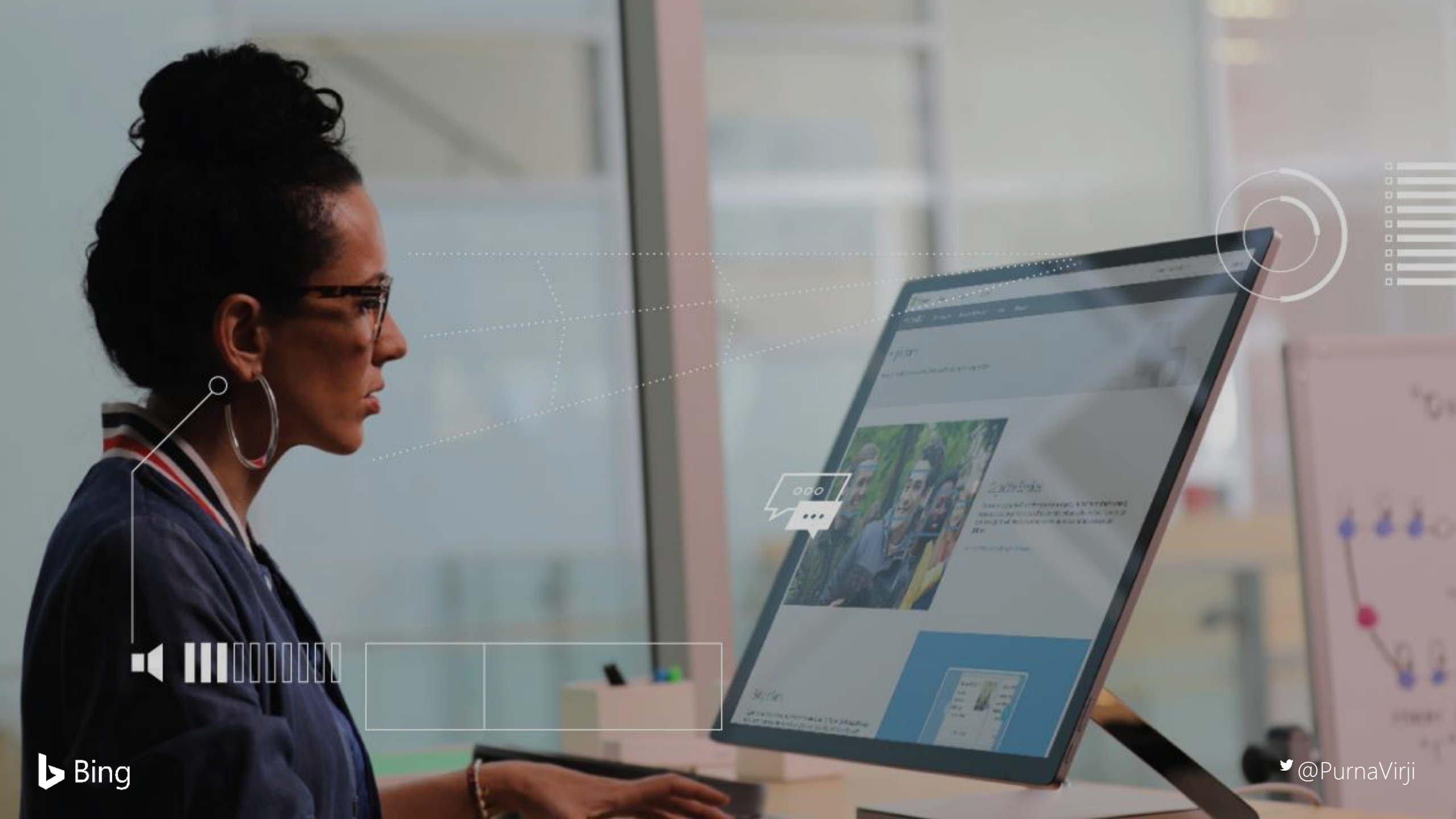
Marketing in a Conversational World:

How to Get Discovered, Delight Your Customers, and Earn the Conversion



Purna Virji
Senior Manager of Global Engagement
Microsoft









By 2020, the average person
will have **more conversations**
with their bot than with their
spouse. - Gartner

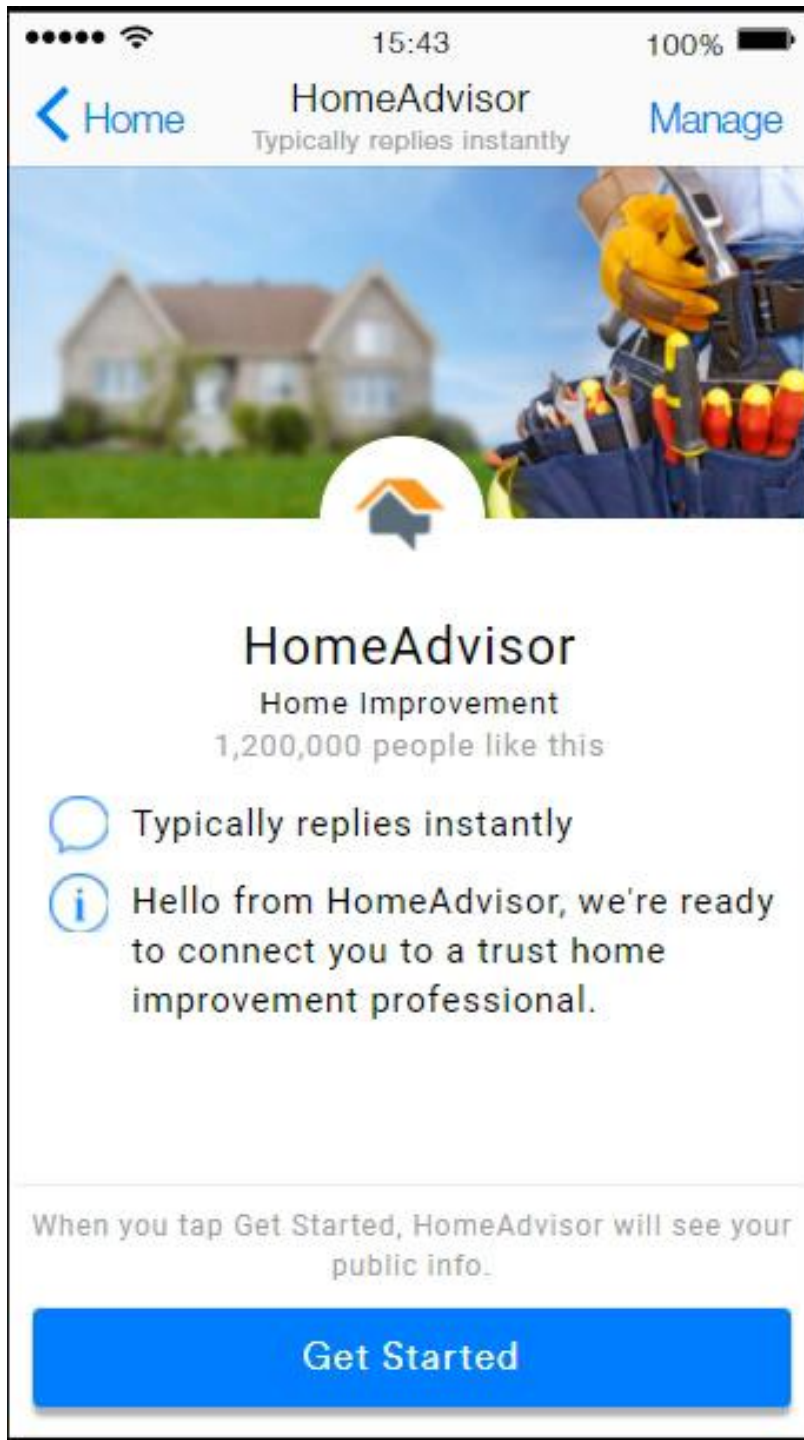


Source: <http://www.gartner.com/smarterwithgartner/gartner-predicts-a-virtual-world-of-exponential-change/>



Domino's Pizza

"Hey Cortana, ask Domino's to
place my Easy Order."







1. Voice search
2. Digital Assistants
3. Chatbots



1. Screens
2. Apps
3. Websites

Let's look at some numbers

40%

of consumers don't care whether a chatbot or a person answers customer service questions, as long as they can get help quickly & easily.

- *HubSpot* ¹

67%

of consumers worldwide used a chatbot for customer support in the past year.

- *Business Insider* ²

Sources:

1. <https://research.hubspot.com/reports/artificial-intelligence-is-here>
2. <http://www.businessinsider.com/chatbots-are-gaining-traction-2017-5>

Let's look at some numbers

4+ min

Avg. time saving per chatbot inquiry compared with traditional call centers.

\$8 bill

in cost savings is expected by 2022.

- Juniper Research, for banking & healthcare sectors

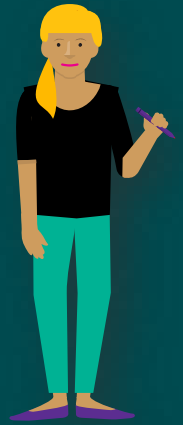
The background of the slide is a photograph of a Dutch landscape. In the foreground, several vibrant red tulips are in bloom, their green leaves visible. In the background, several traditional Dutch windmills with thatched roofs and wooden sails are situated along a body of water under a blue sky with scattered white clouds.

80% Of brands will use chatbots for customer interactions by 2020.

SOURCE: "The Past, Present and Future of AI in Marketing," Marketing News, December 2016. "AI-Ready or Not," a report commissioned by Weber Shandwick and conducted by KRC Research in June 2016. "The Rise of the Machine: Are Robots After Your Job?," Marketing Week, January 2017. "Neural Networks and Modern BI Platforms Will Evolve Data and Analytics," Gartner Group, January 16, 2017. Survey by Tata Consultancy Services, 2017.

How to make conversations convert

Voice is more than just search



Zij: "Ik een wil boek bestellen"

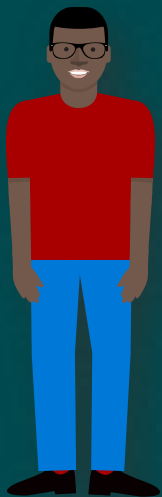
○ : "Wil je een ebook of hardcopy?"

Zij: "de hardcopy"

○ : "Waar zal ik het laten afleveren?"

Zij: "thuis"

○ : "Ok het is besteld en wordt morgen geleverd"

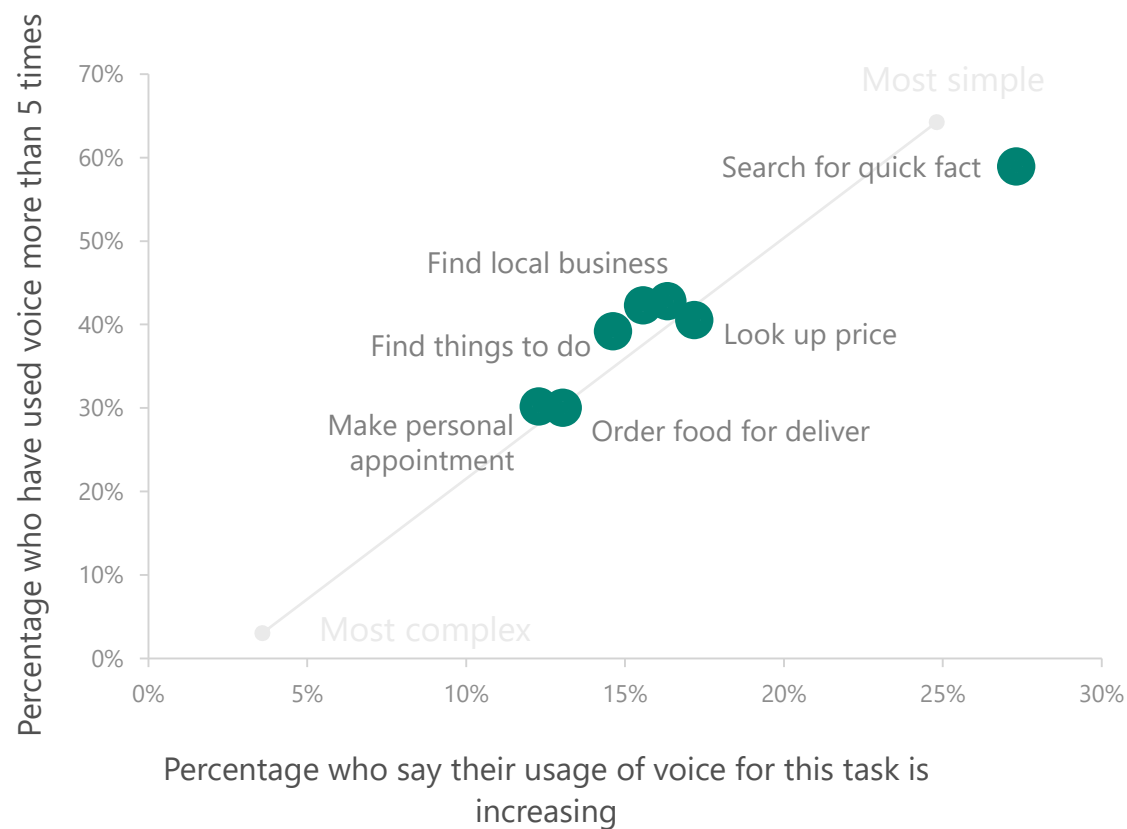


○ "De kaartjes voor Muse concert zijn te koop. Zal ik je bestellen?"

Hij: "Prima"

Voice use is most common for simple informational tasks

**Current Use of Voice by Reported
Increasing Voice Usage for Local Tasks**



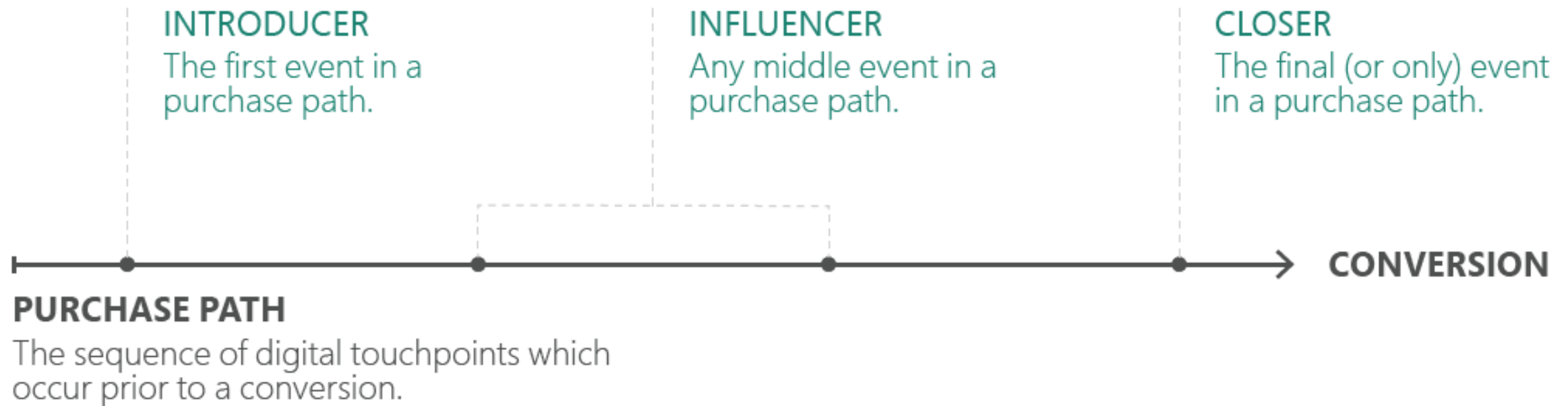


Conversational bots provide a new, always-on way for brands to **engage with customers through one-to-one hyper-personalized marketing.**

Your goal:

Add chatbots
across the
entire customer
journey.

Let's break it out





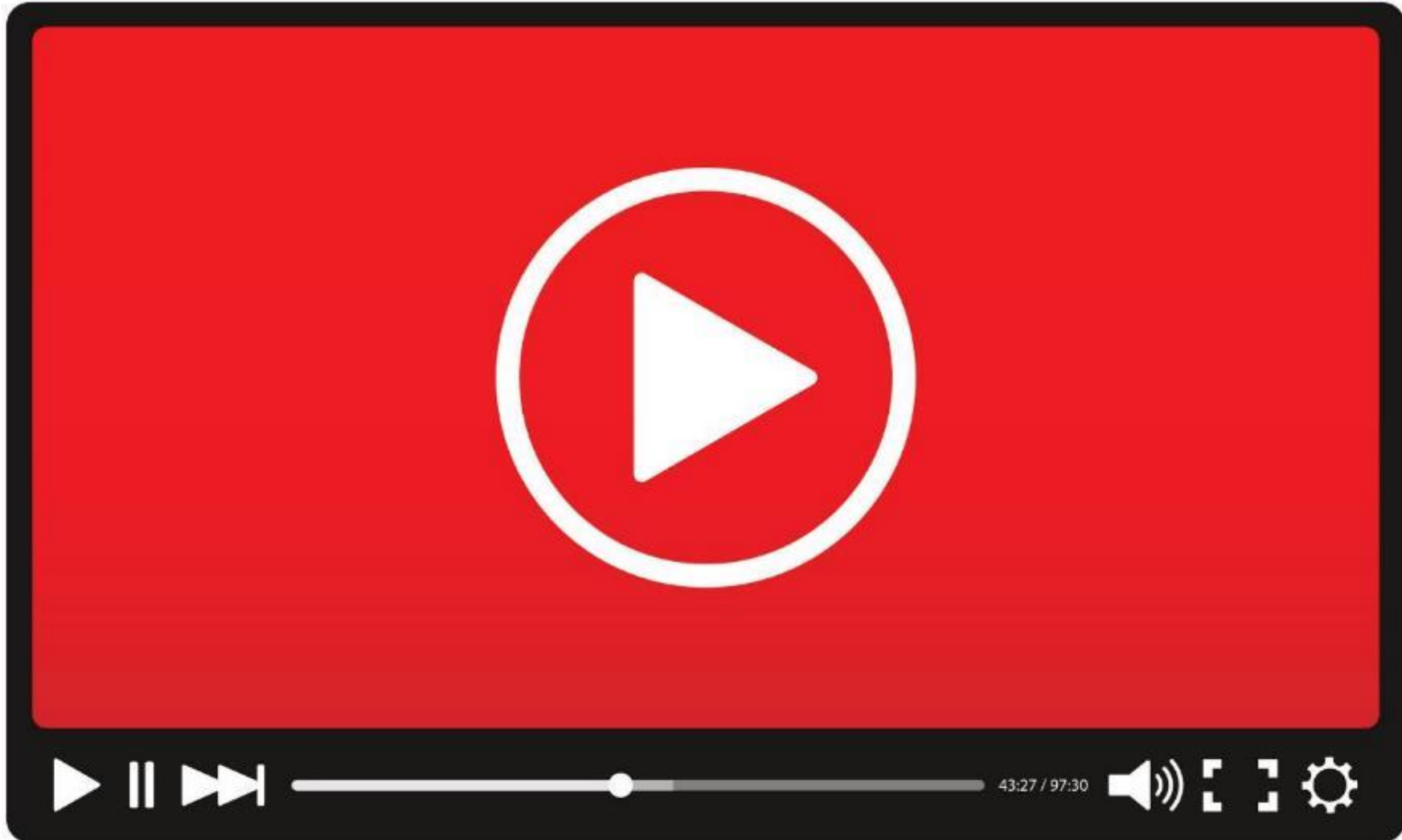
Introducer



Social media




Video





Search




All Images Videos Maps News Shop | My saves


32,800,000 Results Any time ▾

Travel bots


All Messenger Telegram Slack




Anker
[Add bot](#)




Neemrana Hotels chatbot
[Add bot](#)




Schlouk Map
[Add bot](#)



Musement
[Add bot](#)



FlightBot
[Add bot](#)



SnapTravel - Hotel Deals
[Add bot](#)

< 1 of 10 >

Related searches

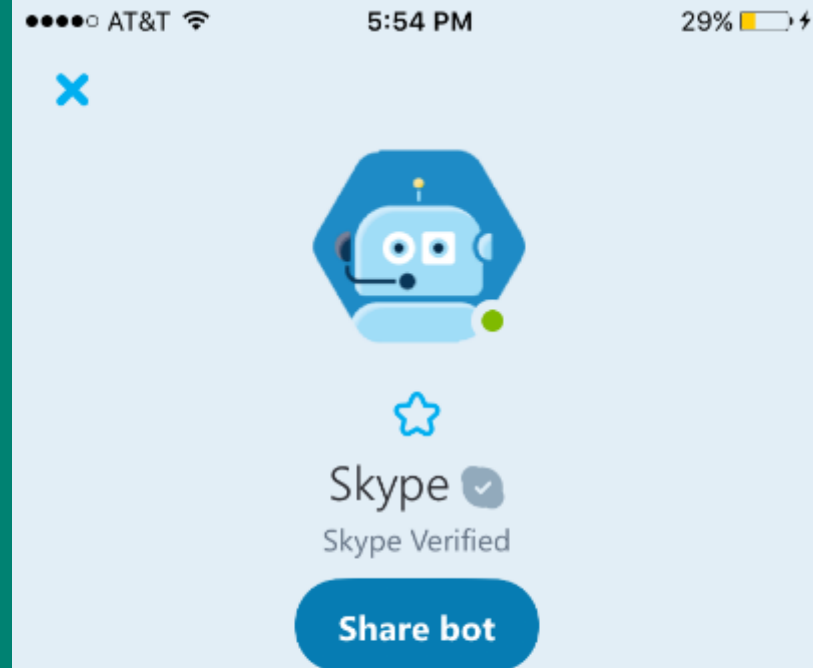
- [travelbot](#)
- [expedia bot](#)
- [hipmunk bot](#)
- [bots](#)
- [chat bots](#)
- [shopping bots](#)
- [travel chat bots](#)
- [skype bots](#)

The 101

* Display Name

* Long Description

* Bot Website



WEBSITE

<https://go.skype.com/faq.skype.bot>

DESCRIPTION

This is a built-in certified Skype bot that will help you get the most from your Skype experience by providing tips and guidance.

CREATED BY

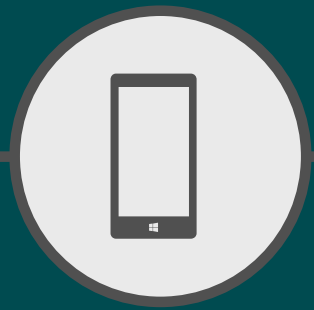
Skype

CAPABILITIES

Here's what you can do with this bot: read updates from the bot.

Key lesson

Give your audience plenty of ways and reasons to chat.



Influencer



If you can make your CX super easy and convenient then they'll *want* to choose you over others.



monsoon seattle



Purna

2916



Web

Images

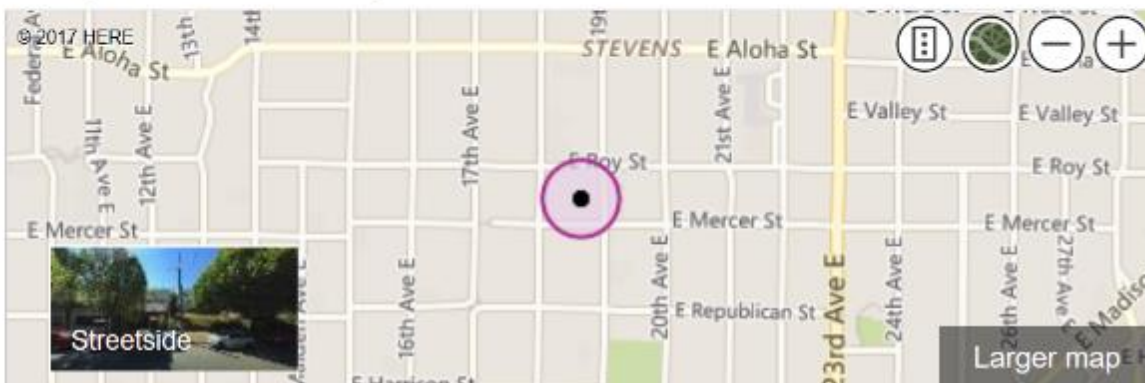
Videos

Maps

News

374,000 RESULTS

Any time ▾



Monsoon Restaurant

www.monsoonrestaurants.com

615 19th Ave E, Seattle, WA 98112 · -2.2 mi

[Send directions to phone](#)

[\(206\) 325-2111](tel:(206)325-2111)

Open until 11:30 PM

★★★★☆ 459 Yelp reviews · \$\$\$\$

★ [Save place](#)

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[Menu](#)

[Order online](#)

[Suggest an edit](#)



Questions? Ask Monsoon Restaurant bot for help

[Chat](#)

Seattle — MONSOON

www.monsoonrestaurants.com/seattle ▾

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with Pacific Northwest ingredients.



More about Monsoon Restaurant

Cuisine: Vietnamese · Chinese

Open

10:00 AM - 11:30 PM ▾

Menu favorites

Caramelized Idaho Catfish Claypot (Seafood) 55

Crispy Local Drunken Chicken 64

Crispy Imperial Rolls 34

Bo la Lot 24

Carlton Farm Pork Spare Ribs 14



monsoon seattle



Sign in



10



Web

Images

Videos

Maps

News

339,000 RESULTS

Any time



Monsoon Restaurant

www.monsoonrestaurants.com

615 19th Ave E, Seattle, WA 98112 · ~5.4 mi

(206) 325-2111

Open until 11 PM

★★★★★ 457 Yelp reviews · \$\$\$

★ Save place

Directions

Menu

Order online

Suggest an edit



Questions? Ask Monsoon Restaurant bot for help

Chat

Seattle — MONSOON

www.monsoonrestaurants.com/seattle

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with Pacific Northwest ingredients.

Seattle Menu

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with ...

See results only from monsoonrestaurants.com

Reservations

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with ...

MONSOON : Seattle + Bellevue

www.monsoonrestaurants.com

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with Pacific Northwest ingredients.



See all images

More about Monsoon Restaurant

Cuisine: Vietnam

Open

Menu favor

Caramelized Ida

Crispy Local Dr

Crispy Imperial I

Bo la Lot

Carlton Farm Po

Featured on

E Where to l
Desserts

Eater

E Seattle's C
Restaurant

Eater

Monsoon Restaurant

payment methods

We accept these forms of payment:

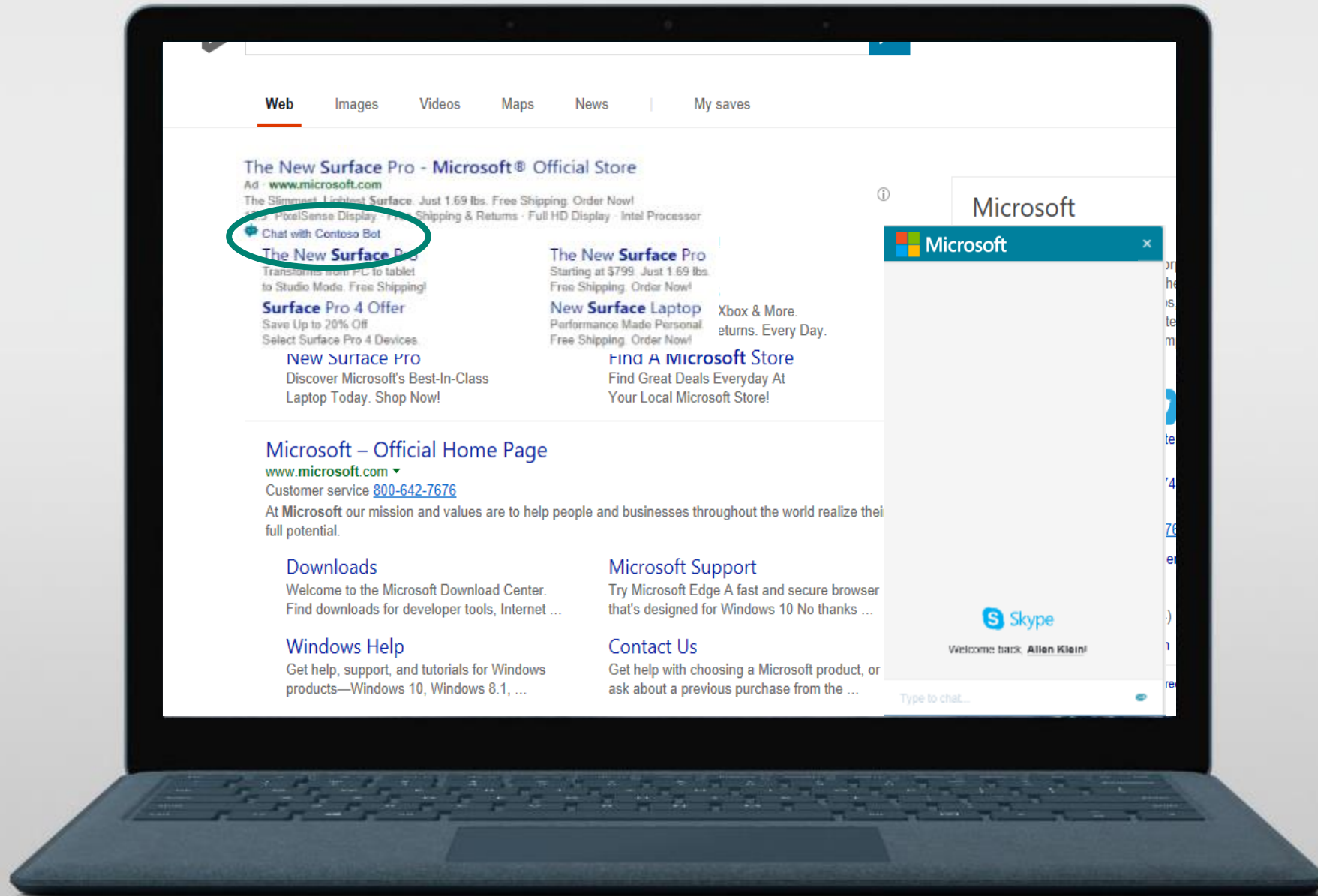
- * Cash
- * Debit cards
- * American Express
- * Discover
- * Visa
- * MasterCard

You may also try

- Wi-Fi
- Dress Code
- Directions
- Vegetarian Options

Type to chat ...

PPC Chatbot Extension (pilot)



Learn and remember. Repeat.



Hoi Purna! Van Haren has just introduced our new collection of boots. Would you like me to send you some photos?



YES please!!!



Great! I'll email it to you. Save 15% in the next 24 hours on your order with code "FOS18".

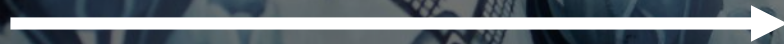


Bedankt! **runs to shoe store**



BUY NOW!

How do we sell to them?



WHAT DO YOU
NEED RIGHT NOW?

How can we connect with them?

Key lesson

Think about being helpful and adding value.



Closer

Or...

The result?

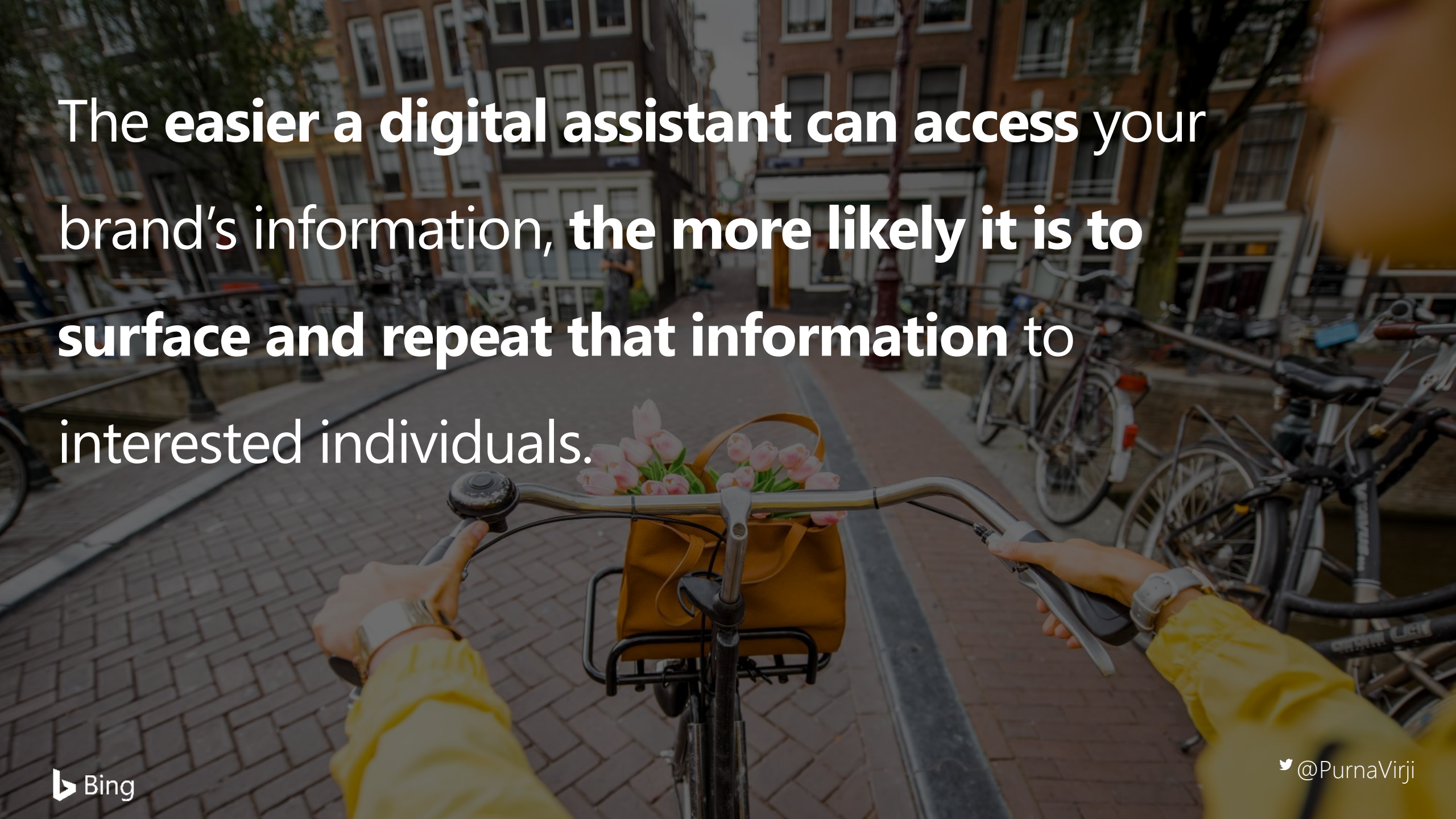
Top Qs

- How do customers get **information** or **seek help**?
- How do they make a **purchase**?
- Do pain points differ across **channels** and **devices**?
- How can we **reduce the number of steps** in every interaction?









The **easier** a **digital assistant** can access your brand's information, **the more likely** it is to **surface and repeat** that information to interested individuals.

Agents can influence behavior via intelligent recommendations

Consumer:

"Hey Cortana, make reservations at *Ciel Bleu* restaurant for two people as close to 8pm as possible."

Cortana:

"Okay, I will make a reservation for 8:30. Uber is offering a 20% discount at that time, would you like me to reserve one for you?"

Key lesson

Remove any friction and increase the relevance.

For best
results:

Measure the
conversation with
the right metrics.



Rather than tracking users with pixels and cookies why not actually engage them, learn about them, and **provide value that actually meets their needs?**



Andy Mauro, CEO, Automat

Bot-alytics

- Delivery + open rates
- Retention
- Top messages
- Fail areas
- Conversion rates
- Sentiment analysis

Sample reports

Bing

Cortana

Direct Line

Email

...

4/3/2017 - 5/4/2017

☒ Bing

☒ Facebook Messenger

☒ Skype

☒ Twilio (SMS)

☒ Cortana

☒ GroupMe

☒ Skype for Business

☒ Web Chat

☒ Direct Line

☒ Kik

☒ Slack

☒ WeChat

☒ Email

☒ Microsoft Teams

☒ Telegram

4/3/2017 - 5/4/2017

☐ Last Hour

☐ Last Day

☐ Last Week

☒ Last Month

☐ Last 90 days

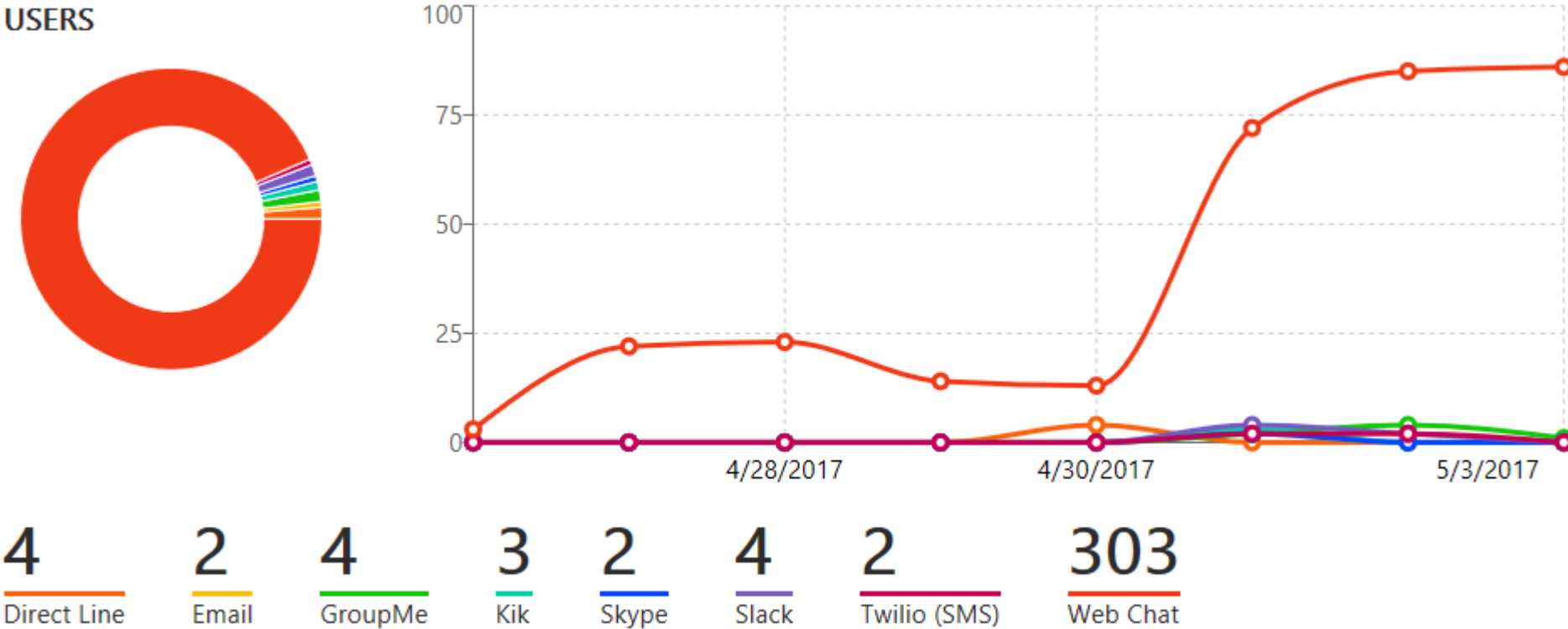
Sample reports

RETENTION - % USERS WHO MESSAGED AGAIN (LAST 10 DAYS)

		Days later									
Date	Users	1	2	3	4	5	6	7	8	9	10
4/23/2017	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4/24/2017	13	31%	8%	8%	8%	8%	8%	8%	15%	8%	
4/25/2017	43	2%	2%	2%	5%	5%	2%	5%	2%		
4/26/2017	27	4%	4%	4%	4%	4%	4%	4%			
4/27/2017	37	3%	3%	3%	3%	3%	3%				
4/28/2017	22	5%	5%	5%	5%	5%					
4/29/2017	23	9%	9%	9%	9%						
4/30/2017	14	7%	7%	7%							
5/1/2017	17	18%	12%								
5/2/2017	87	9%									

Sample reports

USERS



Don't forget to ask

What do I learn from chats that can help other channels?

Helpful links

Bot Framework

dev.botframework.com/

Business Bot

bingplaces.com/bizbot

External options:

messenger.fb.com

api.slack.com/bot-users

api.ai

Cognitive Services

azure.microsoft.com/en-us/services/cognitive-services/

Cortana Intelligence

azure.microsoft.com/Cortana/Intelligence

Cortana SDK

developer.microsoft.com/en-us/Cortana

Let's recap

1. Enhance the entire customer decision journey with the help of conversation.



Let's recap

2. Work to remove any friction areas and increase relevance.



Let's recap

3. Measure the **right KPIs**. Go beyond clicks and impressions to better engage your audience.





In five years, more than half of your customers will select your services based on your AI instead of your traditional brand.

– Accenture



Hartelijk dank!

Say hello
@purnavirji



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