

# WHAT IS YOUR CHATBOT STRATEGY





# THE BIG QUESTION

What is our Chatbot strategy?

Sure. Let me tell you!

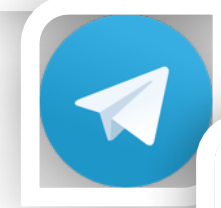
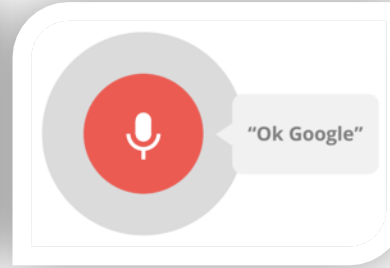
Our what?!



# CHAT BOTS BEFORE AND NOW



# THE LAST 15 YEARS



**PHASE 1: IVR**

**PHASE 2: MOBILE VOICE  
ASSISTANTS**

**PHASE 3: MESSAGING**

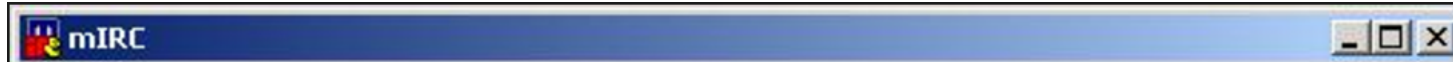




# THE FIRST BOTS I REMEMBER



# THE FIRST BOTS I REMEMBER



```
[10:04:53] <trivia> 2. What was John Lennon's middle  
name before he changed it to Ono?  
[10:05:03] <trivia> Here's your 1st hint: Win####  
[10:05:08] <joel> winston  
[10:05:08] <trivia> Winner: joel Answer: Winston Time:  
14.664 Streak: 3 Points: 74 WPM: 5 Rank: 5th  
[10:05:08] * trivia hands joel a cold beer for getting  
the last 3 questions!  
[10:05:08] <trivia> You're on fire!  
[10:05:08] <trivia> Current Round: joel-2  
[10:05:14] <trivia> 3. On what continent did the Incas  
live?  
[10:05:21] <joel> south america  
[10:05:21] <trivia> Winner: joel Answer: south america  
Time: 6.911 Streak: 4 Points: 75 WPM: 22 Rank: 5th  
[10:05:21] <trivia> You're on fire!  
[10:05:21] <trivia> Current Round: joel-3
```

# THE FIRST BOTS I REMEMBER



When you're served by a lady from the socialist times





Your telecom self-care app

Your mobile banking app

Your music streaming app

Your online shopping app

Your picture editing app

Your food delivery app

Your taxi order app

Your calendar app

Your news app

Your fun app

Your ....



# CHAT BOTS OPEN ISSUES

## NO STANDARDS?!

– REACH

- BEING VIRAL & LANGUAGE
- 1 TO 1 & 1 TO MANY
- DISCOVERABILITY

– MONETIZATION

- SELLING
- PUBLISHING
- LOYALTY THROUGH CUSTOMER CARE

# WHY





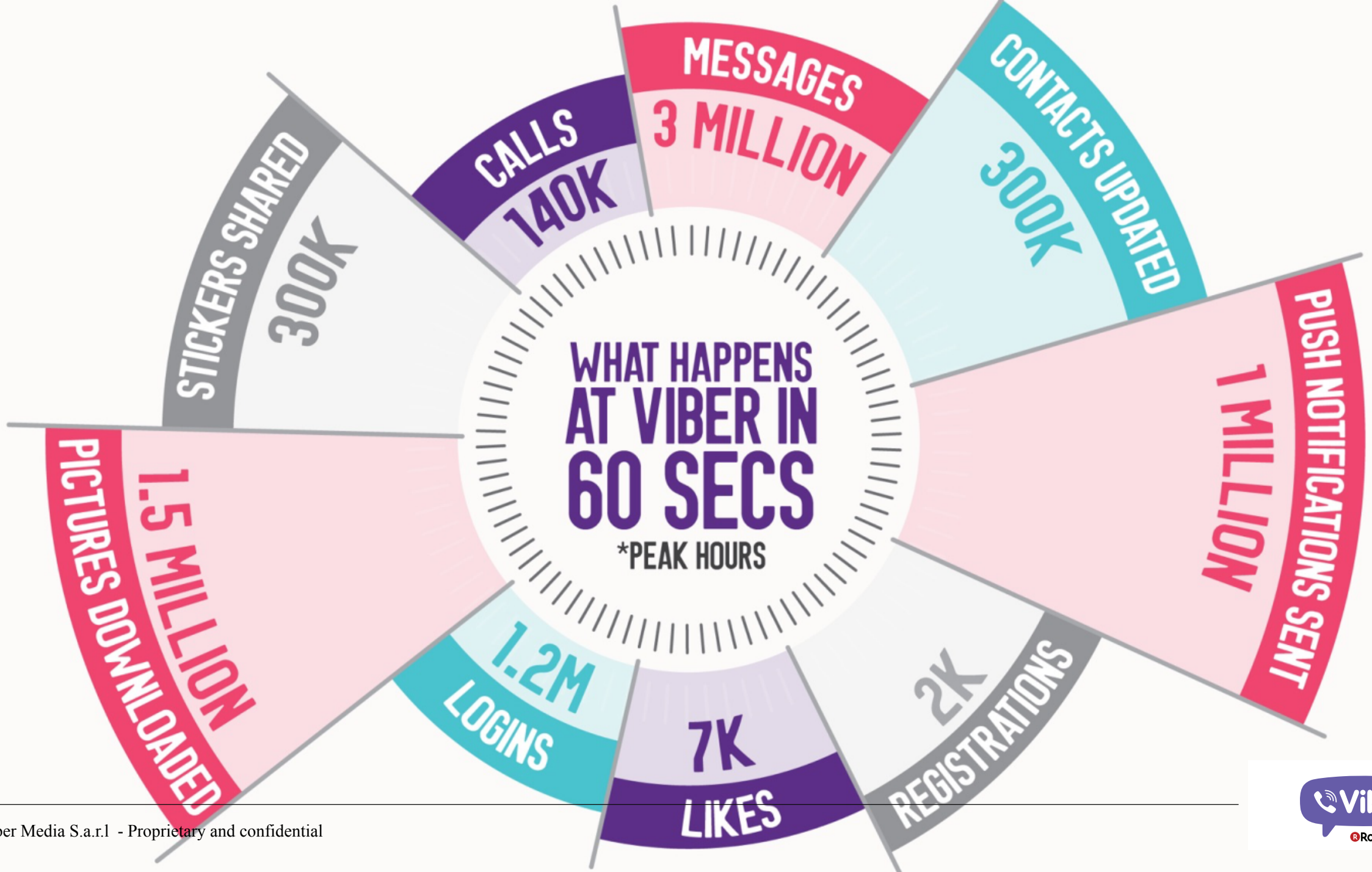
THE OTHER BIG PICTURE ...

SINCE ITS ESTABLISHMENT  
IN 2010 VIBER HAS REACHED

900 MILLION  
UNIQUE REGISTERED  
USERS WORLDWIDE

MORE THAN 35M ACTIVE USERS IN CEE





# HOW TO PUSH IT FORWARD

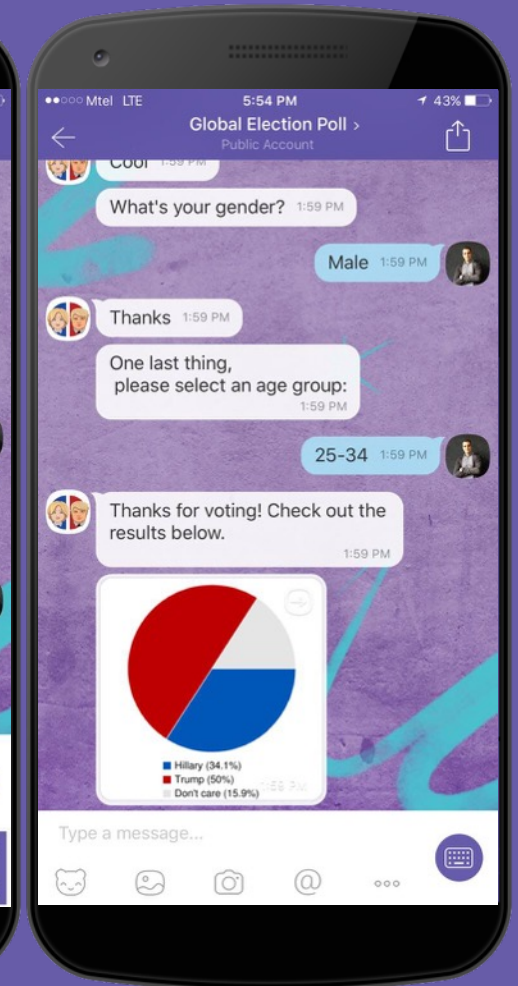
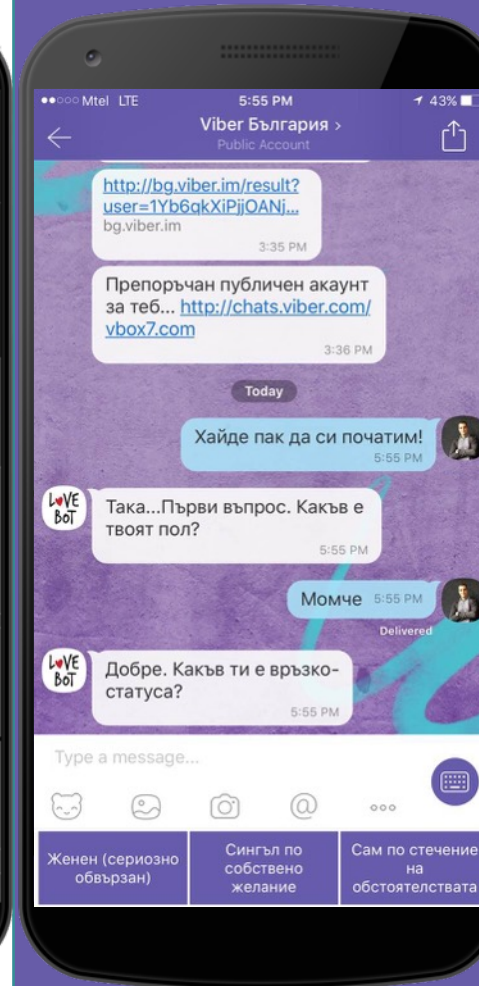
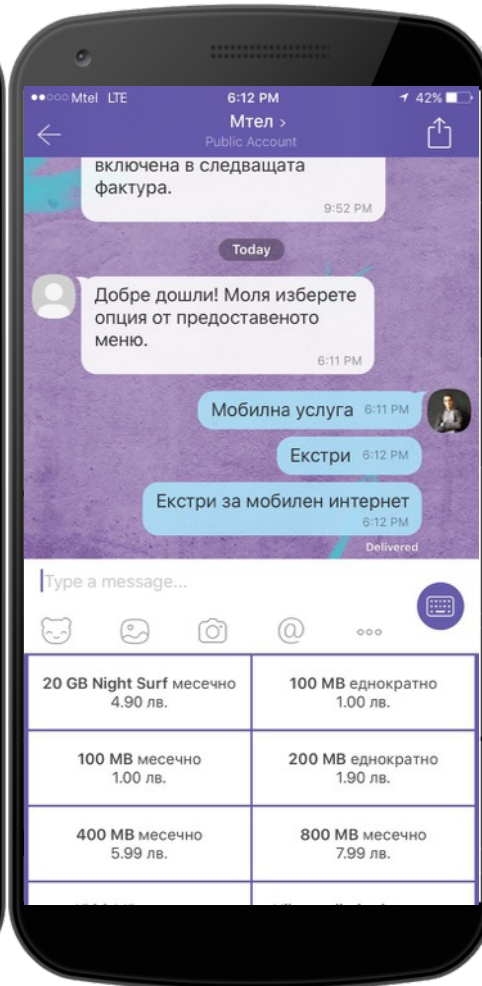
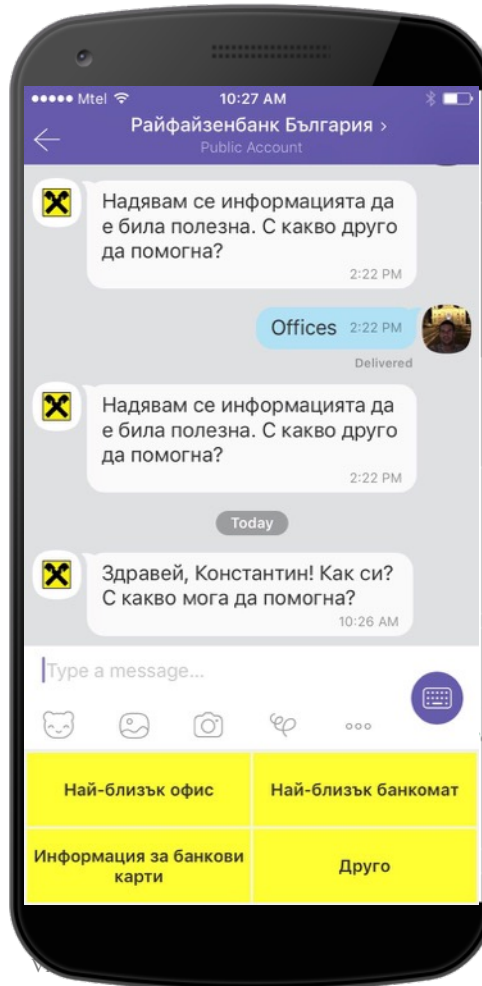


# REAL-LIFE EXAMPLES

- 25% unstructured speech
- subsegment & target

- verify & upsell
- 10x CTR vs SMS

- easy payments are possible
- go global



- 80% finish-rate
- copyright

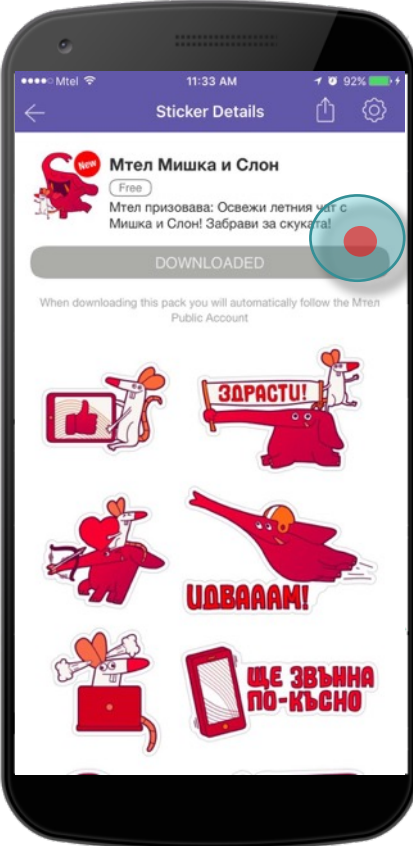
- ride the wave
- create your use-case

# USER UX

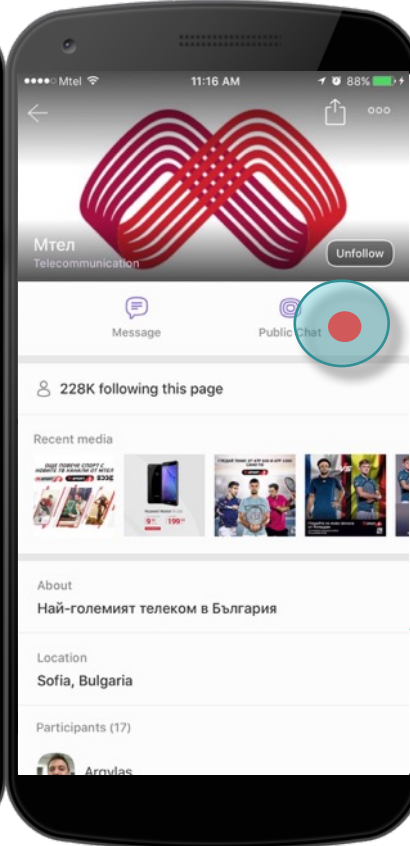
## Engage

## Sell

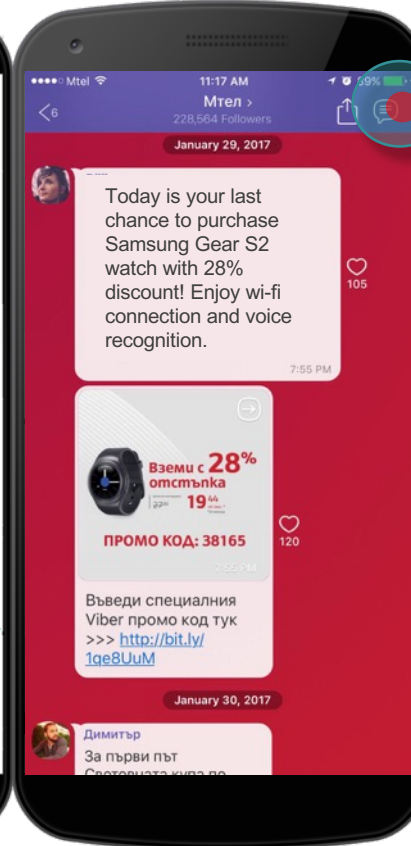
## Customer Service and Up-sell



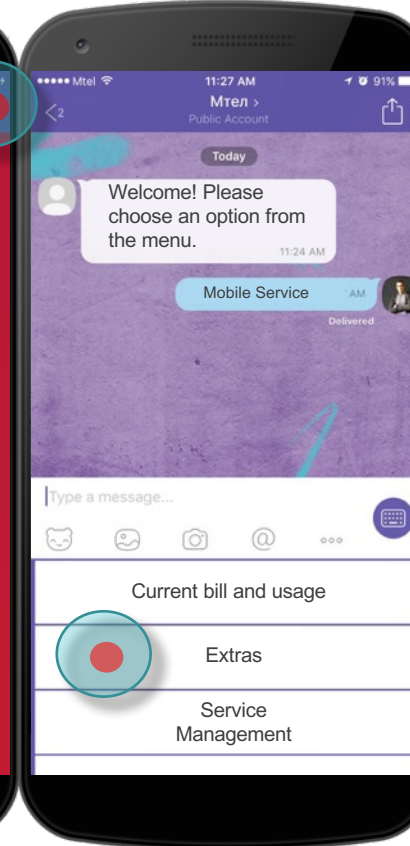
Download Mtel Sticker Pack



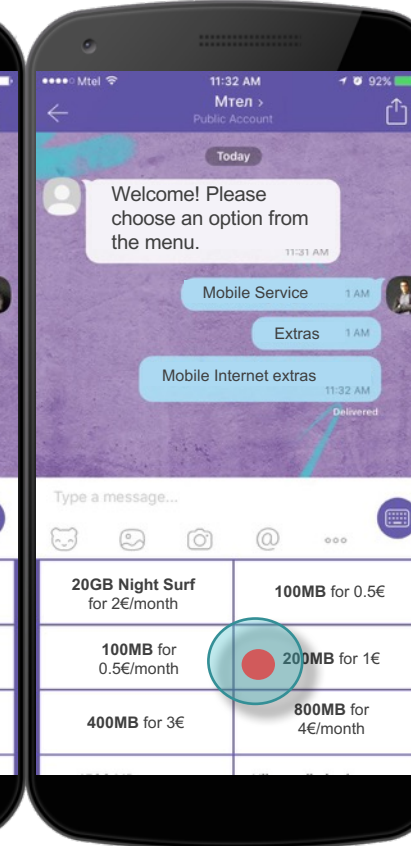
Visit PA Home Page and check out Public Chat



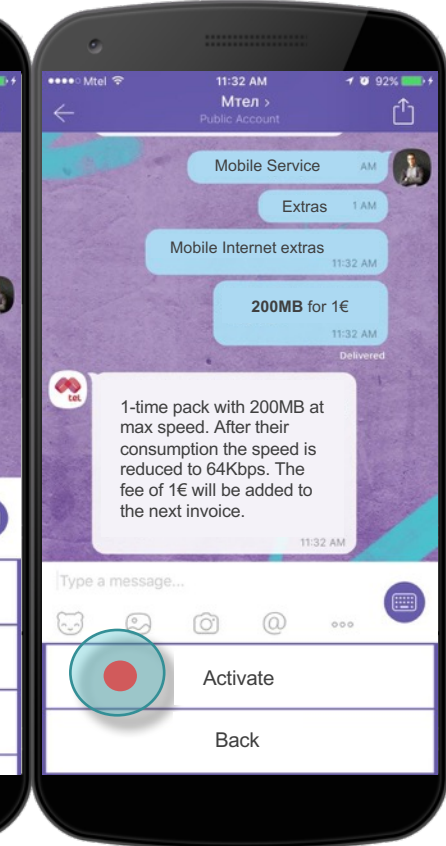
Get Samsung Gear 2 watch with 28% discount only in Viber



Go to the 1on1 screen and Select “Extras”



Select the “200 MB for 1 euro” option



Review T&C and tap on “Activate”



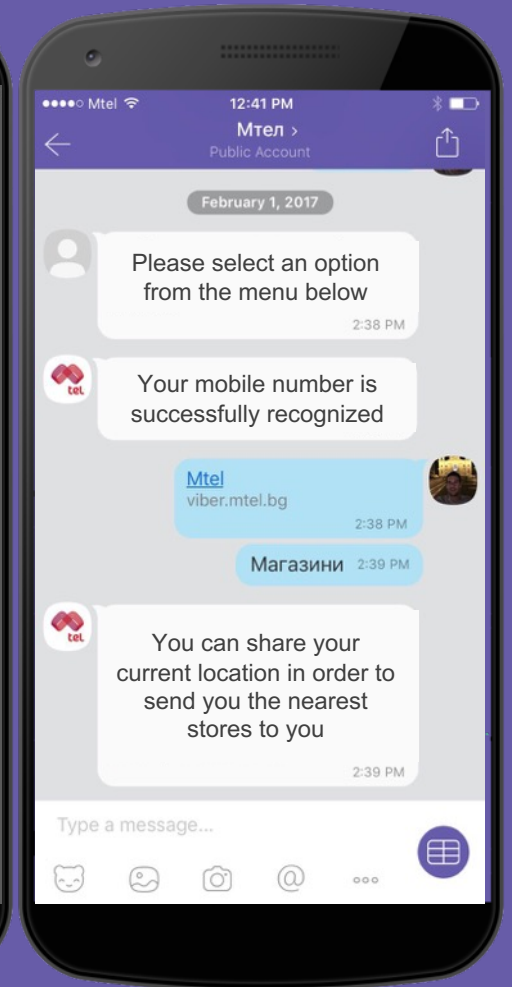
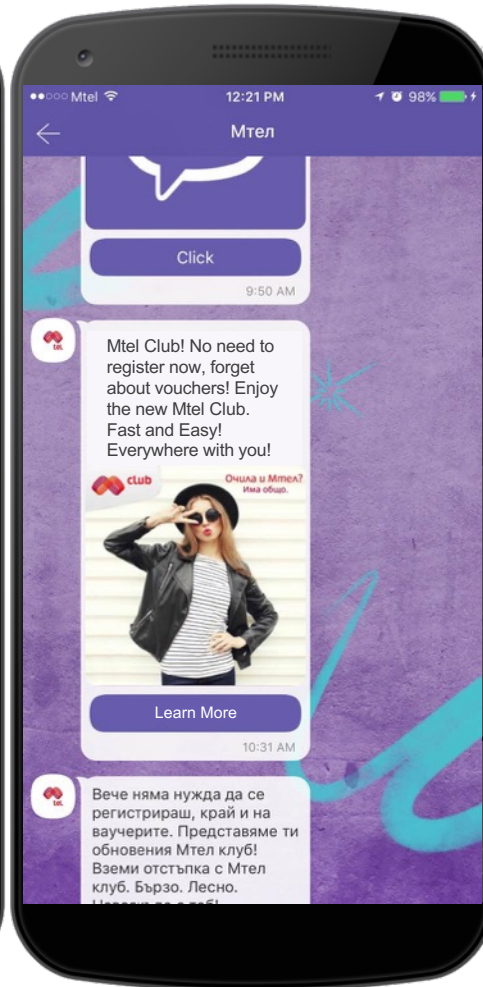
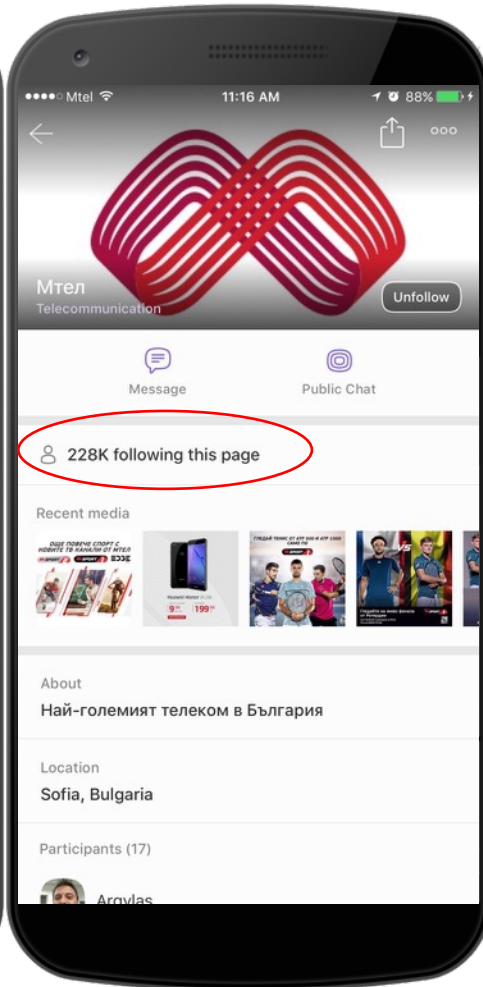
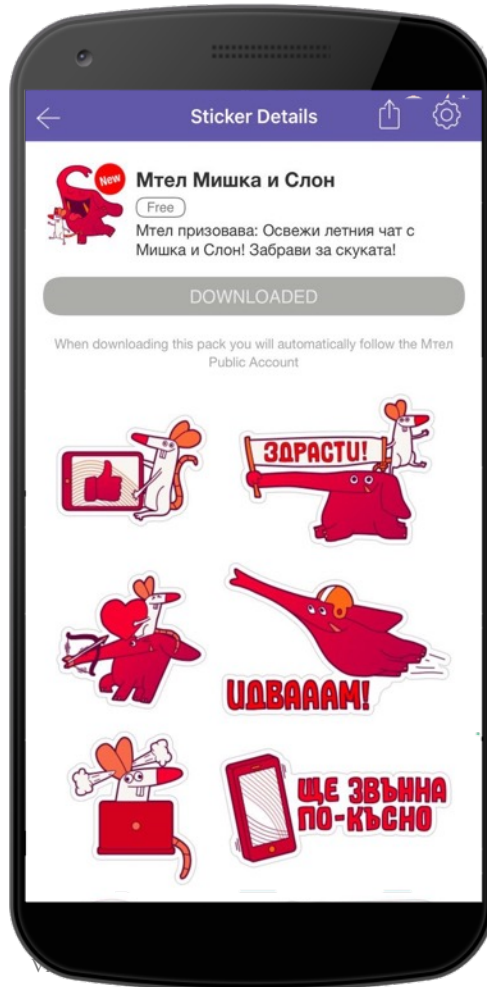
# QUICK WINS

Mtel got more than 20% of their smartphone residential users subscribed to their PA

Mtel pushed on-going 1to1 campaigns to these followers with 10x CTR vs SMS

Mtel built a chat bot on top of their USSD protocol

Mtel made 1-time MSISDN recognition to match the Viber user to their CRM





# THE VIBER APPROACH



## Discoverability

- Build-up follower base
- Push 1-to-many content
- Promote your brand

**PUBLIC  
ACCOUNT**

**CHAT  
BOT**



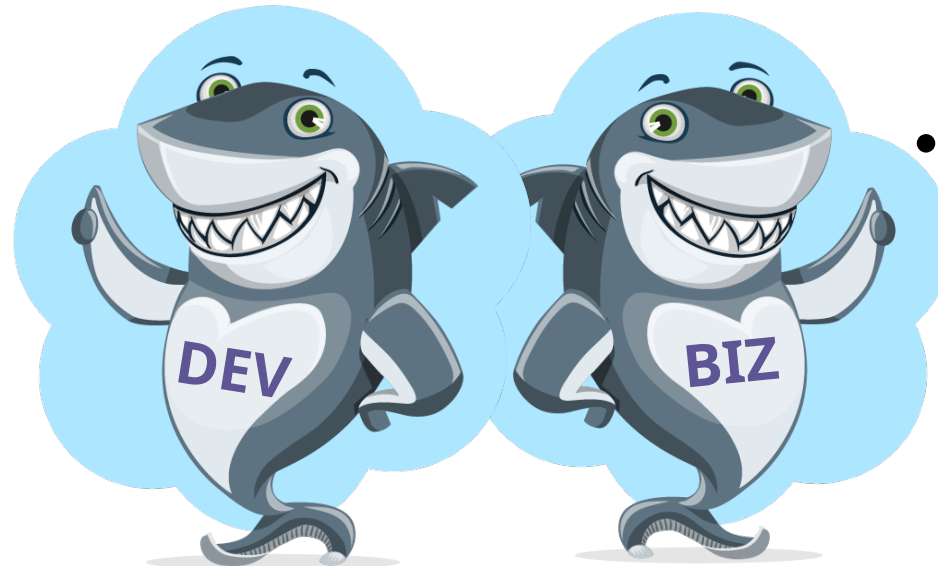
## Monetization

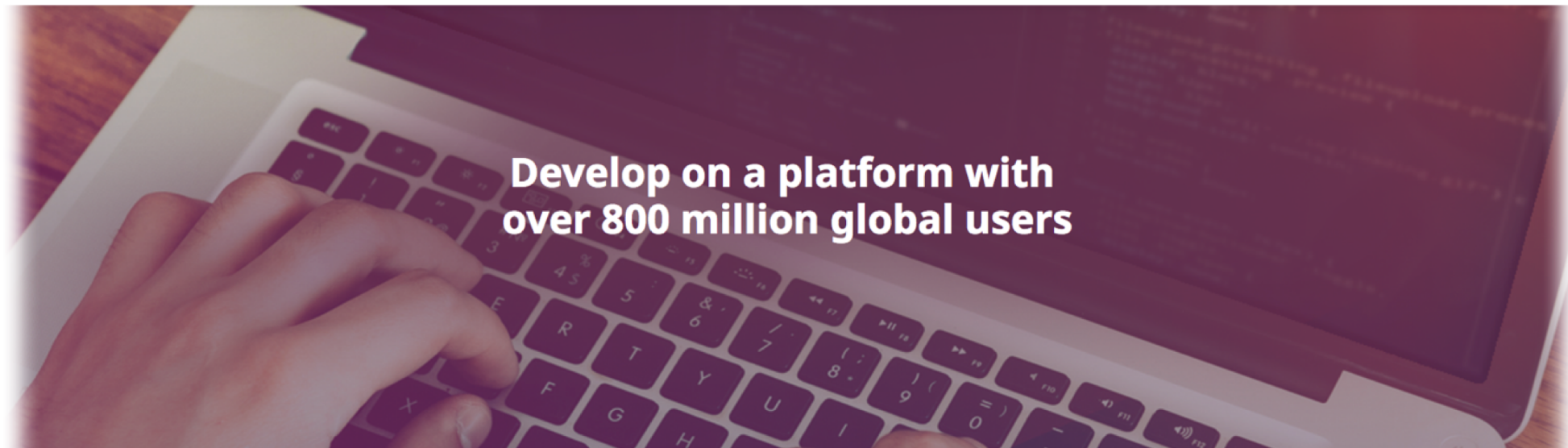
- Push 1-to-1 messages
- Engage every user
- Customize it
- Make it simple and useful

You  
wanna  
try it?

# SPARE A MIN TO THINK ABOUT

- Non-English data bases
- NLP (NLU + NLG)
- AI + Human in the loop
- Demo bots
- Short TTM
- Reporting tools
- Fun bots
- Single Purpose bots
- Trials and Pilots
- Start small
- Disrupt the status-quo
- Leverage your existing tools





Develop on a platform with  
over 800 million global users

Welcome to the Viber  
Developers Hub

## Welcome to the Viber Developers Hub

With Viber's APIs, you can create unique experiences for users at scale.

There are no registration fees, and our team is here to support you through the development and integration process.

Get started today!

Documentation	Tools	General
<a href="#">Getting started with Public Accounts</a>	<a href="#">Sticker IDs</a>	<a href="#">API terms of service</a>
<a href="#">Node.js API</a>	<a href="#">Share button</a>	<a href="#">Developers FAQ</a>
<a href="#">Python API</a>	<a href="#">Deep links</a>	<a href="#">Public Account API access</a>
<a href="#">Java API</a>	<a href="#">Keyboards</a>	<a href="#">Badge guidelines</a>
<a href="#">REST API</a>		<a href="#">Glossary</a>
		<a href="#">Change log</a>
		<a href="#">Developer Distribution Agreement</a>

